

ANNUAL REPORT

2012-13

100 Years of Indian Cinema



Broadcasting



Press and Information



**Ministry of Information and Broadcasting
Government of India**



Annual Report

2012-2013



GENESIS

Concept, Design & Print by: GENESIS 98100 33682
genesisadvf@hotmail.com



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Launch of Government of India Calendar-2013

HIGHLIGHTS OF THE YEAR

Information Wing

- Ministry of Information & Broadcasting launched its YouTube channel in September 2012. The Ministry has also launched its Facebook and Twitter accounts along with a blog. The initiatives of the Ministry and the Government are being disseminated through these platforms.
- Annual Economic Editors' Conference (EEC - 2012) was inaugurated by the Union Finance Minister, Shri P. Chidambaram on 8th

October, 2012, at the National Media Centre. The two day Conference had seven sessions; covering Ministries of Finance, Agriculture, Railways, Road and Transport, Power, Corporate Affairs, Communication & IT, Civil Aviation and Petroleum and Natural Gas.

- Two new Regional Centers of Indian Institute of Mass Communication (IIMC) have become operational at Jammu (J&K) and Kottayam (Kerala) from August 2012.
- Press Information Bureau launched mobile version of its website pib.gov.in to make its content easily accessible to mobile users.
- Publications Division started e-version of Employment news in English, Hindi & Urdu for its subscribers.
- "Report to the People" highlighting the achievements of the UPA-II Government was brought out in May 2012 on completion of its three years.
- A Memorandum of Understanding (MoU) was signed between the India and Belarus on 14th November 2012 at New Delhi to explore possible areas of bilateral Cooperation and exchange views in the field of press and information.



Minister of State (Independent Charge) for Information & Broadcasting, Shri Manish Tewari lighting the lamp to inaugurate the Broadcast Engineering Society (India) Expo- 2013 and 19th International Conference & Exhibition on Terrestrial and Satellite Broadcasting, organized by BES (India), in New Delhi on January 29, 2013. Advisor to the PM on Public Information Infrastructure & Innovations & Chairman National Innovation Council, Shri Sam Pitroda and the Secretary, Ministry of Information & Broadcasting, Shri Uday Kumar Varma are also seen

Broadcasting Wing

- Digital Addressable System (DAS) has come into effect in three out of four metros viz. Delhi, Mumbai and Kolkata from 31st October 2012 and the process of digital switch over has been smooth. Analogue Cable Television signals were switched off by the Broadcasters and Multi-System Operators (MSOs) at midnight of 31st October, 2012 in Delhi, Mumbai and Kolkata. Analogue Cable TV signals were allowed to continue in Chennai due to the interim stay granted by the Hon'ble High Court of Madras.
 - The Ministry of Information & Broadcasting has amended the Cable Television Network Rules 1995 thereby making it mandatory for Multi-system Operators (MSO) and Cable Operators to provide information as and when sought for by the Central Government or State Government or authorized officer or any agency of the Central Government.
 - In order to establish a direct communication between the Ministry and various stakeholders of Community Radio fraternity in the country, the Ministry has launched a dedicated page on facebook- 'Community Radio India'. This page can be accessed from www.facebook.com/communityradioindia.
 - In pursuance to ensure compliance of the directives of National Commission for Protection of Child Rights (NCPCR) as also the provisions of the Cable Television Network Rules 1994, the Ministry issued a directive to all TV channels on 9th August 2012 regarding Protection of Identity of Children in need of care and protection and juveniles in conflict with law.
 - The proposal of the Ministry for financial restructuring of Prasar Bharti (Broadcasting Corporation of India) was approved by Union Cabinet on 14th September, 2012.
- The proposal was based on the recommendations of the Group of Ministers (GoM) on Prasar Bharti, constituted under the Chairmanship of the Home Minister, to examine various issues pertaining to the functioning of Prasar Bharati.
- In order to monitor the progress of Digitization and to infuse the transparency in the system, the Ministry has put in place a software and enabled its website for the purpose of real time collection of data. Using the software, the Multi-System Operators (MSOs) can upload the data on the website of the Ministry.
 - The Cabinet Committee on Economic Affairs (CCEA) in its meeting held on 14th September 2012 approved the proposal on "Review of the Policy on Foreign Investment (FI) in companies operating in the Broadcasting Sector".



Minister of State (Independent Charge) for Information & Broadcasting, Shri Manish Tewari presenting the "Life Time Achievement Award" to the Polish Film Director, Mr. Krzysztof Zanussi, at the inaugural ceremony of the 43rd International Film Festival of India (IFFI-2012), in Panaji, Goa. Governor of Goa, Shri Bharat Vir Wanchoo, Chief Minister of Goa, Shri Manohar Parrikar and Secretary, I & B, Shri Uday Kumar Varma are also seen

Films Wing

- For the first time, the Ministry took an initiative to live stream the opening and closing ceremony of IFFI-2012 on its YouTube Channel. Over two hundred videos of the festival were uploaded on the channel which received more than 17,000 views.
- As part of the Centenary Celebrations, the Ministry conceptualized and designed a tableau to commemorate 100 years of Indian Cinema and participated in the Republic Day Celebrations- 2013. The central idea of the tableau was Cinema – MayurPankhi – a symbolic re-interpretation of the mythological flying bird-boat, which represents Indian Cinema as a carrier of a nation’s collective imagination; with gigantic celluloid sails, suggesting how the vision of directors through the ages, harnessed on film, has propelled the nation’s imagination forward. A one-minute audio track accompanied the Cinema MayurPankhi as it glided across the Rajpath. The voice over was given by the renowned Indian film actor Irfaan Khan, to connect with millions of viewers in India and abroad.
- Ministry of Health & Family Welfare, in consultation with Ministry of Information & Broadcasting agreed to amend the Notification regarding steps to be taken by the film industry while depicting smoking scenes in their films.
- The 59th National Film Awards were presented at the function held on 3rd May 2012 in New Delhi. Hon’ble Vice President Shri M. Hamid Ansari gave away the awards under different categories to nearly 100 talents in both feature film and non-feature film categories. The Dada Saheb Phalke Award for the year 2011 was conferred on the noted Bengali Actor Soumitra Chatterjee.
- The very first film made in a dialect “Byari” won the award under Best Film Category. The film also won the bronze medal in the SAARC Film Festival 2012.
- The Centenary celebrations of the Indian Cinema were formally inaugurated during the Awards function. It was decided to give away the National Film Awards every year on 3rd May, the day India’s first full length silent feature film “Raja Harishchandra” was released at Mumbai’s Coronation Cinema in 1913.
- The then Minister for I&B, Smt. Ambika Soni, signed an “Audio-Visual Co-production Agreement” with Mr. B. Zdrojewski, Minister of Culture and National Heritage, Poland, to enhance bilateral cooperation in the Films Sector between the two countries.
- Directorate of Film Festivals organized screening of films in Moscow from 13 to 15 April 2012 and at St. Petersburg from 17 to 22 April 2012 to celebrate 65 years of diplomatic relations between India and Russia.
- The National Film Archives of India (NFAI) organized a European Film Festival from 3rd to 9th April 2012 jointly with Max Mueller Bhawan, Alliance Francaise, Pune and the British Council.
- Children’s Film Society of India (CFSI) produced a film namely *Gattu*, which won the ‘Special Mention Certificate’ by the International Jury and the ‘Audience Award’ during the Indian Film Festival held at Los Angeles. The film also won the Best Film and Best Actor award at the New York Indian Film Festival, 2012. CFSI released this film commercially on 20th July 2012.
- As a part of synergizing the efforts for promotion of Indian Cinema and the ‘Incredible India’ campaign of the Ministry of Tourism, the Information & Broadcasting Ministry set up an India Pavilion at the Cannes Film Festival, France from 16th to 26th May 2012.



- Directorate of Film Festivals organized the National Film Festival - 2012 from 1st - 10th June 2012 at New Delhi. 24 feature films and 21 non- feature films, which had won the 59th National Film Awards, were screened during the festival. The Festival was inaugurated by veteran filmmaker, critic and pioneer of the Film Society Movement in India, Ms. Vijaya Mulay.
- A retrospective of Rajesh Khanna was organized by Directorate of Film Festivals from 18th to 20th August 2012 at New Delhi.
- To celebrate the Centenary of Indian Cinema, a festival was held in collaboration with Government of Puducherry from 24th to 26th August

2012. DFF also collaborated with PHD Chamber of Commerce to organize a day long film festival at New Delhi on 25th August 2012 to celebrate 100 years of Indian Cinema. DFF participated in Bhava film festival in Brasilia, Brazil from 24th July to 19th August 2012, where 34 films were screened.

- Three students of the Film and Television Institute of India, Pune won the Cinematography awards in the Fujifilm - Indradhanush Film Competition.
- To enhance Bilateral Cooperation in the Films Sector an agreement was signed by the then Minister of Information & Broadcasting Smt. Ambika Soni and Mr.

Jose Garcia Margalloy Marfil, Minister for Foreign Affairs and Cooperation, Spain to establish a legal framework for relations regarding cooperation between the two countries in the audio-visual field thereby facilitating its development.

- As a part of centenary year celebrations of Indian Cinema, Directorate of Film Festival organized the first ever Indian Centenary Film Festival in Bangkok from 18 to 21 October 2012. Ten Films, including the first Indian feature film, Raja Harishchandra were screened during the festival. The Directorate also participated in Taiwan and Fiji Film festival.
- The Ministry organized, the 43rd International Film Festival of India (IFFI- 2012) from 20th to 30th November 2012 at Goa. Film Star Akshay Kumar was the Chief Guest for the opening function. Oscar Award winner Ang Lee's 'Life of Pi' was the opening film of the festival while Mira Nair's 'The Reluctant Fundamentalist' was the closing film. Renowned Polish filmmaker Krzysztof Zanussi was conferred upon the prestigious Lifetime Achievement Award on the occasion of 43rd IFFI- 2012. Gurvinder Singh's film 'Anhey Ghorhey Da Daan' bagged Golden Peacock and Kyu-hwan Jeon got Silver Peacock for Best Director.

Economic Wing

- The Sectoral Innovation Council of the Ministry of Information & Broadcasting headed by Smt. Asha Swarup, Retired Secretary, Government of India submitted its report to the then Minister of Information & Broadcasting, Smt. Ambika Soni on 26th July 2012. The Council has made 64 key recommendations in the field of Broadcasting, Films, Animation, Gaming & VFX, Print Media, Advertising and Media Education.
- The Ministry has started 'e-office' project. The software and hardware have been made available to all the employees. The roadmap to achieve the targets has been prepared and all necessary arrangements have been put in place to ensure that e-office is implemented by 1st March 2013.



The Song and Drama Division of the Ministry presenting the “JAMUNIYA” show



Photograph from National Photo Awards

Chapter

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 to have access to free flow of information. The Ministry is involved in catering to the entertainment needs of various age groups and focusing attention of the people on issues of national integrity, environmental protection, health care and family welfare, eradication of illiteracy and issues relating to women, children, minority and other disadvantaged sections of the society. The

Ministry is divided into four wings i.e. the Information Wing, the Broadcasting Wing, the Films Wing, and the Integrated Finance Wing. The Ministry functions through its 21 media units/ attached & subordinate offices, autonomous bodies and PSU's. The Main Secretariat of the Ministry is headed by a Secretary who is assisted by one Additional Secretary, an Additional Secretary & Financial Advisor, one Senior Economic Advisor, four Joint Secretaries, one Economic Advisor and one Chief Controller of Accounts. There are 17 posts of the level of Director/Deputy Secretary, 25 posts of Under Secretary level (including Deputy Director (EW) & Deputy Director (OL), 1 Sr. PPS, 5 PPS, 38 of other Gazetted Officers and 271 non-gazetted posts in the different wings of the Main Secretariat.

The Information Wing under the Joint Secretary (Policy & Administration) handles policy matters of the press and the print media and publicity requirements of the Government. This Wing also looks after the general administration of the Ministry

The Broadcasting Wing under Joint Secretary (Broadcasting-II) and Joint Secretary (Broadcasting-I) handles matters relating to the Electronic Media and the regulation of the content of private TV channels as well as the programme matters of All India Radio and Doordarshan and operation of cable television and Community Radio etc. Electronic Media Monitoring Centre (EMMC), which is a subordinate office, functions under the administrative control of this Division.

Joint Secretary (Broadcasting-II) handles matters relating to hardware development which includes upgradation of All India Radio and Doordarshan. In addition he also handles matters pertaining to formulation of policies and framing up of rules and regulations for the Broadcasting Sector, which also include public service broadcasting and FM Radio.

The Film Wing under Joint Secretary (Films) handles matters relating to the Film Sector. It is involved in the production and distribution of documentary films, development and promotional activities relating to the film industry including training, organization of film festivals, import and export regulations, etc.

The Integrated Finance Wing, under AS & FA and Senior Economic Advisor looks after the financial aspects of the Ministry including budget, Plan Coordination and O&M activities. AS&FA is assisted by the Economic Advisor.

Field Formation of the Ministry of Information and Broadcasting

Attached and Subordinate Organizations

1. Office of the Registrar of Newspapers for India
2. Directorate of Advertising and Visual Publicity
3. Press Information Bureau
4. Publications Division
5. Directorate of Field Publicity
6. Directorate of Film Festivals
7. Research, Reference and Training Division
8. Films Division
9. Photo Division
10. Song and Drama Division
11. Central Board of Film Certification
12. National Film Archives of India
13. Electronic Media Monitoring Centre



The Ministry is assisted and supported in its activities through 13 Attached and Subordinate Offices, 6 Autonomous Organisations and 2 Public Sector Undertakings.



Autonomous Organizations

1. Prasar Bharati (Broadcasting Corporation of India)
2. Film and Television Institute of India, Pune
3. Indian Institute of Mass Communication
4. Children's Film Society, India
5. Press Council of India
6. Satyajit Ray Film and Television Institute, Kolkata

Public Sector Undertakings

1. National Film Development Corporation.
2. Broadcast Engineering Consultants India Limited

Mandate of the Ministry of Information and Broadcasting

- News Services through All India Radio (AIR) and Doordarshan (DD) for the people including Indians abroad.
- Development of Broadcasting and Television
- Import and Export of films.
- Development and promotion of film industry.
- Organization of film festivals and cultural exchanges.
- Advertising and Visual Publicity on behalf of the Government of India and to get feedback on publication.

“

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.

”

- Administration of the Press and Registration of Books Act, 1867 in respect of newspapers.
- Administration of the Cinematograph Act, 1952 in respect of certification of films.
- Dissemination of information about India within and outside the country through publications on matters of national importance.
- Research, reference and training to assist the media units of the Ministry.
- Financial assistance to distinguished artistes, musicians, instrumentalists, dancers, dramatists, etc. who have substantially contributed to the Ministry's institutions
- International relations in respect of broadcasting and news services.



Minister of State (Independent Charge) for I & B, Shri Manish Tewari presenting the IAA leadership award, at a function, in Mumbai on February 2, 2013



*The artists of Song and Drama Division performing the Street Drama “JAMUNIYA” ‘Aakansha Ubharte Bharat Ki’,
in New Delhi*

Chapter

2

ROLE AND FUNCTIONS OF THE MINISTRY

I. BROADCASTING POLICY AND ADMINISTRATION

- All matters relating to radio and television broadcasting within the Union including regulation of the use of All India Radio and Doordarshan by recognised national and regional political parties during elections to the Lok Sabha and State Assemblies and procedure to be followed by the official electronic media during periods of national

mourning on the demise of a high dignitary.

- The enunciation and implementation of the law relating to radio and television broadcasting in India by private Indian companies or Indian nationals.
- Broadcast Monitoring and Administration of the Prasar Bharati (Broadcasting Corporation of India) Act, 1990 (25 of 1990).
- All matters relating to the Indian Broadcasting (Programme) Service and the Indian Broadcasting (Engineering) Service until they are handed over to Prasar Bharati.

II. CABLE TELEVISION POLICY

- Cable Television Networks (Regulation) Act, 1995 (7 of 1995).

III. RADIO

- All business connected with All India Radio embracing news services in the home programmes, programmes for the foreign countries and Indians overseas, radio journals, research in the field of broadcast engineering, monitoring of foreign broadcasts, programme exchange and transcription services, supply of community receiving sets to State Governments under the community listening scheme, etc.

- Development of radio Broadcasting throughout the Union, installation and maintenance of Radio Stations and Transmitters and operation of broadcasting services.

IV. DOORDARSHAN

- Exchange including cultural exchange of television programmes.
- Development of television throughout the Union, including installation, maintenance and operation of television Programme Production Centres and Transmitters, and operation of television services.
- Promotion of production of television programmes outside Doordarshan.

V. FILMS

- Legislation under entry 60 of the Union List, viz., 'Sanctioning of Cinematograph films for exhibition'.
- Administration of the Cinematograph Act, 1952 (37 of 1952).
- Import of feature and short films for theatrical and non-theatrical viewing.
- Export of Indian films, both feature and short films.
- Import of unexposed cinematograph films and

various types of equipment required by the film industry.

- All matters relating to film industry, including developmental and promotional activities.
- Promotion of good cinema by institution of State awards for films produced in India and assistance through the National Film Development Corporation Limited.
- Production and distribution of documentaries and newsreels and other films and film strips for internal and external publicity.
- Preservation of films and filmic materials.
- Organisation of International Film Festivals in India and participation of India in International Film Festivals abroad.
- Organisation of Film Festivals under Cultural Exchange Programmes.
- Film society movement.

VI. ADVERTISING AND VISUAL PUBLICITY

- Production and release of advertisements on behalf of the Government of India.

VII. PRESS

- Presentation and interpretation of the policies and activities

of the Government of India through the medium of the press.

- Advising Government on information problems, relating to the press, keeping Government informed of the main trends of public opinion as reflected in the Press and liaison between Government and the Press.
- Publicity to and for the Armed Forces.
- General conduct of Government relations with the press excluding the administration of sections 95 and 96 of the Code of Criminal Procedure, 1973 (2 of 1974).
- Administration of the Press and Registration of Books Act, 1867 (25 of 1867) relating to newspapers.
- Administration of the Press Council Act, 1978 (37 of 1978).
- Allocation of newsprint to newspapers.

VIII. PUBLICATIONS

- Production, sale and distribution of popular pamphlets, books and journals on matters of national importance for internal as well as external publicity, with a view to impart up-to-date and correct information about India to the general public at home and abroad.

IX. RESEARCH AND REFERENCE

- To assist the Media Units of the Ministry of Information and Broadcasting in collection, compilation and preparation of material involving research, into published works.
- Building up of a compendium of knowledge on important subjects and to prepare guidance and background notes on current and other topics for

the use of the Media Units of the Ministry.

X. OTHER FUNCTIONS

- Publicity for the policies and programmes of Government of India.
- Administration of Journalists Welfare Fund.
- Financial assistance to distinguished musicians, both vocal and instrumental, dancers

and dramatists who have contributed substantially to the success of All India Radio and other units of the Ministry or their survivors in indigent circumstances.

- All matters relating to the Asia-Pacific Broadcasting Union, Commonwealth Broadcasting Association and the Non-Aligned News Agency Pool.
- Cadre management of the Indian Information Service (Group 'A' & 'B').



Vice President, Shri Mohd. Hamid Ansari presented the Dadasaheb Phalke Award 2011 to Veteran Bengali actor Soumitra Chatterjee, at the 59th National Film Awards function. The then Ministe for I & B, Smt. Ambika Soni, the then MoS, I & B, Shri Jagathrakshakan & Shri Chowdhury Mohan Jatua & Secretary I & B, Shri Uday Kumar Varma are also seen





Visitors at Khandar Public Information Campaign organized by PIB at Madhopur, Rajasthan



Artists performing at the closing ceremony of the 43rd International Film Festival of India (IFFI-2012), in Panaji, Goa

Chapter

3

NEW INITIATIVES

Introduction of Digital Addressable System (DAS)

Digital Addressable System (DAS) has come into effect in three out of four metros viz. Delhi, Mumbai, and Kolkata. The process of digital switch over has been smooth. Analogue Cable Television signals were switched off by the Broadcasters and Multi System Operators (MSOs) at midnight of 31st October 2012 in these metros. Analogue Cable TV signals were allowed to continue in Chennai following the interim stay granted by the Madras High Court.

YouTube Channel of Ministry of Information & Broadcasting

Ministry of Information & Broadcasting launched its YouTube channel on 14th September 2012 as a pilot project. A mechanism has also been put in place for uploading & monitoring the content on the channel. This page can be accessed from www.youtube.com/user/inbministry

Facebook & Blogging of Ministry of Information & Broadcasting

Apart from YouTube channel, the Ministry has taken an initiative to upload the information relating to various activities of this Ministry on the Facebook and Blogging. The content on these Media platforms are being uploaded/updated on regular basis. These can be access from <http://www.facebook.com/pages/Ministry-of-InformationBroadcasting/525593897451771> & <http://inbministry.blogspot.in/>

Expansion of Private FM Radio Stations

In view of the still untapped potential of private radio broadcasting, Government have decided to expand the private FM radio network by introducing Phase-III FM policy guidelines. The Union Cabinet approved the 'Policy Guidelines on Expansion of FM radio broadcasting services through private agencies (Phase-III) proposed by the Ministry on 7th July 2011. Cabinet also

cleared the proposal of the Ministry for conducting ascending e-auction, as followed by Department of Telecommunications (for the auction of 3G and BWA spectrum), for award of license of FM channels, as recommended by the GoM on Licensing Methodology. FM Phase-III Policy will extend FM radio services to 294 new cities with a total of 839 new FM Radio channels. The Phase-III policy will result in coverage of all cities with a population of one lakh and above by private FM Radio Channels.

Amendment to Cable Television Network Rule 1995 (Second Amendment)

The Ministry has amended the Cable Television Network Rule, 1995 (Second Amendment) thereby making it mandatory for Multi-system Operators (MSOs) and Cable Operators to provide information as and when it is sought for by the Central Government or State Government or authorized officer or any agency of the Central Government

Launching of Dedicated Page on Facebook on 'Community Radio India'

In order to establish a direct communication between the Ministry and various stakeholders of Community Radio fraternity in the country, a dedicated page on facebook- 'Community Radio India' has been launched. This page can be accessed from www.facebook.com/communityradioindia.

Signing of Memorandum of Understanding to Promote 'Incredible India Campaign'

In a major initiative to promote the 'Incredible India Campaign' and Cinemas of India as a sub brand of Incredible India at various international film festivals and markets abroad, the Ministry of Information & Broadcasting and the Ministry of Tourism signed a Memorandum of Understanding. The MoU

was signed in the presence of the then Minister for Information & Broadcasting, Smt. Ambika Soni & the then Minister for Tourism Shri Subodh Kant Sahay, on 16th February 2012.

Signing of Audio-Visual Co-production Agreement with Polish Government

"Audio-Visual Co-production Agreement" has been signed with Polish Government. The objective of the Agreement is to enhance Bilateral Cooperation in the Films Sector between India and Poland. The



agreement establishes a legal framework for relations regarding audio-visual co-production, especially films including animation & documentary films for the cinema and TV, as well as films intended solely for dissemination on analogue or digital data carriers.

Sectoral Innovation Council

The Ministry of Information and Broadcasting in July, 2011 constituted a Sectoral Innovation Council in line with National Innovation Council for preparing a comprehensive road map for innovation in respect of Information and Broadcasting Sector for the decade 2010-2020. A galaxy of eminent experts, with domain expertise in their respective fields, was inducted as members of the Sectoral Innovation Council. The Council submitted its report to the Minister for Information and Broadcasting in July 2012. The report contains a number of recommendations related to different areas of the Information and Broadcasting sector.

Implementation of E-office Mission Mode Project

The Ministry is implementing e-office Mission Mode Project under National e-Governance Plan. The work related to implementation of e-office in the Ministry is running under the overall guidance of Department of Administrative Reforms and Public Grievances. The project operational from 3rd September 2012, aims at transaction of day to day work of the Ministry through online mechanism.

Setting up of Regional Centres of IIMC

In a major initiative to impart quality training in the field of mass communication, the Ministry of I&B has set up Regional Centres of the Indian Institute of Mass Communication (IIMC). In addition to the existing two Centres at Delhi and Dhenkanal, the Ministry of Information & Broadcasting has established four Regional Centres of IIMC in the States of Jammu & Kashmir, Kerala, Maharashtra and Mizoram. While the Regional Centres at Amravati (Maharashtra) and Mizawl (Mizoram) became operational from August 2011 with

PG Diploma courses being offered in English Journalism, the remaining two Centres at Jammu (Jammu & Kashmir) and Kottayam (Kerala) have become operational from the academic session 2012-13.



Photograph from National Photo Awards





Minister of State (Independent Charge) for Information & Broadcasting, Shri Manish Tewari launching the New Logo of the "Employment News"

Chapter

4

ACTIVITIES UNDER INFORMATION SECTOR

The Information Wing of the Ministry mainly handles policy matters of the print media and publicity requirements of the Government. This Wing also looks after the general administration of the Ministry and the cadre of Indian Information Service.

In order to disseminate information on the policy initiatives of the Government, through the social media platform, the Ministry launched its YouTube Channel in September 2012. The objective

of launching the channel was to reach out to the young population of the country, sensitizing them of the Government's policies and programmes. At the same time, the channel has provided a window to disseminate information on key issues and events regularly in an effective manner. This is now being tracked regularly by stakeholders in view of the instant information being provided.

Since its launch, the channel has successfully incorporated a bouquet of programmes on the platform catering to different cross sections. The uploaded programmes include Live streaming of events, news capsules of two to three minutes duration, campaign spots, short films and documentaries, classical music, inspirational speeches, etc. As part of the initiatives undertaken, the 43rd International Film Festival at Goa from 20th to 30th November, 2012 was publicized and promoted in a big way through the channel thereby giving it a better profile on the social media network. Till 31st January 2013, the channel received more than 90,000 video views and has approximately 1049 subscribers.

The Channel has a special section on Inspirational Speeches of Stalwarts of Indian Freedom Struggle and founding fathers of Modern India. Excerpts from speeches by renowned personalities of two to three minutes are uploaded in this section. One can hear the original voice of leaders like Mahatma Gandhi, Jawahar Lal Nehru, Sardar Vallabhbhai Patel, Netaji Subhash Chandra Bose, Dr. Rajendra Prasad, Dr. Zakir Hussain, Maulana Azad, Indira

Gandhi and Rajiv Gandhi. The channel has provided the Ministry the opportunity to integrate communication and content on a newly emerging platform. The content is regularly updated on a day to day basis through the social media cell set up for this purpose.

The Ministry has also started its Facebook page and operationalized its Twitter account in last week of December 2012. The YouTube Channel of the Ministry has been bundled into a customized smart phone App designed to run on Google's Android based Smart phones. The Android App "MIB YouTube" is available for free download from Google Play.

Various activities undertaken under information sector through the Media Units of the Ministry are as follows:

PRESS INFORMATION BUREAU

(www.pib.gov.in)

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, programmes, initiatives and achievements. It functions as an interface between the Government and the media and also provides feedback to the Government on people's reaction as reflected in the media.

PIB disseminates information through different modes of communication such as press releases, press notes, featured articles, backgrounders, press

briefings, press conferences, photographs, interviews, database available on Bureau's website, press tours etc. The information material, released in English, Hindi & Urdu and subsequently translated in other regional languages, reaches about 8,400 newspapers and media organizations in different parts of country.

PIB officers have been providing the requisite service to their respective Ministries and also meeting the information needs of media in respect of those Ministries. PIB officers also advise their respective Ministries on all matters pertaining to information needs of media and Ministries' publicity requirements.

An officer of the Bureau attached to a Ministry/Department is its authorized spokesperson. He/She briefs the media on policies and programmes of the Ministry/Department, disseminates information, answers queries, provides clarifications and addresses misconceptions and misunderstandings that may arise. He/She analyses public reaction as reflected in the editorials, articles and comments in the media in order to keep the Ministry/Department informed about the public opinion and advises the Ministry/Department on its media and IEC strategy.

Vision, Mission, Objectives and Functions of Press Information Bureau

Vision

- To disseminate information on the policies, programmes

and achievements of the Government for educating & empowering the people of India.

Mission

- To effectively disseminate information on the policies, programmes & achievements of the Government and ensuring free flow of information to the public.
- To communicate and publicise the Government's Flagship programmes directly to the beneficiaries through appropriate multi-media public campaigns down to the grassroot level.

Objectives

- To provide information on the policies, programmes and achievements of the Government to media at national and regional levels (including regional press)
- Special media / publicity events
- Media Outreach Programme
- Modernizing communication and information dissemination systems in the PIB.
- Strengthening emergency response systems

Functions

- Presentation and interpretation of information on the policies and activities of the Government through the medium of the press.
- Dissemination of information through different modes of communication.

- Advising Government on information problems, relating to the Press, keeping Government informed of the main trends of public opinion as reflected in the Press and liaison between Government and the Press.

Organisational Set-up

PIB has its Headquarters in New Delhi. It is headed by the Principal Director General (Media & Communication) who is assisted by a Director General and eight Additional Director Generals. Besides, the Bureau has Officers in ranks of Director, Joint Director, Deputy Director, Assistant Director and Media & Communication Officer who are attached with different ministries depending on the size and importance of the ministry.

PIB also runs a Control Room (News Room) at Headquarters to ensure dissemination of information after normal working hours. The news room functions 6 to 9 pm on weekdays and from 3 to 9 pm on weekends and holidays.

Prime Minister's Unit

PIB has a dedicated unit for the publicity and media support to the Prime Minister's office. The unit functions on 24X7 basis and compiles a number of reports on all days including holidays for the PMO, Cabinet Secretariat and other senior officials of the PMO. This unit works in two shifts from 6.30 am in the morning till 8 pm in the night. Very often, additional working hours are required in the late evenings / holidays on

account of late Cabinet meetings / briefings or other engagements of the Prime Minister. The unit reaches out extensively to regional / branch offices to ensure nation-wide publicity and gathering feedback for perusal of the PMO. The activities of the unit include:

- Preparation of media report for the Prime Minister in a strict timeframe, to be finalised/sent by 9.15 am every day. It includes contents from English, Hindi and regional newspapers;
- Preparation of weekly Magazine Report;
- Interacting with media regarding PM's engagements; providing timely alerts for media through SMS/email;
- News clippings for National Advisory Council (NAC), Cabinet Secretary;
- Special Feedback report from Srinagar, for PMO;
- Urdu Newspaper feedback, for PMO;
- Organising Cabinet Briefings;
- Issuing and uploading Cabinet decisions on the website;
- Transcribing and uploading the speeches/statements of the Prime Minister on website;
- Issuing and uploading the greeting/congratulatory/condolence messages by the PM on the website;
- Coordination with Regional/Branch offices about visits of PM/President for coverages of the events;

- Issuing Press Releases/statements/messages, and facilitating coverages of select official engagements of the President;
- Organising publicity for PM's Economic Advisory Council, Cabinet Secretariat and other bodies under PMO.

Publicity at Regional Level

PIB has eight Regional Offices headed by Additional Director Generals and 34 Branch Offices including Information Centers to cater to information needs of the regional media. In addition to release of publicity material issued from the Headquarters in the local language, these Regional and Branch Offices of PIB issue original press releases, press notes, backgrounders etc. whenever an important event is organized by any of the Central Ministries or Public Sector Undertakings in that particular region. These offices also take up the decisions of the Central Government which may be of special importance to a particular region for focused publicity, based on sustained information dissemination. The field offices of the PIB played a significant role in:-

- Disseminating information and providing media support to Union Government's plans, policies and initiatives at the regional level in local languages.
- Providing media support to the visiting Union Ministers and senior officers and for the local events of the Central Ministries/Departments.

- Providing regular feedback on important matters as projected in regional/local language media.
- Advising on information related matters to the Central Government organizations in the region.
- Organising Public Information Campaigns (PICs) under Bharat Nirman Media Outreach Programme.

PIB Regional/Branch offices assume central role in facilitating media coverage of the President, the Prime Minister, Union Ministers and Secretaries on their official visits to a region/ state.

Information dissemination during Elections

As regards information dissemination during General Elections to Lok Sabha or State Assemblies, PIB provides an effective interface between the Election Commission of India and Media. With a view to provide information of past General Elections, PIB releases the “Reference Hand Book for General Elections” just after the announcement of election schedule by the Election Commission of India. In addition, during the run-up to elections, election related information is provided to media on regular basis through backgrounders

and factsheets. On the counting day, PIB sets up a special Election Media Centre to update media on real-time basis, through its website on the counting trends and results by obtaining counting data from the Election Commission of India, the National Informatics Centre and Regional & Branch Offices of PIB.

Highlights and New Initiatives

Group of Ministers (GoM) on Media

The Government of India constituted a GoM on Media on 10th May 2011 to interact with media on a regular basis on issues



Finance Minister, Shri P. Chidambaram and the Minister of State (Independent Charge) for Information & Broadcasting, Shri Manish Tewari at the GoM Media briefing on Ordinance and other measures taken to combat crimes against women, in New Delhi. The Principal Director General (M&C), PIB, Smt. Neelam Kapur is also seen

of emergent public concern and to strategise on the Government's media strategy. PIB is providing support to the GoM on Media. A core team of officers of PIB assist the GoM in daily analysis of news, views and events in order to identify subjects on which the Government's responses have to be made proactively. Apart from the media feedback, the Bureau also prepares backgrounders and explanatory notes on important issues to help the GoM on Media to strategise its responses. The Bureau organises press conferences of the GoM, issues press releases and follows up for wide coverage both in print and electronic media. The composition of the GoM on Media was revised on 5th November 2012.

Social Media: PIB Using Social Networking Sites

With the opening up of the air waves, 24x7 news channels in English, Hindi and other languages have come up in the country. PIB is doing video releases which facilitate more effective projection of the Government's point of view through the electronic media.

- Besides the websites which offers one way communication, PIB is using social media such as Twitter and YouTube as they offer platforms for two way communication and quick feedback on the issues of interest.
- PIB officers use official accounts on social networking sites in accordance with the guidelines issued in this regard from time to time.

- Noteworthy features of the existing web content such as the headlines of news releases, speeches and statements published on the PIB website are paraphrased for use on such accounts.
- Other contents such as photographs of the events, videos of the functions, and interesting information such as those contained in features are also provided on it.
- News about important publications, reports to be unveiled, forthcoming events and success stories are also posted on the social networking site.

Online Accreditation System

PIB provides accreditation to media representatives including foreign media at the Headquarters in New Delhi. A fully on-line system of accreditation has been operationalised by PIB from the financial year 2010-11 onwards to make the process prompt and efficient. The Bureau utilized the process of online accreditation during the financial year 2012-13 successfully. During April-December 2012, 118 correspondents and 22 cameramen have been granted fresh accreditation and thus, a total of 1474 correspondents and 448 cameramen / photographers are accredited. Besides 81 Technicians, 120 Editors, 5 Cartoonist and 12 correspondents-cum-cameraperson have also been granted accreditation.

Control Room in Emergencies

PIB has a News Room/Control Room which is operational 365 days round the year to meet challenges emerging out of any eventuality during any time of the day or night. Arrangements for holding Press Conferences at short notices and simultaneous web-cast through PIB Centres across the country are also kept in a state of readiness to handle any sudden development even after 9 P.M. The Control Room functions on 24X7 basis during emergencies and time of crisis. The important news channels are monitored and Principal Director General (M&C) is kept informed of latest developments, misreporting of the facts etc. for timely media intervention.

Journalist Welfare Fund

The Press Information Bureau has been implementing the scheme of 'Journalist Welfare Fund'. The revised scheme came into effect in its broad-based form from 25th August 2010. The revised scheme provides one time ex-gratia relief on urgent basis to journalists and their families suffering from hardship. Assistance of up to an amount of ₹ 5 lakhs can be sanctioned to the journalist under this scheme. Relief can be given to the family under extreme hardship on account of death of the journalist or to the journalist in case of permanent disability. Assistance is also given towards the cost of treatment of major ailments like cancer, renal failure, heart ailment, brain haemorrhage etc. Financial

assistance is also given in case of accidents causing serious injuries requiring hospitalization. The cases are processed by PIB and recommendations are sent to a high level committee in the Ministry for approval by the Minister. In 2012, families of two journalists have been given benefit under the scheme.

New Web Services

- **Web Enabled Services:**
The website of PIB (<http://www.pib.gov.in>) which is an important source of government information was re-designed in 2012 to make it more user-friendly with advanced features. It has an advanced search facility which provides information from the archived

material that has been uploaded on the website in the past years, on government plans, policies, programme initiatives and achievements. The main website is trilingual-in English, Hindi & Urdu. Regional offices of the Bureau have separate websites in seven different languages viz. Tamil, Malayalam, Kannada, Telugu, Bengali, Marathi and Mizo. The websites are updated 24x7 throughout the year.

- **Disabled Friendly:** The new website of PIB has been re-designed in keeping with the requirements of differently abled persons. It incorporates features such as text resizing, all text for photos, sufficient

contrast and no use of content that causes seizures and unicode for Hindi etc., which makes it friendly to persons with disability.

- **SMS Alert System:** SMS alert system to alert media in case of announcement of important policies and programmes of Central Government, press releases, press conference, press briefing and coverage of events which need quick media response introduced last year was continued during the financial year 2012-13. The Bureau further strengthened the system of SMS alerts by introducing web-enabled messaging during the financial year to send bulk SMSs to



A cultural programme during Public Information Campaign organized by PIB at Dentam , Sikkim

Highlights

- PIB supported GoM on Media by providing media briefs, organising Press Conferences and issuing Press Releases.
- Provided media updates and briefs on important issues engaging media attention to the GoM on Media reconstituted in November, 2012.
- Public Information Campaigns
- 50 PICs were organized upto 31st December 2012 during the financial year.
- Remaining 42 PICs are being organized from 1st January to 31st March to achieve the target of 92 PICs in the current financial year.
- Issued 60023 press releases and 3160 features during April-November 2012.
- The Bureau including its Regional and Branch offices organised 495 Press Conferences and 9349 informal Press Briefings during April - November, 2012.
- The Bureau developed a user friendly website www.pib.gov.in with more features. It is a trilingual website in English, Hindi and Urdu.
- System of SMS alerts for important events, press releases for quick media response.
- Fully on-line system of Media Accreditation operational since 2010.
- Photo Publicity Unit of the Bureau released 4107 photos from April 2012.

invite media persons for press conferences, inform them about release of statements on major issues, major advisories etc.

- Sevottam Compliant Citizen's Charter: On-line system of grievances redressal and Citizen Charter based on "Sevottam" has been adopted by PIB. The website URL to lodge grievances online is <http://darp.grievance.nic.in>. The Bureau makes effort to address the grievance within the time

limit of 30 days. Decision is communicated once the grievance is settled and status is displayed on the above URL.

International Film Festival of India (IFFI), 2012

The Press Information Bureau had set up and managed Media Centre at the venue of 43rd IFFI, 2012 at Goa to facilitate dissemination of Festival related information to media which continued to work till

30th November 2012. The Media Centre provided favourable and encouraging work environment and facilitated participation of the media persons in the festival. VCDs of Indian Panorama and world cinema were distributed to the media. Catalogues each of Indian Cinema and world cinema were given to the Press. Hundreds of copies of IFFI Daily were distributed to the media. Press releases were issued in English and in Hindi during the festival. besides, press releases were issued in Marathi and synopsis were translated in Marathi and circulated to media. The Marathi releases and synopsis were uploaded on PIB Mumbai's Marathi website. The releases touched upon all the aspects of IFFI, 2012 including Special Sections, Short Film Centre Awards and Presentations, Tributes and Retrospectives. The releases were e-mailed to national media as well as media attending IFFI. Total 137 press releases were also placed on the PIB, PIB-IFFI and PIB Mumbai websites. A dedicated website <http://pib.gov.in/iffi/> was maintained throughout the Festival and used for posting Festival updates for media persons. PIB Media Centre provided SMS alerts service to keep the journalists updated.

The Photo Publicity Unit of PIB in collaboration with Photo Division covered all the 113 functions and released 5400 photographs of the Press Conferences, Open Forums, Red Carpets, Presentations etc. The Unit also distributed over 1250 colour prints of the released photographs to the media.

Economic Editors' Conference, 2012

Annual Economic Editors' Conference (EEC 2012) was organized in the National Media Centre, Press Information Bureau, Shastri Bhawan, New Delhi on October 8 & 9, 2012. The two day Conference was successfully organised in which large number of regional and local media persons participated. In seven different sessions, nine ministries were covered including Finance, Agriculture, Railways, Road and Transport, Power, Corporate Affairs, Communication & IT, Civil Aviation and Petroleum & Natural Gas. The Conference was inaugurated by the Union Finance

Minister, Shri P. Chidambaram on 8th October 2012 which was followed by a media interaction. Earlier, a curtain raiser and an advisory were issued regarding organization of EEC, 2012 by PIB. The opening session of Economic Editors' Conference, 2012 was also webcast live. Text of FM's Inaugural Address at the Economic Editors' Conference on the inaugural day was issued to the media.

It was attended by over 43 outstation editors from regional media all over India. Besides this, over 300 local editors, journalists and financial writers attended the Conference. Background material on the major policy initiatives of the participating Ministries was

prepared, distributed and uploaded on the PIB website.

Public Information Campaigns (PICs)

PIB organizes Public Information Campaigns under its plan scheme 'Media Outreach Programme & Publicity for Special Events' to disseminate information focusing on the flagship programmes of the Central Government to the targeted beneficiaries all over the country. The campaign seeks to empower ordinary citizens particularly from the rural, remote, hilly and disturbed areas so that they can avail the advantages of these programmes to improve the quality of their life.



The Minister of State (Independent Charge) for Information & Broadcasting, Shri Manish Tewari interacting with the representatives of media units in Chennai on February 08, 2013.

PIC is a 3 to 5 day information campaign, which is organized by PIB mainly in underdeveloped/ remote areas of the country in collaboration with sister media units of Ministry of Information & Broadcasting namely, Directorate of Field Publicity (DFP), Directorate of Advertising and Visual Publicity (DAVP), Song and Drama Division (S&DD), local district administration and other State Government departments. This Multimedia, Multi Sectoral Information Campaign hosts about 25 to 50 stalls. Exhibitions show-casing government's welfare programmes are also put up at the venue. Against the target of 92 PICs during the current financial year 2012-13, 50 PICs have been organized upto 31st December 2012 and the remaining PICs will be organized during the last quarter of the financial year 2012-13 to achieve the target.

Media Interactive Session

Under the component 'Media Outreach Programme', Media Interactive sessions are also planned in selected state capitals on issues such as socio-economic development, infrastructure, development schemes etc. Under these campaigns, Union Ministers and senior officials of the concerned Ministries are invited to participate in a two to three day interactions with national and local media to highlight the important initiative taken by the government for development of backward regions of the country like the North-East, terrorist/Naxal affected areas, hilly areas etc. The focus is to reach out to regional & local media so that they can become an active vehicle

of awareness generation. There is a target of 2 Media Interactive Sessions during the financial year 2012-13.

Press Tours

Press Tour is also another component of 'Media Outreach Programme' to showcase the flagship schemes of the Government of India and to disseminate information about them. Identified national and regional media are taken to visit these developmental projects. These tours facilitate media in understanding grass root level developmental process and sensitize the media on the efforts of the government. Media then becomes the vehicle of further information dissemination. There is a target of 12 Press Tours to be conducted during the financial year 2012-13.

President and Prime Minister's Publicity

Arrangements were made for wide publicity for the Prime Minister's address to the Nation on 21st September 2012, elaborating the reasons for recent economic decisions taken by the Government. During the year under review, the Prime Minister and PMO took several initiatives towards significant welfare measures, including 'Direct Cash Transfers'. Wide publicity was arranged for various press releases on this subject and comprehensive nation-wide feedback was collected for the appraisal of PMO. The Prime Minister undertook key reviews of the progress in several specific sectors, such as infrastructure, transport, IT etc. and these were

highlighted in the form of press releases from time to time.

Prime Minister's visits abroad were given wide publicity in the form of press statements, speeches, photos etc. These included his visit to the Republic of Korea in March, 2012 for the Nuclear Security Summit, visit to Myanmar in May, visit to Mexico and Brazil in June for the G20 and Sustainable Summits respectively, visit to Iran in August for the NAM Summit and visit to Cambodia in November 2012 for the ASEAN Summit. PIB made arrangements for prompt release and wide publicity of the Prime Minister's speech from Red Fort on the occasion of Independence Day, both in the form of full text and highlights. Releases in English, Hindi and Urdu were uploaded on the Bureau's website and e-mailed to Regional/Branch Offices for translation and dissemination to the local press. Coverage and wide publicity were ensured for the press conferences and reports of the Prime Minister's Economic Advisory Council.

Coverage of the President's address on the eve of Republic Day and Independence Day was ensured. The speech was procured from Rashtrapati Bhawan and sent to the Regional/Branch offices for translation in regional languages. The President's address was also translated in Urdu and uploaded on the Bureau's website along with the English and Hindi versions.

Media coverage during Elections in 2012-13

PIB provides an effective interface between the Election Commission of India (ECI) and Media during

Elections to both the Parliament and the State Assemblies. Wide coverage was provided by the PIB for the 14th Presidential and the 14th Vice Presidential Elections held during July/August, 2012 besides the State Assemblies Elections in the states of Himachal Pradesh and Gujarat in November/December 2012. During the Elections the PIB officers work in close coordination with the Election Commission of India and the State Election Commissioners so as to disseminate the directions/instructions of ECI widely and quickly.

Feedback, Feature and Photo Services

One of the important functions of the Press Information Bureau is to keep the Government informed about the public perception of the governmental policies and programmes as reflected in media. The feedback reports prepared by the PIB include inputs from the National English and Hindi dailies published from the capital, inputs from regional language newspapers as sent by the Regional/Branch offices of the PIB, inputs from TV news channels, web media and magazines. PIB Officers provided feedback to their respective Ministries and Departments. The PIB officers also provided inputs regarding media trends on important matters relating to their Ministries/ Departments. As part of the Special Services, the Feedback Cell in PIB prepared daily digests and special digests based on news stories and editorials from National as well as Regional dailies and periodicals for the use by Ministries.

The Feature Unit of the Bureau issued backgrounders, updates, info-nuggets, features and graphics, which were also sent to the Regional/Branch Offices for translation and circulation to the local media. The Feature Unit of PIB has been issuing on an average over 200 features annually. 145 features have been issued between April to November 2012, the projection for December 2012 to March 2013 is around 60 features. The subjects covered include everything that comes under PIB's publicity purview. The contributions come from Union Ministers, Secretaries, Scientists, Economists, Specialized Journalists and PIB officials at headquarters and in Regional and Branch Offices. The Unit releases special features highlighting the policies and programmes of the Government.

Special mention may be made of features and success stories on the following: Country's Longest Rail-Cum-Road Bridge Over River Brahmaputra; World's Tallest Chenab Rail Bridge – a Marvel Challenge; Research & Development in Nanoelectronics: India getting ready to be a Global Player; Prime Ministers Employment Generation Programme Creating First Generation Micro-Entrepreneurs; The Right of Every Child: The Right to Education; Agromet Advisory Services - Farmers Empowerment; Kashmiri Handicrafts; RGGVY: Turning the Wheel of Rural India; Tobacco Smoke-Free Homes: A Kerala Initiative to Protect Women and Children from Second-Hand Smoke; RGUMY - Providing Handholding Support to First

Generation Entrepreneurs; Online Reporting System of Mineral Transaction; Role of Post offices in Empowering Common Citizen; India has Largest Postal Network in the World; Improving access to Justice – National Mission for Justice Delivery and Legal Reforms; Indira Awaas Yojana – Fulfilling the Need for Rural Housing; MCA-21 E-Governance Project- an Effort to Facilitate Business in India; Mahatma Gandhi Pravasi Suraksha Yojana; Pradhan Mantri Swasthya Suraksha Yojana; Janani Shishu Suraksha Karyakram; FDI in Multi-Brand Retail: Advantage All; *Antarchakshu*– an initiative to Open the Eyes of the Sighted to the World of Visually Challenged; Shri Amba Dutt Pandey of Almora District of Uttarakhand - Hope Springs Eternal (success story of M/o Agriculture); IFFI-2012– Showcasing the Best of Indian and World Cinema.

Implementation of Official Language Policy

All possible efforts are made in Press Information Bureau towards the progressive use of Hindi for the observance and implementation of the various orders and instructions issued by the Department of Official Language including targets fixed in the Annual Programme under Official Languages Act, 1963 (as amended in 1967) and Official Language Rules, 1976 (as amended in 1987). The Official Language Implementation Committee in this Bureau monitors the status of the implementation of official language policy. The quarterly meetings of the committee are held regularly under the

chairmanship of Principal Director General (M&C) and various issues like Hindi training, press releases, inspections of regional/branch offices regarding the use of Hindi etc, are discussed in these meetings. All the press releases are issued in Hindi, English and Urdu by this Bureau. The website of PIB is also bi-lingual. During September every year Hindi Pakhwara is organized in which various Hindi competitions like essay writing, translation, noting & drafting, rajbhasha questionnaire, hindi typing & hindi stenography etc. are held. Officials of PIB Headquarters visit regional and branch offices to review the status of implementation of official language policy and rules in the regional/branch offices.

Activities of PIB Hindi Unit/Urdu Unit

Main activities of Hindi Unit/Urdu Unit consist of preparation of daily press roundup that includes English translation of headlines and editorials of Hindi/Urdu dailies, Hindi/Urdu translation of Press Releases, Features, Backgrounders, President, Vice President, Prime Minister and Home Minister's speeches and translation and vetting of DAVP's manuals and booklets etc. Hindi/Urdu Unit issued 7155 Hindi/Urdu releases and 332 features & backgrounders in Hindi/Urdu for the period from 1st April to 14th December 2012.

Activities Planned During January-March, 2013

Indian Science Congress -

The Indian Science Congress was held in January, 2013 on a theme

on Science and Technology. Prime Minister of India inaugurates this prestigious event. Coverage of "100th Indian Science Congress" from 2nd to 8th January 2013 was organised by PIB. To ensure wide coverage PIB along with Doordarshan and All India Radio covered the event on a big scale.

Pravasi Bhartiya Diwas Samaroh

The Pravasi Bhartiya Diwas (PBD) Samaroh is the flagship event of the Ministry of Overseas Indian Affairs. The 11th PBD Samaroh was held from 7th to 9th January 2013 at Kochi in Kerala. The Prime Minister, Dr. Manmohan Singh inaugurated the event on 8th January 2013. The President, Shri Pranab Mukherjee of India delivered the valedictory address on 9th January 2013 and also conferred the Pravasi Bhartiya Samman awards. The theme of the Samaroh is "Engaging Diaspora: The Indian Growth Story". The President of Mauritius Shri Rajkeshwur Purryag was the chief guest of the event. Around 2,000 delegates participated in the 3 day event this year.

Around 300 media persons from India and abroad attended the 11th PBD. Media coverage in both electronic and print media was provided through press conferences, press releases and photo coverage etc. Press releases and photo of the event including inaugural and valedictory functions, speeches of PM and President were also uploaded on PIB website. A media centre, set-up at PBD, facilitated distribution of press material and copies of speeches.

All India Editors' Conference on Social Sector Issues 2013

The All India Editors' Conference on Social Sector Issues will be held in Bengaluru, Karnataka from 23rd to 25th March 2013. The journalists are briefed on various initiatives taken by the Government of India towards building a more inclusive society. The Conference also includes field visits to acquaint the journalists on the implementation of the schemes.

Rail Budget 2013

Press Conferences by the Minister and the Board Members soon after the presentation of Railway Budget are to be arranged by the PIB officers of the DPR Railways. Arrangements are made for Budget document distribution to the local media at Parliament House as well as in Rail Bhawan. There are also one to one interactions of the Railway Minister and Board Members with various TV Channels. Supply of budget documents to the Regional/Branch Offices of Press Information Bureau is also ensured. PIB Headquarters issues press releases immediately after the presentation of Rail Budget. A quarantined News Centre is normally set up by PIB at Rail Bhawan to prepare press releases while Rail Budget's speech is in progress.

General Budget 2013

PIB proposes to organize a Press Conference on presentation of General Budget 2013-14 by the Finance Minister/Secretary to put the highlights of the Budget in proper perspective. PIB is required



President, Young Mizo Association (YMA), Melriat Branch, Shri F. Lalfakzuala inaugurated the Bharat Nirman Flagship Programmes' photo exhibition organised by DAVP, at Melriat in Aizawl district on October 2, 2012

to disseminate information through press releases on the Budget papers. The Bureau also arranges for the distribution of sets of the budget to media persons. PIB normally sets up a quarantined News Centre to prepare press releases while Finance Minister's Budget speech is in progress. PIB (Hqrs.) also issue digital versions of Press Releases immediately after the presentation of the Union Budget on the website. Post-Budget interviews and one to one interactions of Finance Minister and senior officers in the Finance Ministry are arranged with print and electronic media.

Plan Performance 2012-13

Press Information Bureau, which is the only authorized channel of communication of the Government of India and the Media, is the link between the Government and the citizens. Over the years, with its country-wide network, it has proved its efficacy by remaining contemporaneous-both in terms of technology and practices. The collective experience and professionalism accumulated over the last eight decades needs to be taken forward in the next five years to help create an inclusive society and rectify imbalances in information-deficit segments of our polity. The Vision for the 12th Five Year Plan envisages the following goals:

1. To disseminate information relating to policies, programmes and activities of the Government on a real time basis to all clients making use of all available means of press releases,

SMSs, live streaming videos and e-mails through mobiles.

2. To project a positive image of the Government by planning, directing and supervising publicity arrangements during crisis and national emergencies.
3. To reach out to the public who do not have access to modern technology with traditional forms of communication (PICs).
4. To formulate strategies and coordinate activities among all stakeholders through mobile and video conferencing.

To achieve these goals, PIB has to adopt the most modern technology and practices available to them in most effective manner.

1. Setting up of National Press Centre (NPC) at New Delhi

This scheme has been included in the 12th Plan as a continuing scheme and for implementing this scheme, PIB has been allocated funds of ₹9 crores in B.E. 2012-2013. Upto 14th February 2013, brick, plaster flooring, aluminum work, interior-partition walls, electrical work, sanitary/water supply, fire alarm/fire fighting system and HVAC works have been completed except modular furniture and audio visual works. The funds amounting to ₹9 crores have since been released to NBCC in October 2012. The process for release of ₹ 6 crore to NBCC is under process.

As per the revised projected cost, PIB is required to make payment

amounting to ₹16.45 crores during the year 2012-13. In this regard additional funds of ₹7.45 crores under the Plan (Capital Section) for this Plan scheme has been allocated by the Ministry.

2. Media Outreach Programme and Publicity for Special Events

This scheme has been included in the 12th Five Year Plan with total allocation of ₹70 crores and the current year allocation is ₹12 crores. This scheme comprises following three components:-

(a) Media Outreach

Programme: The aim of this component is to disseminate information about the flagship programmes of the Government by following activities:

- (i) Public Information Campaigns – 136 campaigns are targeted to be conducted during the financial year 2012-13.
- (ii) Media Interactive Session, dissemination of Success Stories and Press Tours.

During the current year 2012-13, PIB has been allocated SBG amounting to ₹11.90 crores for this component. The Administrative approval was circulated on 24th August 2012 and further allocation to all regional offices was made by PIB on 29th August 2012. Up to December 2012, ₹4 crores have been incurred on organizing 54 PICs. PIB has been allocated ₹7.90 crores under this component in R.E. 2012-13.

(b) Organising International Film Festival of India (IFFI):

The aim of this component is

to depute its officers for grant of special accreditation to journalists during IFFI and hiring of computers for Media Centre to facilitate journalists. During the current year 2012-13, ₹9 lakhs have been allocated as SBG. The funds allocated under this component have almost been utilized in organizing IFFI during 20th to 30th November 2012 at Goa. ₹9 lakhs have also been retained in R.E. 2012-13.

(c) *Pravasi Bharatiya Diwas*

Samaroh: The total budget allocation under this component in B.E. 2012-13 is ₹1 lakh to depute PIB officials for grant of special accreditation to journalists during *Pravasi Bharatiya Diwas Samaroh* which was organized during January 2013 and the funds amounting to ₹1 lakh were utilized.

3. Modernization of PIB

This scheme has been proposed in the 12th Five Year Plan as a new scheme. The objective of the scheme is to modernize and upgrade the communication and information dissemination systems in PIB to fully utilize the modern technology and bring about a sea change in the efficiency of PIB both at headquarters and its regional and branch offices. The funds to the tune of ₹25 crores have been allocated under the scheme for the 12th Five Year Plan, out of which ₹5 crores have been allocated during the financial year 2012-13. To achieve these objectives, two components are included under this scheme:-

(a) Modernising Communication and Information Dissemination

Systems:- The objective of this component are disseminating information on government policies and programmes, providing feedback on how these policies and programmes are received by the target audience, providing crisis communication and emergency response support, advising the government on its IEC strategy, Media facilitation and accreditation. During the financial year 2012-13, the proposed activities are up-gradation of existing services relating to video conferencing, website maintenance etc., creation of accreditation software, provision of mobile equipment to offices and officers, provision of modern HR in offices and initiating process of setting up Social Media cell.

(b) 24x7 Media Control Room for Emergencies:- This is feedback and response system for emergency to monitor news channels round the clock for providing feedback to Ministers and other senior officers of the Government of India so as to enable them to formulate a response on developing issues/news stories on real time basis. Proposal for 24x7 feedback & response system consists of the following components:-

- i) 24x7 monitoring of news channels at HQs
- ii) 24x7 monitoring of agencies tickers

Later on, it was decided that the whole funds allocated under this scheme for current financial year would be utilized for the above mentioned component (a) only. In this respect a revised EFC Memo was received by PIB. The said scheme of PIB has been included as

a sub-scheme under this Ministry's scheme 'Media Infrastructure Development Programme (MIDP)'. The MIDP scheme has been appraised by EFC on 10th December 2012 and the proposal is under submission for seeking approval of HMIB and Finance Minister.

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

(www.davp.nic.in)

The Directorate of Advertising and Visual Publicity (DAVP), established in 1955, is the nodal multi-media advertising agency of the Government of India. Over the past 56 years it has been catering to the communication needs of almost all central Ministries/Departments, autonomous bodies and PSUs by providing them single window cost effective services. It informs and educates the people, both rural and urban, about the government's policies and programmes and motivates them to participate in developmental activities, through its various vehicles of communication viz. Print media advertising, Audio Visual advertising, printed publicity, exhibitions, outdoor publicity and mass mailing.

Some of the major 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, Consumer Awareness, Literacy, Employment Generation, Income

Tax, Defence, Environment Protection, Road Safety, Energy Conservation, Promotion of Handicrafts and Preparedness against Natural Disasters.

Organizational Set up

The organizational set up of DAVP at the Headquarters consists of several wings like Campaign, Advertising, Outdoor Publicity, Printed Publicity, Exhibition, Electronic Data Processing Centre, Mass Mailing, Audio Visual wing, Design Studio, Administration and Accounts Wings.

It has three regional offices at New Delhi, Bengaluru and Guwahati to coordinate the Directorate's activities in the regions. There are two regional distribution centers located at Kolkata and Chennai to look after the distribution of publicity material in the eastern and southern regions respectively.

DAVP has a network of 32 Field Exhibition Units spread all over the country. The Field Exhibition Units of DAVP act as a vital communication link between the government and the people. The Field Exhibition Units mount multi media exhibitions on social and developmental themes in far flung areas of the country to disseminate information about the policies and programmes of the central government on key national sectors.

Important Activities during 2012

DAVP has expanded its bouquet of media vehicles to adapt to the

changing media situation in the country. With almost 900 million mobile connections, text messaging has emerged as a powerful and effective medium to reach people. Similarly, the internet penetration has reached small and medium towns. As a result it has become an effective medium to reach out to the young and educated sections of the society. DAVP has started its services in **Mobile Telephony (SMS) and Internet Advertisement (Website)** as a pilot project. In addition DAVP has also added Digital Cinema and Community Radio to its media vehicles.

- **Mobile Exhibition Vans – As part of Bharat Nirman campaign** to disseminate the messages of government

programmes and policies at the grassroots level from village to village **mobile exhibition vans were used. These vans reach places where mass media has little or no reach.** Mobile Vans were created in a manner to have backlit hoardings on five sides and fitted with LCD TV and audio system and a promoter for crowd mobilization.

These vans have travelled many districts in Karnataka, Uttarakhand, Jharkhand, Chhatisgarh etc. **Vans were installed with GPS system for live monitoring and positioning of the vans through satellite.**

- **Measures for transparency and infusion of technology:**

- ▶ Initiative for Digital delivery of TV Commercials to TV channels.
- ▶ Release order given online (100%).
- ▶ SMS alert about release order.
- ▶ 100% online (e-bill) billing.
- ▶ Online processing and NEFT transfer of 100% payment.
- ▶ Online Creative transfer to the channels for faster distribution.
- ▶ Initiative for networking of all Field and Regional



Vice President, Young Mizo Association (YMA), Kulikawn Branch, Shri Lalchawiliana, inaugurates the Photo Exhibition on the Bharat Nirman Flagship Programmes, at Kulikawn, in Aizawl on September 25, 2012

Units/Offices taken resulting to facilitate to video conferences, file transferring etc.

- ▶ Initiative for digitalization of BETA tapes.
- ▶ Initiative for online media planning and release order in Outdoor Publicity.
- ▶ Initiative for online billing of Outdoor Publicity.
- ▶ Empanelment report is placed on the website.
- ▶ Applicant is allowed to check and verify his/her physical file personally
- ▶ The reasons of rejection are communicated to the applicant.

● **Billing**

The entire system of billing is automated and 100% bills are being received online. Q sheet generation, financial sanction and contingent bills generation all these processes are done automatically through computers and their payment is made through NEFT transfer.

- **TAM (Television Audience Measurement) & Adex**
– The reports of TAM and Adex are generated online to verify the ratings and bills of the channels.
- **OP & Digital Cinema**
 - ▶ Media planning for digital cinema are being prepared online.
 - ▶ Release Order for digital cinema is also given online.

- ▶ Bills from digital cinema are also received online.
- ▶ Creatives to OP agencies and digital cinema are transferred online.

● **Creative Agencies**

- ▶ Online empanelment of Creative Agencies.
- ▶ Details of Creative Agencies are displayed on DAVP website.

● **DAVP Website**

(www.davp.nic.in)

- ▶ Most of the reports including the Annual Report are placed on the DAVP website.
- ▶ All advisories are issued on the website of DAVP.
- ▶ All classified advertisement are placed on the website.
- ▶ All Tenders are displayed on DAVP website.
- ▶ These initiatives resulted in a high level of transparency.
- ▶ DAVP made its website disabled friendly. Now, the visually challenged can also access the website without hindrance.

● **Modernization**

Now all newspapers including periodicals submit applications for empanelment, rate renewal etc. online. Similarly, the online facility has also been provided for Channels, Outdoor Publicity, Bills settlement i.e. receiving, processing and payment of bills and distribution of advertisements (Audio Visual/Newspaper). Following are the initiative taken by this Directorate for modernization:

- ▶ Online delivery of job order, audio spots, receipt of bills.
- ▶ Online receipt of empanelment of applications for both Cable & Satellite (C&S) channels and FM stations.
- ▶ Bills are validated by adopting two criteria, viz. telecast certificate from the channels and FM stations and other in TAM data.
- ▶ Rate revision for C&S channels is based on TAM data (TVR) and as per the guidelines of EAC.
- ▶ All the above bills are available on the website.
- ▶ For the first time agencies were empanelled for issuing advertisements through Mobile Telephony (SMS) and Community Radio Stations.
- ▶ Initiative for Digital delivery of TV Commercials to TV channels.
- ▶ Initiative for GPS technology based monitoring system taken for implementing in OP campaigns.



Minister of State (Independent Charge) for I & B, Shri Manish Tewari addressing the audience at the release of the official calendar 2013, brought out by the DAVP, in New Delhi

- ▶ Initiative of digitalization of BETAs.
- ▶ As a result of these initiatives, DAVP was conferred the prestigious **Web Ratna 2012, Golden Icon Award** for innovative use of technology. The DAVP website with several user friendly features, is the only advertising agency in the country which releases its designs, release orders and payments online.
- The process of modernization, digitization & technological upgradation of operations at DAVP is an ongoing activity. DAVP is making all its payments to newspapers and AV channels through Electronic Clearance System (ECS) in order to make the process more efficient, transparent and accountable. Besides, it is receiving applications for empanelment and renewal of both print media and audio visual media including their online bills, It is also in the process of releasing audio spots online. A beginning is also made to upload video spots electronically through e-bus facility and archiving of AV material.
- A new facility has been introduced by DAVP, of sending SMS alerts to the publications concerned, within seconds of uploading any Release Orders for an advertisement. This would help the publishers to know about the advertisement issued to them even when they are not browsing the website of DAVP.
- DAVP is embarking on automation and digitization of processes and multi-level monitoring through the use of IT-technology. It would facilitate automatic report generation at all levels.
 - ▶ In emerging new media “Digital Cinema” and “Community Radio” have been empanelled by DAVP. Other new modes of advertising through SMS mobile, websites have been empanelled on pilot basis.
 - ▶ DAVP organized exhibition on behalf of Ministry of Health and

Family Welfare at India International Trade Fair 2012 in Pragati Maidan, New Delhi by putting up exhibition on “Maternal and Child Health” theme.

- ▶ Selected speeches of Prime Minister have been printed and distributed. The format and style of the cover was also revamped, to give them a bright and attractive look with a colour-coded strip.
- ▶ DAVP further empanelled 17 Creative Agencies under print and multi-media categories to cater to the clients efficiently and effectively, taking the total number to 108.
- ▶ Important events like Hindi fortnight, Vigilance Awareness Week were organized through display of banners in Delhi to let the public know the importance of these events.
- ▶ The number of Urdu newspapers empanelled with DAVP is steadily growing over the years. While there were 181 papers in 2003-04, there are 542 publications on DAVP panel this year. The advertisement revenue to Urdu papers also rose from ₹ 4.82 crore in 2003-04 to ₹ 7.37 crore during 2012-13.

Campaign Wing

DAVP ran the multi-media Bharat Nirman campaign through print, audio-visual, outdoor publicity and exhibitions. Display advertisements were issued, audio-video spots were broadcast/telecast. During 2012-13 DAVP issued display advertisements on behalf of its client Ministries/Departments on the various themes like– Birth Anniversaries of Mahatma Gandhi, Pt. Jawaharlal Nehru, Smt. Indira Gandhi, Birth and Death Anniversaries of Shri Rajiv Gandhi, 150th Birth Anniversaries of Pt. Moti Lal Nehru and Gurudev Rabindra Nath Tagore, Special Gram Sabha, *Nirmal Bharat Abhiyaan*, National Education Day, National Panchayati Raj Day, Twenty Point Programme and central sector projects, multi-media campaign on malnutrition, *Jago Grahak Jago*, National Nutrition Week etc.

- **State Specific Booklets on Programmes for the People:** DAVP designed and printed state specific booklets giving information on the Programmes for the people. So far, the states covered are Assam, Uttar Pradesh, West Bengal, Kerala, Tamil Nadu and Jammu & Kashmir. These booklets were brought out in association with PIB which provided information on the welfare measures for the people under various developmental schemes of the Government.
- **Report to the People:** DAVP also designed and printed a booklet on achievements and initiatives of Union Government in different sectors. The booklet titled ‘Report to the People’ gives data based vital information on the development measures carried out by the various Ministries/Departments of the Government for the benefit of the common man.

- **Information booklets on Flagship Schemes:** DAVP also designed and printed seven information booklets on various topics like Youth Empowerment, Right to Information, Women Empowerment, Welfare of Minorities, Welfare schemes for Weaker Sections, Inclusive Growth of Villages and Special Programmes for the Welfare of SC/ST. These were distributed among rural people to create awareness on the welfare measures made available to them by the Government.
- **Regular print media campaigns:** DAVP has undertaken regular print media campaigns on occasions like Ambedkar Jayanti, Independence Day, *Sadbhavna Diwas*, Shastri Jayanti, Sardar Patel Jayanti, Nehru Jayanti, Anti Terrorism Day, National Integration Day etc.

Audio Visual Wing

The Audio Visual Wing of DAVP provides comprehensive range of services to various Ministries and Departments of the Government of India. It undertakes production of AV Spots, Jingles, Documentaries, sponsored Radio Programmes, Media Planning & release of Campaigns through AIR, Private FM Stations, Community Radio Stations, Doordarshan, Private C & S Channels, Digital Cinema, Website Campaigns & SMS Campaigns.

Audio Visual Campaigns

Major AV Campaigns for 2012-13 include *Swavlamban* for Ministry of Finance, Blood Donation & Condom Campaigns for NACO, Ministry of Health & Family Welfare, BIS Hall Marking as also *Bharat Nirman* for I & B Ministry.

Audio Visual Production

Two major weekly Sponsored Radio Prgrammes (SRPs) were produced by DAVP and broadcast on various stations of All India Radio. There are 'Ten to Eight Teen' a 15 minute programme

for adolescents and '*Ek Kadam Khushal Zindagi Ki Ore*' a 15 minute programme on different health related issues produced for Ministry of Health & Family Welfare, in Hindi as well as other regional language.

Besides these SRPs, a number of audio-video spots and films were produced for Ministry of Home Affairs (Naxal Management), Digitalization of Cable Television (Min. of I&B), Domestic Violence, Dos and Don'ts of NRI Marriage and PNDT for National Commission for Women, Ministry of Women and Child Development.

Empanelment

a) Radio/TV Channels

As on 31st December, 2012, there are about 270 Private C & S Channels and 222 Private FM Stations empanelled with DAVP. This is apart from Doordarshan Channels and AIR Stations.

b) Digital Cinema

The list of Digital Cinema Agencies empanelled with DAVP has increased from three in 2011 to six in 2012 with the empanelment of three more agencies, taking total number of screens empanelled to 4500.



Minister of State (Independent Charge) for I & B, Shri Manish Tewari and Minister of State for Personnel, Public Grievances & Pensions, Shri V. Narayanasamy going around the Calendar-2013 exhibition, after the release of the official calendar 2013



Photograph from National Photo Awards

c) Community Radio Stations

The empanelment of Community Radio Stations has increased from just one to 24 now.

d) Internet Websites

The pilot project on Internet Websites has been extended pending regular empanelment of internet websites. As of now 36 agencies are empanelled with DAVP as part of the pilot project. A number of campaigns for E-Filing of Income Tax, TDS awareness, Mascot Design, *Bharat Nirman*, Indian Army Recruitment, etc have been launched for various departments.

e) SMS Agencies

The pilot empanelment of SMS agencies has also been extended pending the regular empanelment process. As of now 5 agencies are empanelled with DAVP on a pilot basis. Various campaigns on Indian Army Recruitment, E-Filing of Tax, Mascot Design, Digitalization of Cable and Dengue Prevention have been launched through this medium.

Advertising

A total number of 10,029 advertisements were released to various newspapers throughout the country during the financial year as on 23rd November 2012. Of these 767 were display advertisements

and the rest were classified advertisements. Some of these include advertisements on *Bharat Nirman*, Consumer Education, Anti-Ragging, World Population Day, World AIDS day, World Health Day, Malaria Day, Iodine Deficiency Day, Environment Day, World Sight Day, National Rural Employment Guarantee Scheme (NREGA), Gandhi Jayanthi, Babu Jagjivan Ram's Remembrance, International Day of Disabled Persons, *Sadhbhavna Diwas*, Independence Day and Republic Day.

Exhibition Wing

During the financial year 2012-13 exhibition division organized

339 exhibitions spreading over 1781 exhibition days. 15 exhibitions spreading over 71 exhibition days were organized on former leaders i.e., Mahatma Gandhi, Rabindranath Tagore, Pt. Jawaharlal Nehru, Dr. B. R. Ambedkar and Smt. Indira Gandhi. DAVP also participated in various Public Information Campaign (PIC) organized by PIB in different places. 25 PICs covering 81 days were organized in the current financial year.

Different units participated in major fairs and important functions. Some of them are :

IITF, 2012 at Pragati Maidan

DAVP organized exhibition on behalf of Ministry of Health and Family Welfare in India

International Trade Fair 2012 at Pragati Maidan, New Delhi by putting up exhibition on the theme of “Maternal & Child Health”. A mega show was organized displaying the exhibition set in the three floor building. Diorama, murals, translites were used to make the exhibition attractive. Audio visuals were shown on Plasma TV to make the people aware on the subject.

MTNL Perfect Health Mela

DAVP participated in the prestigious MTNL Perfect Health Mela from 7th to 11th November 2012 in New Delhi.

CRPF Mela

The Headquarter Unit also participated in CRPF Mela at

New Delhi from 30th November to 2nd Decemeber 2012.

Territorial Army

DAVP also organized an exhibition on Territorial Army at Army Parade Grounds, New Delhi from 3rd to 10th November 2012.

Ganesh Mela

DAVP also participated in Ganesh Mela at Chandausi, UP from 17th September to 7th October 2012.

Empowerment of Women

The Headquarter Unit also organized an exhibition on Empowerment of Women in India at Parliament House Complex,



People visiting the Photo Exhibition put up by DAVP, during the Public Information Campaign on Bharat Nirman, at Bagepalli (Taluk), Chikballapur, Karnataka

New Delhi from 3rd to 9th October 2012.

Nochandi Mela

DAVP also participated in Nochandi Mela at Meerut, Uttar Pradesh from 1st April to 15th May 2012.

Rath Yatra at Puri (Car Festival)

Bhuvaneshwar Unit of DAVP participated in the famous Puri Car Festival by organizing Flagship Programmes/*Bharat Nirman* exhibition from 20th to 29th June 2012.

Mahatma Gandhi

Chennai Unit organized exhibition on Mahatma Gandhi at Guindy, Chennai from 2nd to 4th October

2012. Jaipur Unit organized exhibition on Mahatma Gandhi at Gram Panchayat Samiti, Hindoli from 2nd to 8th October 2012.

Trivandurum Unit organized exhibition on Mahatma Gandhi at Elanthur from 2nd to 6th October 2012.

Jammu Unit also organized exhibition on Mahatma Gandhi at Panchayat Ghar, Tarapwal, Akhnoor from 2nd to 6th October 2012. The Headquarter Unit also participated in Gandhi mela Noida, UP from 1st to 2nd November 2012 by organizing the Mahatma Gandhi exhibition.

Rabindranath Tagore

Kolkata Unit participated in IMPCC West Bengal, celebrating 150th Birth Anniversary of Rabindranath Tagore at Birla Industrial and Technological

Museum, Kolkata with the theme of Rabindranath Tagore.

Kolkata unit participated in an exhibition on the occasion of Nehru's Birth Anniversary with the title 'Pandit Jawaharlal Nehru'. It organized an exhibition at ITC Park, Kolkata on the theme Indira Priyadarshini in the month of November. In addition to their normal exhibition programmes Kolkakta Unit organized exhibitions participating in different fairs.

Sonepur Mela

Patna Unit participated in world famous cattle fair at Sonepur & Rajgir Mela during 21st August to 5th September 2012 on the theme of "*Bharat Nirman*" Exhibition. This unit also participated in *Pitrapaksha Mela*, Gaya from 1st to 15th October 2012 at Gaya by organizing *Bharat Nirman* exhibition. The unit also



Photograph from National Photo Awards

participated in *Shaurath Sabh Mela* at Madhubani District from 24th June to 3rd July 2012. It organized three exhibitions at Jagdishpur, Gulzarbagh & Hajipur on the theme 'Indira Priyadarshini' in the month of October-November 2012.

Regional Office Bangalore

During this period all the eight units of the Bengaluru Regional Office organized 80 exhibitions spread over 569 days. The themes covered were *Bharat Nirman*, Eye Care, Evil faces of terrorism, Gandhiji, Pt. Jawaharlal Nehru Birth Anniversary, HIV & AIDS and Health for all etc. Participation in exhibition during this period was – FEO Bengaluru – three month long Dushera exhibition at Mysore, Chennai unit in mega fair at Coimbatore.

Regional Office Guwahati

During this period all the seven units of Regional Office, Guwahati organized 45 exhibitions covering 225 days out of which 7 PICs and 38 independent exhibitions were

organised. The themes covered are Bharat Nirman and flagship programmes, NRHM, and Development Initiative in North East Region.

DAVP utilizes Mobile Exhibition Van to deliver the message about important programmes. The Mobile Exhibition Van travelled to the remotest places in Himachal Pradesh, Gujarat, Karnataka, Tripura, Uttar Pradesh, Jharkhand, Chattishgarh, Meghalay, Utrakhand and Madhya Pradesh.

Participated in Public Information Campaign by various Field Exhibition Units (FEUs) (25 units).

DAVP participated in various Public Information Campaigns organized by PIB in different places. During this period 25 PICs covering 81 days were organized.

International Films Festival of India, 2012 at Goa

DAVP also played an important role to publicise the International Films Festival of India, 2012 held at Goa by way of printing World

Cinema –IFFI Hand Book and Catalogue, Indian Cinema –IFFI Catalogue, Booklets, Brochures, Posters etc.

Print Publicity Wing

The Print Publicity handles the publicity requirements through printed material which involves 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. Preparation of plans/ estimates for various Ministries/ Departments including Ministry of I&B as per the requirements and budget allocations are also done.

DAVP produced printed publicity material in all major Indian languages i.e. Tamil, Telugu, Kannada, Malayalam, Marathi, Gujarati, Bengali, Assamese, Oriya, Punjabi, Urdu and Hindi. This Wing maintains a panel of printers, typesetters and diary makers to get the work completed in the minimum possible time besides controlling cost over runs.

Jobs done/undertaken during April – December 2012

(In ₹)				
Job	No. of Jobs	No. of Items	No. of Copies	Amount Committed
Posters	08	23	5,36,000	16,32,900
Folders	23	76	36,93,000	53,48,401
Booklets	24	33	10,22,850	68,44,586
Calendars	19	32	16,37,000	5,41,08,519
Diaries	07	07	1,31,500	98,72,786
Misc.	18	44	5,34,200	1,71,38,290
Total	99	215	75,54,550	9,49,45,482

Outdoor Publicity Wing

Outdoor media surely catches attention, as its reach is universal and not confined to specific newspaper or channel. Outdoor publicity ignites curiosity about the campaign as well as works as a reminder for all other medium. Outdoor is on 24x7, as compared to other publicity. Outdoor attracts the rural masses through its eye catching illustrations and by bold letter size on wall paintings in rural areas. Specially in rural area, outdoor is the only significant media to motivate the public. DAVP has made every effort to produce and display various mediums of outdoor to maximize the value of the campaigns. For different client Ministries/Departments as well as Autonomous Bodies of Government of India, publicity through various campaigns on public awareness and information regarding various important events and facilitation in different sectors have been carried at National level. Details are being given :

(a) Number of Displays done during March – September, 2012 :
1690114

(b) Number of Job done during March – September, 2012 : 214

Various important campaigns like *Bharat Nirman*, Blindness Prevention, Energy Efficiency, New & Renewable Energy, BIS, Income Tax, Pension, ICWAI, Film Festivals etc. were publicized during this period.

Mass Mailing

Mass Mailing Wing receives printed publicity material like booklets, folders, posters, leaflets, brochures etc. produced on behalf of various client Ministries/Departments & Organizations besides PM's Speeches. The distribution of the publicity material is undertaken on the basis of the client departments and / or as per Campaign instructions / requirements. Besides Calendars and Diaries printed every year are distributed to all categories like VIPs of all States/UTs & all Ministries, their attached offices free of costs and to PSUs/Autonomous Bodies on payment basis throughout the country. Calendars are dispatched to Block Panchayats and Gram Panchayats.

At present, this Wing is having 587857 addresses which have been categorized into 481 target audience groups to meet the demand of various campaigns.

Vigilance

DAVP had set up a full fledged Vigilance Section in June, 2004 at its Headquarters in New Delhi. The Vigilance Section is functioning under overall supervision of DG. In this work, he is assisted by ADG, Director (Vig.), Deputy Director (Admn.) and other subordinate staff.

Punitive Activities (no. to be indicated against 4(i) to 4(x) where the Appointing Authority is other than President)

- No. of complaints/references received during the period20
- No. of cases in which preliminary inquiry was conducted04
- No. of cases where preliminary inquiry report were received05
- No. of cases in which charge sheets for major penalty were issued Nil
- No. of cases in which charge sheets for minor penalty were issued Nil
- No. of persons on whom major penalty was imposed Nil
- No. of person on whom minor penalty was imposed Nil
- No. of persons placed under suspension & revoked Nil
- No. of persons against whom administrative action such as issuance of warning, etc. was taken Nil
- No. of persons prematurely retired under relevant provisions of rules . Nil
- No. of cases in which Judgments/Orders of CATs were received Nil

Vigilance Section conducted successful Vigilance Awareness Week from 29th October to 3rd November 2012. During this week lectures were held on the following topics (i) How to bring transparency in DAVP's functioning, and (ii) How to bring people friendly approach.



People visiting the DAVP exhibition stall at Bharat Nirman, Public Information Campaign, organised by PIB at Amarpur, Gomati District, Tripura

Accounts Wing

The Accounts Wing of DAVP handles payments of approximately ₹ 700 to ₹ 750 crores every year, to media organizations, ranging from newspapers, TV channels, Radio Channels, Outdoor Publicity agencies to Producers and Printing houses empanelled with the Organization. Headed by Additional DG (Accounts), the Wing consists of Director (Accounts), Financial Advisor & Chief Accounts Officer, 6 Accounts Officers, 5 Assistant Accounts Officers, and 6 Accountants/Jr. Accountants. The payments are handled after verification of the airing or publishing of the advertising as

per laid out pre-conditions in the Release Order given to them by DAVP.

Major achievements: The major achievements of the Accounts Wing are:

- 1) Successful conversion to Electronic - Fund transfers for all payments, including payments for Exhibition and Salaries.
- 2) Almost 100 percent payments to all private parties is now through Electronic Funds Transfer instantaneously, eliminating delay and loss of cheques in transit.
- 3) Processing of bills can now be tracked on the website, which

reflects the status of the bills, especially whether they have been rejected due to some reason or passed.

- 4) Implementation of a clear schedule of deadlines for submission of bills (one month for audio-visual bills, two months for newspaper bills), after which bills are not accepted.
- 5) Setting up of a Facilitation Cell for receiving of bills on the ground floor of Soochna Bhavan, where the bills are received, and a dated receipt is given.
- 6) Letters from Director (Accounts) for each bill rejected.

- 7) DAVP ran two round of special drive in October-November, 2012 and March, 2012 to accept all previous bills which could not be submitted or rejected for various reasons. This way all pendencies were cleared.
- 8) Out of 79 outstanding Audit Paras, 77 have been settled.
- 9) Provided Computers to all staff involved in processing of payments, with appropriate software.

Major Initiatives Underway:

The major initiatives underway in Accounts wing are:

- 1) Outsourcing of Account processing and scrutiny.
- 2) Setting up of a Helpline & Call-center for Accounts-related complaints.

IT Wing

In partnership with NIC, DAVP continued to make enormous strides in E-Governance, both with respect to Client Ministries and its customers i.e. newspapers, TV/ Radio Channels, producers etc. DAVP's Website was re-designed to make it more user friendly, and formally launched by the Hon'ble Minister for Information and Broadcasting. The new Website provides Client Departments with direct access to funds utilization status for both newspaper and Audio-Visual advertisement for the first time. The Site is also disabled friendly. Online Release Orders were issued for SMSes, Digital Cinemas and Websites, and Outdoor Publicity Agencies for the first time.

Language Translation Wing

DAVP carried out translations for a variety of Client ministries/ Departments with the help of a panel of translators, engaged on casual basis. The translations were done for advertisements, calendars, booklets, folders etc. The Language Translation Wing of DAVP now consists of language typist for each language.

REGISTRAR OF NEWSPAPERS FOR INDIA

(www.rni.nic.in)

The Office of the Registrar of Newspapers for India (RNI), came into being on 1st July, 1956, on the recommendations of the First Press Commission in 1953 and by amending the Press and Registration of Books (PRB) Act 1867.

The Press and Registration of Books Act, 1867 contains the duties and functions of the RNI. As an attached office of the Ministry of Information & Broadcasting, this office is performing both statutory as well as some non-statutory functions. Statutory functions include Title Verification, Registration of such titles, circulation check and compilation of annual report titled "Press in India". Non-statutory function includes issuance of 'Eligibility Certificate' to Newspapers for import of newsprint, 'Essentiality Certificate' for import of printing machinery and 'No Newspaper Certificate' for Foreign Contribution registration.

Title Verification, Registration & Circulation

During April to November 2012, RNI scrutinized 13381 applications for verification of titles, of which 8225 titles were approved; the rest were not found available for allotment under the provision of PRB Act, 1867. In the same period, 5740 newspapers/ periodicals were issued Certificates of Registration (4794 Fresh + 946 Revised). With the Government's new advertisement policy in force since 2007, the work of circulation verification by RNI is being done for newspapers whose circulation is 75000 & above per publishing day and which are referred to by DAVP as well as requests received from the individual publications. During the period from April to November 2012, circulation of 47 newspapers/ periodicals has been assessed.

De-Blocking' Of Titles

Titles verified by RNI which are not registered (documents are not submitted to RNI for registration), within two years from the date of verification of titles by the publishers, are de-blocked. 4127 titles verified during 2010 were de-blocked during 2012-13 (up to November 2012).

Annual Report, "Press In India"

Under the provisions in Section 19D of the PRB Act, 1867, RNI collects annual data in respect of registered newspapers/periodicals and compile the annual publication titled 'Press in India' (on the basis of the Annual Statements submitted by the publishers) every year.

The 56th Annual Report for the year 2011-12 has been submitted to the Secretary, Ministry of Information & Broadcasting in December 2012.

Newsprint

With effect from 1st May 1995, Newsprint has been placed under Open General License. All types of newsprint – glazed & standard, can be imported by actual users without any restriction. Under the import of the newsprint policy the publisher who wants to import newsprint is required to obtain an Eligibility Certificate (EC). RNI issues the EC, specifying the maximum quantity of newsprint that can be imported by a newspaper, on the basis of the affidavit in which the publishers state the consumption of newsprint for the previous two years and the proposed quantity of consumption for the current year.

During the period April 2012 to November 2012, 1019 Eligibility Certificates were issued by RNI for import of newsprint.

Printing Machinery And No Newspaper Certificate

RNI is the recommending authority for the import of printing machinery and allied materials. As such, newspaper establishments are required to obtain essentiality certificates from RNI for import of printing/composing components and allied materials etc. at the concessional rate of customs duty available to newspapers. During April to November 2012, no applications were received from newspaper establishments for

import of printing machinery and allied equipment.

During the same period, One 'No Newspaper Certificate' was issued for obtaining exemption from the provisions of the Foreign Contributions Regulation Act.

Official Language

RNI organized a Hindi Fortnight from 14 to 28 September 2012, wherein different competitions were held to promote the use of Hindi in Official work. The 6th edition of 'Panjiyan Bharati', a half-yearly inhouse-magazine dedicated to the Official Language will be brought out in March 2013. One Assistant Director (OL) and two translators are posted in this Office to provide the necessary assistance in translation, implementation and monitoring of the Official Language Policy of the Government.

Public Grievances

A Public Grievances Cell is functioning in this Office. Deputy Press Registrar of this Office has been designated as head of the internal grievance redressal machinery of this office.

Citizen's Charter

Citizen's Charter has been prepared and hosted on the official website of RNI ([Http://www.rni.nic.in](http://www.rni.nic.in)).

Public Query and Response Cell

A public Query and Response Cell has been created to provide response to the queries from publishers and applicants through email. They can send their queries to RNI through e-mail: pqrc-rni@nic.in

RTI Act, 2005

During the period, 623 applications received under RTI Act, 2005 have been replied to.

Computerisation

Apart from the computerized processing of title verification and registration, details of verified titles and title verification letters, registration certificates are put on the RNI's website <http://rni.nic.in> and they can be downloaded by the applicants. With the introduction of this facility, any person/prospective publisher can access the existing title data base, thereby making it easier to select available titles of his/her choice. The data available State/Language-wise, are put on the RNI's website <http://rni.nic.in> and can be downloaded by the applicants.

12TH PLAN scheme : "Media Infrastructure Development Programme" Strengthening of RNI Headquarters.

Proposal for Strengthening of RNI Headquarters has been included in the 12th Five Year Plan 2012-17 with total cost estimates of ₹1 crore. The main objectives of the scheme will be as under :-

- i) Digitalisation of Documents/ Records of RNI
- ii) e-filing of Annual Statements
- iii) Online Verification of titles/ Registration of Certificate of such titles.

Consolidated Information on Various Activities of RNI 2011-12

(From 1.04.2012 to 30.11.2012)

Sl. No.	Name of the activity	Actual performance (04/2011- 03/2012)	Performance during 01/04/2012 to 30/11/2012
1	Title Clearance		
a)	References received	21274	13381
b)	Cleared	12425	8225
c)	Refused	8214	3898
d)	No. of Titles De-Blocked	9319	4127
2.	Registration	5911(4827 + 1084)	6364
e)	Fresh Cases	4827	
f)	Revised CRs	1084	
3.	Circulation Checks	21	
Sl. No.	Name of the activity	Actual performance (04/2011- 03/2012)	Performance during 01/04/2012 to 30/11/2012
4.	Printing Machinery & Allied Materials.		
g)	No. of Essentiality Certificate issued for import of Printing Machinery.	0	0
h)	Certificates for exemption from Foreign Contributions Regulation Act.	07	1
i)	No. of applications cleared under RTI	1046	623
5.	Newsprint		
j)	No. of Eligibility Certificates issued to the publishers for import of Newsprint	1135	1019
6.	Report Cell		
k)	Press In India	2009-10	
l)	No. of annual Statements received	14508	

Note : * Depending upon the applications/requests received from the publishers. As such no targets can be fixed in these categories.

Vigilance

The vigilance set up of the office of Registrar of Newspapers for India is functioning under the overall supervision of the Press Registrar. In this work, he is assisted by Deputy Press Registrar- an officer of the level of Director - who is functioning as vigilance officer for the organization. The vigilance officer is assisted by Section Officer (Administration) and an Assistant.

Preventive Vigilance activities during the period [01.04.2012 to 31.12.2012]

In order to bring transparency in the work of RNI, the information of the title verified and newspapers/ periodicals registered is displayed on RNI's web site which is being updated regularly. Similarly, latest status of registration details such as deficiency letters etc. have also been placed in the website of RNI for the benefit of publishers. Further, the instructions of Central Vigilance Commission to apprehend the corrupt elements have been prominently displayed for General Information of the public. A large number of titles verified by the Office of RNI but not being published have been de-blocked for allotment to new intending publishers. This has minimized the difficulty of getting title and also reduced delay.

The visitors are attended in the conference room of this Office by the respective Section heads /Senior Officers during visiting hours only and assisted \ guided properly. A close watch is kept on the activities of staff members so that they are not able to exert undesirable influence on the visitors. Staff posted at reception and key areas are rotated periodically. Regular inspections are being carried out by the vigilance officer to ensure proper observance of rules and procedures. A Facilitation Counter has also been opened to remove the inconvenience to the publishers. A computer has also been provided at the Reception for the benefit of visitors.

Punitive vigilance activities during the period:-:

- (i) Number of regular inspections conducted during the period: 19
- (ii) Number of surprise inspections carried out during the period : 16
- (3) Surveillance and detection activities during the period:-
 - (i) Details of the areas selected for keeping surveillance:
- Titles, Registration, circulation, Newsprint Sections, Stores, Dak Counter & Reception.
 - (ii) Number of persons identified for being kept under surveillance: - Nil

DIRECTORATE OF FIELD PUBLICITY

(www.dfp.nic.in)

In pursuance of the mandate of the Ministry of Information & Broadcasting, Directorate of Field Publicity undertakes field programmes to generate awareness among the people about government's policies/ programmes/schemes. Effective implementation of government's developmental and welfare initiatives hinges on awareness among the intended beneficiaries about their entitlements under various programmes/schemes. DFP accordingly seeks to create informed sections of the people, to enable their voluntary and enthusiastic participation in implementation of such programmes/schemes. DFP's awareness generation efforts are based on 'inter-personal

communication' which is proven to be the most effective means of communication. This is sought to be achieved through interactive sessions with local opinion leaders and targeted beneficiaries, group discussions, door to door visits, public meetings etc. These efforts are complemented by use of traditional and folk-media and other conventional and non-conventional methods. In this process, DFP gets the support from other central and state departments/agencies.

Objectives of the Directorate:

- To project plans, programmes, schemes, policies and achievements of the Government by bringing its men and material face to face with the people and to inform them about the plans and schemes formulated for their benefit;
- To promote among the people, the fundamental national values like democracy, secularism and communal harmony;
- To gather people's reactions to the programmes and policies of the Government and their implementation and to report them back for appropriate action and initiate corrective measures, wherever required.

The role of DFP in disseminating information about Government programmes and policies is distinctive vis a vis other media units of the Ministry as it gathers feedback for client Ministries/ departments from the target groups so that corrective action can be taken suitably. DFP thus acts as a bridge between the people and the Government.



Photograph from National Photo Awards

Organizational Set-up

The Directorate of Field Publicity functions in three tiers, namely:

- (1) Headquarters at New Delhi
- (2) Regional offices; and
- (3) Field Publicity Units.

There are 22 Regional Offices which are mostly located at State Capitals and 207 Field Publicity Units which are spread all over the country and mostly located at district headquarters. Each Regional Office controls about 6 to 13 Field Units. A Field Publicity Unit functions under a Field Publicity Officer who is assisted by one Field Publicity Assistant and other support staff. The Field Publicity Units are equipped with vehicles and audio visual equipment for organizing field level activities. Each Field Unit tours with 10-12 night halts in a month to conduct awareness programmes on Government schemes and policies

among the masses and particularly, in remote and rural areas. In addition, there are non-night halt tours to nearby locations.

e- Governance

DFP has adopted information and communication technology to facilitate functioning of its Regional Offices and Field Publicity Units in a more effective way. All Regional Offices and Field Units have been provided with computers for quick and easy communication between them and with the Headquarters. Focused reports and database are generated and uploaded by Regional Offices for the purpose of analysis, reference and record

Web Pages of 12 Regional Offices namely Ahmedabad, Bengaluru, Bhopal, Bhubaneswar, Chennai, Guwahati, Hyderabad, Jaipur, Jammu, Lucknow, Ranchi and Kolkata have been launched and those for remaining 10 are in the pipeline.

Achievements : April to October 2012

1.	No. of Film Shows organized	16,178
2.	No. of Special Programmes conducted	2,526
3.	No. of Group Discussions organized	23,174
5.	No. of Photo Exhibitions mounted	15,302
6.	No. of Feedback Stories collected	7,506
Total Activities		64,686

Major Activities

Regular Publicity Programmes

To ensure focused and intensive publicity at grass root level among the targeted beneficiaries, a system of monthly campaign themes was introduced during 2012-13. Field Publicity Units of DFP lay stress on identified themes besides taking up few other themes for awareness generation. Field Units also organized awareness activities on other flagship Programmes of the government viz., PM's New 15 Point Programme for Welfare of Minorities, Sachchar Committee Recommendations, RTI besides National Integration and Communal Harmony among the masses.

Border Area Publicity Activities

Field Publicity Units under Regional Offices of Arunachal Pradesh, Assam, Bihar, Gujarat, Jammu & Kashmir, Meghalaya-Mizoram-Tripura (MMT), Nagaland & Manipur, North-West (Punjab, Haryana and Himachal Pradesh), Rajasthan, Uttar Pradesh, Uttarakhand, West Bengal (North), Sikkim & West Bengal (South) carried out extensive publicity campaigns in border areas under their jurisdiction. The units briefed the border area villagers about the different schemes implemented by the Government. Special emphasis was laid on promoting **National Integration and Communal Harmony**.

Participation in Public Information Campaign (PICs)

DFP rendered strong publicity support to 13 Public Information Campaigns organized during April-October 2012 under the jurisdiction of 9 Regional Offices. Two to four Field Publicity Units (FPU) participated in each PIC and organized programmes on themes related to *Bharat Nirman*.

Publicity activities in Left Wing Extremism (LWE) affected areas

Field Publicity Units under nine Regional Offices of **Andhra Pradesh, Bihar, Chhattisgarh, Jharkhand, Maharashtra, Madhya Pradesh, Odisha, Uttar Pradesh and West Bengal (South)** took up the task of awareness generation on all major programmes/schemes of the Government of India in areas affected by Left Wing Extremism.

PM's new 15 Point Programme for the Welfare of Minorities and implementation of Sachchar Committee Recommendations

Field Publicity Units of the Directorate carried out publicity programmes on PM's New 15 Point Programmes for the Welfare of Minorities and implementation of Sachchar Committee recommendations across the country. Issues covered included Equitable Availability of Integrated Child Development Service (ICDS) Services, Improving the living standards, Skill Development and access to credit, Technical training for uplift of minorities, Improving Access to School

Education, Modernizing Madarsa Education, and Scholarships for Meritorious Students from Minority Communities.

SVEEP Campaign

Chief Election Commissioner, Election Commission of India appreciated the valuable support extended by DFP in support of 'Systematic Voter Education and Electoral Participation' (SVEEP) aimed at promoting registration of voters and higher turnout of voters during the Assembly Elections held in 2011-12 in the states of Goa, Punjab, Manipur, Uttarakhand and Uttar Pradesh. An officer of DFP received special felicitation for outstanding contribution in organizing SVEEP publicity activities.

Special Campaign on Schemes of Ministry of Health and Family Welfare

DFP has undertaken a nationwide special awareness campaign on behalf of the Ministry of Health & Family Welfare under which a total of 2,400 special programmes were organized during 2012-13. The themes approved by the client ministry include 'Janani Shishu Suraksha Karyakaram (JSSK) / Janani Suraksha Yojana (JSY) and Immunization' across the country besides region specific themes like Life style diseases/HIV and AIDS/ Malaria/Dengue. Each special programme consists of meeting with local opinion leaders and intended beneficiaries, interactive competitions, photo exhibition, feedback collection, health camp, rally, public meeting, distribution of prizes and film shows.

Special Programmes by Regions

During the month of April, 2012, Andhra Pradesh and Bihar regions organized an intensive awareness drive on Pulse Polio Immunization. Regional Office, Jammu and Jaipur organized a joint publicity campaign with DAVP with a weeklong photo exhibition on 'Bharat Nirman' at village Bhour of Jammu district and village Sunara in Rajasthan. Jammu Region also organized campaign on *Sarva Shiksha Abhiyan* and National Rural Health Mission in Samba District from 15th to 19th May, 2012 in which Song & Drama Division and DAVP's Exhibition Wing also participated.

DFP Ranchi organized two Special Awareness Programmes on Flagship Programmes in Naxal affected Kuro Block of Lohardaga district from 5th to 16th June & 9th to 20th June, 2012. During the months of June and July, Durg Unit of Raipur region organized a multi-media campaign on 'Bharat Nirman' at Dhamda Block of Durg Districts, Bhimtara district and village Jevra. DFP, Ranchi organized a 12-day special awareness campaign on Flagship Programmes during the famous 'Shravani Mela' at Deoghar from 9th to 20th July 2012.

Observation of important National and International Events/Days/ Weeks and Themes

The Directorate and its FPU's organized programmes on a variety of events including World Health Day, National Labour Day, Anti- Terrorism Day, *Quami Ekta* (National Integration) week, Child Rights Day etc.

Evaluation of DFP's Campaign by IIMC

DFP undertook special field campaign on behalf of the Ministry of Health & Family Welfare during 2011-12 in the states of Assam, Odisha, Bihar, Jharkhand, Chattisgarh, Madhya Pradesh, Uttar Pradesh and Rajasthan on various aspects of 'National Rural Health Mission'. Concurrently, to assess the impact of DFP's campaign and to evaluate the field communication strategy, a study was commissioned through the Indian Institute of Mass Communication, New Delhi. In their report, IIMC has *inter-alia* stated the following:

- Action Plan of DFP was well conceptualized as it lays emphasis on involvement/ association of Panchayati Raj Institutions and local functionaries in ground level planning and programme

implementation which is essential for community participation as envisaged under NRHM;

- DFP's programmes were a well coordinated and planned series of programmes in the direction of participatory strategy, where people feel empowered to think, rationalize, participate and express their understanding and concerns, imparting credibility to attain acceptance for the efforts in the field;
- There was significant proof of direct correlation between exposure to DFP's messages and awareness among targeted audience;
- DFP's campaign made significant impact on awareness generation about breast feeding, institutional deliveries and family planning; and



Children of Akaltara village of Chattisgarh rallying for 'Communal Harmony' under the aegis of Bilaspur field unit of DFP

- DFP's campaign resulted in significant change in the positive attitude and resulted in increase in off take of services in five of the eight districts studied in respect of institutional deliveries, 3 ANC Check ups, TT-II and IFA tablets.

XII Plan Schemes

DFP has proposed two Plan Schemes for implementation during the XII Plan Period (2012-2017) viz. (1) Direct Contact Programme under '**Development Communication and Dissemination Scheme**'

of the Ministry, (2) Setting up of Kendriya Soochna Sadans in State Capitals under '**Media Infrastructure Development Programme**' of the Ministry.

Direct Contact Programme

The Sub-scheme, Direct Contact Programme, DCP of DFP envisages removing to some extent the present impediments in DFP's functioning. It has five components viz., (i) Special Outreach Programmes, (ii) Information at Peoples' Convenience, (iii) Conducted Tours and Skill Upgradation, (iv) Outreach

Expansion through Outsourced Visits and (v) Infrastructure support to Direct Contact Programme.

i. Special Outreach Programmes (SOP): Under this, two field units of DFP would be clubbed to organize a two day intensive awareness generation programme on identified theme at each identified location.

ii. Information at People's Convenience (IPC): To provide information on various major schemes/programmes of the Government in a demand driven



Discussion organized by Bilaspur field unit, Chattisgarh on the theme "Nutrition" at Basiya village by DFP

mode, 93 IPC centres are proposed to be operationalised from January, 2012 across the country and would be continued through the 12th FYP duration. Comprehensive information support/assistance including that about the local implementing agencies would be provided to the information seekers based on information repository developed on identified schemes/programmes.

iii. Conducted Tour/ Skill Upgradation(CTSU): The objective of the scheme is to expose a team of 10 to 12 opinion leaders from one state to innovative/effective implementation of development/welfare schemes in another identified state during their 10 to 12 day tour. The participating opinion leaders would further propagate the innovations/practices in their home state for wider adoption. An amount of ₹55 lakhs was provided for organizing eleven such tours during 2012-13.

iv. Outreach Expansion through Outsourced Visits (OEOV): Under this initiative, awareness generation programmes are to be organized through outsourced and trained manpower. The scheme is to be implemented in the field from 2013-14, in one district each from Maharashtra and Uttar Pradesh. Madhya Pradesh, Bihar and Rajasthan would be included in the subsequent years of 12th FYP. Operational principle of this component is that each village would be visited twice in an year for awareness generation.

v. Infrastructure support for Direct Contact Programme (ISDCP): This component is intended to modernize the functioning of DFP through

technological upgradation and training. In the 12th Five Year Plan, DFP would be equipped with latest technology in the form of multi-media projectors, DVD players, wireless PA systems, digital still cameras, photo copier machines, projector phones, mini-exhibition kits, vehicles in difficult areas, outsourced manpower etc. to enable effective implementation of other components.

Setting up of Kendriya Sookhna Sadans in State Capitals

This component seeks to bring all the Media Units of Ministry of I&B under one roof for better co-ordination and synergy besides brand building. It is very much necessary to have such an infrastructure for effective and unified presence of Ministry of I&B before all stake-holders including the people, Governments of States /UTs, Media, NGOs, etc. Two such Sadans are envisaged to be constructed at Patna and Bhubaneswar during the XII Plan period.

PUBLICATIONS DIVISION

(www.publicationsdivision.nic.in)

Highlights and Achievements

- Revenue earned by the sale of books and journals and advertisements from April to October, 2012 was ₹338.56 lakhs excluding Employment News.
- Revenue generated by Employment News during the

period till October 2012 was ₹32.18 crores with net revenue surplus at ₹20.71 crores.

- The Division participated in thirteen prominent book exhibitions and fairs from April to November 2012.
- The important participations were Frankfurt Book Fair, Germany from 10th to 14th October 2012, Ranthambore Book Fair (Rajasthan), Delhi Book Fair 2012 and Urdu Book Fair in Delhi.
- Participated in three Public Information Campaigns (PICs) by organizing book exhibitions, till mid November 2012.
- The e-version of *Rozgar Samachar* in Urdu was launched during the World Book Fair on 5th February 2013. The logo of employment news was also released on the occasion.
- Bal Bharati held its yearly essay competition for school children. The prizes were awarded to the winners of the competition on 18th May, 2012 at a specially organized function.
- Yojana, the flagship magazine of the Division, devoted to planning and development had an average circulation of more than 54 thousand copies per month for English and over 43 thousand copies per month for Hindi edition. Kurukshetra, a magazine devoted to rural development issues, also maintained over 32 thousand copies per month for its English and 26 thousand for Hindi editions per month (figures

from April to December 2012).

- This year's important publications include Lamps of India, Surya: Solar Explorations since Galileo, Framing History: Context and Perspective, Local Governance- A Global Perspective, Inventions that made History, Indo-Islamic Architecture all in English and *Hawa aur Dhoop*, *Balbodh Kathayein*, *Garwal Chitraḳala*, *Sab Buddha Hain*, *Gopal Singh Nepali* and *Arsi Prasad Singh* all in Hindi.

Set up in 1941 as a branch of the Bureau of Public Information, the Publications Division is the largest publishing house of the Government of India which aims at providing authentic information at affordable prices to the readers on the subjects like history, art and culture and heritage of India.

Key Objectives:

- (a) publishing books and journals on matters of national importance at reasonable price to facilitate wider access to people;
- (b) publishing selected speeches of the Presidents and the Prime Ministers of India to serve as a repository of thoughts for the posterity;
- (c) to make available information about job opportunities in Government Sector through *Employment News*;
- (d) organizing and participating in book exhibitions and events like quizzes and competitions to ensure wider reach of

publications and hence Government policies and programmes.

- (e) to present Bharatendu Harishchandra Awards to promote original Hindi writings in journalism and mass communication, women and children related issues and national integration.

Organizational set-up

Publications Division is headed by Additional Director General (ADG), who is assisted by officers supervising Editorial, Business, Production and Administration Wings. The ADG is further assisted by General Manager/ Chief Editor who is in-charge of the publication of *Employment News*.

The headquarters of the Publications Division is at Soochna Bhavan, CGO Complex, New Delhi and it functions through its various sales emporia at New Delhi (Headquarters), Delhi (old Secretariat), Mumbai, Chennai, Kolkata, Patna, Lucknow, Hyderabad and Thiruvananthapuram and *Yojana* offices at New Delhi, Mumbai, Kolkata, Chennai, Ahmedabad, Guwahati, Hyderabad, Thiruvananthapuram and Bengaluru. The offices of the *Employment News* and Journals' Unit are located at R.K. Puram, New Delhi.

Major Activities

Publication of Books

- Publications Division brings out books on various aspects of Indian panorama like art,

culture, history, land and people, flora and fauna, Gandhian literature, children's literature, science and technology, biographies of eminent Indians to reference works like *India - Reference Annual*, *Mass Media in India and Press in India*. This year's important publications include Lamps of India, Surya:Solar Explorations since Galileo, Framing History: Context and Perspective, Local Governance- A Global Perspective, Inventions that made History, Indo-islamic Architecture all in English. In Hindi *Hawa aur Dhoop*, *Balbodh Kathayein*, *Garwal Chitraḳala*, *Sab Buddha Hain*, *Gopal Singh Nepali* and *Arsi Prasad Singh and Diabetes de Nal Jeen Di Kala (Punjabi) etc.*

- During the period April to November 2012, 30 titles have been published in English, Hindi and other Indian languages.
- In this period the Division organized book release functions for Lamps of India at Pune. Noted actor Shri Amol Palekar was the Chief Guest for the occasion. Baba Saheb Purandare, eminent playwright was the main speaker at the Seminar organised on the occasion. Surya-Solar Explorations since Galileo at Bengaluru had Prof;. U.R.Rao, former Chairman ISRO, as the Chief Guest. A seminar was also organised on this occasion.. The Publications Division organised a book release function cum seminar on the Hindi poet Agyeya.



Minister of State (Independent Charge) for I & B, Shri Manish Tewari visiting the Publications Division stall at New Delhi World Book Fair. ADG (I/C), Publications Division, Ms. Ira Joshi is also seen

Shri Om Thanvi, Chief Editor Jansatta was the Chief Guest. The book on Gopal Singh Nepali was released to mark the centenary of this great poet during the Delhi Book Fair 2012. Prof. Manager Pandey, noted author and literary critic was the Chief Guest. A discussion was also organized on the occasion.

Publication of Journals:

The Division publishes, apart from Employment News/Rozgar Samachar in English, Hindi and Urdu, 18 journals which include Aajkal (Hindi and Urdu), Bal Bharati (Hindi), Kurukshetra (English and Hindi) and Yojana (English, Hindi and 11 other languages).

Yojana

Yojana is the flagship magazine of the Division. Its first issues came in Hindi and English in the year 1957, with Khushwant Singh as its Editor. The objective of the publication was to strengthen and mobilize the efforts of the people in support of the Five Year Plans. The magazine is now published in 11 regional languages- Assamese, Bengali, Kannada, Marathi, Malayalam, Oriya, Punjabi, Tamil, Telugu, Gujarati and Urdu besides Hindi and English, and has a combined monthly circulation of around 1.46 lakhs copies. The role of Yojana in development journalism is unparalleled, both at the national and regional levels. It is perhaps the only monthly magazine on socio-economic issues published

simultaneously in 13 languages. It provides enriched material from experts in various fields to readers and students, especially in smaller towns, in their own language. Its scope has expanded beyond the five year plans to provide a forum for discussion on all socio- economic issues of current relevance.

Besides articles from subject experts, the journal also carries regular columns like “Best Practices” which brings out developmental success stories from various regions of the country; “Shodh Yatra” which highlights the technological innovations at the grassroots level; “Do You Know” – a compilation of questions and answers on important terms and subjects, aimed specially at students; “J&K Window” and

“North East Diary” which carry short development related news items from Jammu and Kashmir and the North East respectively.

During the year 2012, Yojana has started a new column '**Yojana Archives**' which deals with articles, stories and snippets from the archival issues of Yojana. During this period Yojana brought out special issues in the months of January, March, April, August and December, besides eight regular monthly issues. Special issues which come with an increased number of pages, provide special focus on important themes with eminent personalities as contributors. The January 2012 issue titled 'Approach to the 12th Five Year Plan' had write-ups on a wide range of issues covering the Approach Paper to the Twelfth Five Year Plan from those involved in the planning process, experts and academicians. Eminent personalities including the Prime Minister and Deputy Chairman, Planning Commission, Parliamentarian and authority on

farm sector M.S. Swaminathan, Jean Dreze, Honorary Professor at the Delhi School of Economics and Noble Laureate Amartya Sen contributed to this special issue.

The August 2012 Special issue was a sectoral analysis of 65 years of India's independence. The theme for the month of January, 2013 (Special Issue) was **Good Governance**.

Through its subsequent monthly issues during the year, Yojana covered contemporary issues and topics of mass interest like Foreign trade, Disaster Management, Environment and Development, Women's Empowerment, Monsoon, Electronics & Information Technology, Health and Nutrition, Issues Concerning Children.

Yojana has completed 56 years of publication in December, 2012. Synopsis of all the current issues of Yojana group of journals is available on the Yojana website, along with an online archive of the entire range

of material published during the last five decades in all the thirteen languages, benefiting lakhs of readers including students appearing for central and state level civil services, banking and insurance services, other competitive exams, research scholars as well as teachers and researchers of economics, commerce and management and experts from other fields. The content of the website is being updated every month and the same can be accessed at www.yojana.gov.in

Aajkal

The prestigious literary magazine **Aajkal** in Hindi and Urdu, covers different aspects of Indian culture and literature. The Urdu Edition of the magazine entered the 71st year of its publication in August 2012 while the Hindi Edition entered the 68th year in May 2012.

Aajkal (Hindi) through its various issues during the year covered different aspects of Indian Culture and Hindi Literature. This year the



Minister of State (Independent Charge) for I & B, Shri Manish Tewari releasing the Reference Annual “INDIA 2013”, at a function, in New Delhi. Pankaj Pachauri, Communications Adviser to the Prime Minister's Office, the Pr. DG (M&C), PIB, Smt. Neelam Kapur; Joint Secretary (P&A), Sh. Anurag Srivastava; ADG (I/C), Publications Division, Ms. Ira Joshi and L R Vishwanath, ADG (I/C), RR&TD are also seen

focus was on birth centenaries. As a result the magazine celebrated the Centenaries of the literary figures like Srilal Shukla, Saadat Hasan Manto, Vishnu Prabhakar and Ram Vilas Sharma with a issue devoted to them. Besides these the March 2012 issue focussed on women's and November 2012 on children's literature. Aajkal brought out a special issue on **Hundred Years of India Cinema** in October 2012. The magazine also published a number of stories and poems on social issues and also book reviews.

Aajkal (Urdu) focused on contemporary literary scenario through it various issues in 2012. The focus of the year was birth centenaries. As a result special issues were brought out on eminent literary figures like Saadat Hasan Manto, great critic of Urdu- Ehtesham Hussain and Ale Ahmad Saroor . The magazine also brought out special articles on regional literature- Kashmiri, Rajasthani, Telugu adab and popular literature.

Bal Bharati

Bal Bharati is a popular monthly magazine being published since 1948. Besides providing healthy entertainment to children, it also helps in imbuing them with social values and scientific temper through informative articles, short stories, poems and pictorial stories. An All India Essay competition aimed at promoting creative skills among younger generation was organized and awards presented to them in May 2012. Keeping with its tradition of promoting scientific temper, the magazine published a special science issue

on International Year of Energy in June 2012. Bal Bharati also published informative articles on contemporary issues like Consumer Rights, *Bharat Nirman*, Health, Fitness, World Heritage and Sports.

Kurukshetra

Kurukshetra a leading magazine on rural development issues, being published in Hindi and English since 1952 retains its image for giving authentic information on the subject. During the year 2012-13 the monthly print order crossed 67,000 copies. It is a platform where academicians, planners, NGOs, and thinkers discuss issues of rural development objectively and in detail. The main focus of the magazine is to evaluate how the policies of the Government are translating on the ground, besides the government initiatives in the rural sector are highlighted. During the period Kurukshetra covered varied issues related to rural development such as Rural Education, Empowering Rural Women , Better governance for Rural India, Better Agricultural Practices, Rural Development in North East, Lab to Land, and Rural Credit. The Annual issue of the magazine featured articles on Rural Infrastructure.

Both Yojana and Kurukshetra published focused material on Budget – 2012, as has been the tradition with these magazines.

Employment News/Rozgar Samachar

Employment News, a weekly journal, published in Hindi, English and Urdu simultaneously,

was launched in 1976 with the blessings of the then Prime Minister late Smt. Indira Gandhi. It is a flagship Journal of the Publications Division.

Organizational Structure

Located in East Block-IV, Level-5, R.K.Puram, New Delhi. Employment News is headed by General Manager-cum-Chief Editor. Employment News is part of Publications Division and has a separate budget of its own. Administrative and financial powers are exercised by General Manager-cum-Chief Editor on behalf of Additional Director General, who is Head of the Department, Publications Division.

The website of Employment News(English) is: www.employmentnews.gov.in and of Rozgar Samachar (Hindi) is: www.rojgarsamachar.gov.in.

Objectives, Target and Impact

With the objective of disseminating information on job opportunities across the country and also to help youth in making an informed choice about their careers, Employment News publishes advertisements for jobs in Central, State Governments, Public Sector Undertakings, Autonomous Bodies besides Universities, admission notices for professional courses, examination notices and results of organizations like UPSC, SSC and other general recruitment bodies. In addition, Employment News also has editorial segment by experts on employment opportunities in various sectors including emerging sectors.

The Weekly has proved useful for our young graduates, engineers, scientists and other qualified

persons looking for employment or seeking to improve their prospects.

Credibility of Employment

News: With growing internet penetration and launch of new job periodicals and portals, there have been increasing incidences of fraud through fake advertisement. It is in this backdrop Employment News has started its e-version also for subscribers and is providing authentic and credible information on job opportunities. For the last 36 years the journal has been published on time without any break.

Circulation: With the average combined circulation of about over 4 lakh per week, the Journal is very popular among the job seekers. It not only reaches in metros but also urban & semi urban areas. The distribution is carried out through a network of about 175 sales distributors spread across the country. The launch of e-Employment News and e-Rozgar Samachar in Hindi and Urdu has given a further impetus to circulation of Employment News. The outreach has further improved with the launch of free SMS Job Alerts to subscribers and others who register to avail this facility. The current base of SMS Job Alerts is about 3 lakh.

Revenue: Since its inception, Employment News has been giving revenue to the Government. During 2012-13 up to 31st October 2012, the gross revenue has been ₹32.18 crore and the net revenue surplus after adjusting expenditure on running of Office of Employment News including cost of printing, agency commission etc., ₹20.71 crore.

New Initiatives.

- (i) **Logo and Motto of Employment News.** Employment News was launched in 1976. The popular Journal did not have its own logo and motto. To create brand positioning in the market and among subscribers and readers, during the year Employment News introduced its logo and motto. It has been designed by Delhi College of Arts.

For Employment News (English) the motto adopted is “Opportunities For All” and for *Rozgar Samachar* (Hindi and Urdu) it is “*Sabhi Ke Liye Avsar*”.

- (ii) **Synergy with Community Radio Stations.** Community Radio Stations have proved beneficial in the over all development of the country. Ministry of Information and Broadcasting has encouraged setting up of such radio stations for providing information on socio-economic development programmes at grass root levels. The benefit of community radio station is that it broadcasts programmes in local language with content suitable for the local population.

In consonance with the above policy, Employment News has tied up with Kalpakkam Community Radio Station (KCRS) of Department of Atomic Energy to provide job information in the 10-15 km area of Kalpakkam Community Radio Station

(KCRS). The programme in the format of Job News Bulletins is broadcast in Tamil language. It covers educational, professional institutes in the area. Based on the feedback, it is proposed to have similar arrangements with community radio stations especially in Jammu & Kashmir and North-East.

- (iii) **Incredible North East.** North East Region is the priority area of the Union Government. In consonance with this policy, Employment News during the year launched a new column called Incredible! North East. Once in a month, it looks at the employment opportunities in North East Region for youth. It also provides information on institutes on education, upgradation of skills etc., to make youth employable. The column has so far covered government schemes and job opportunities in Assam, Mizoram and Sikkim. The opportunities for tribals especially for women is the focus.
- (iv) **Field Reports.** Employment News every month covers impact of employment generation programmes/ activities at ground level to get the feedback on such schemes of Government. Besides, the column also covers the employment related activities in voluntary sectors and NGOs. The government’s initiatives on enhancing skill development of youth, e-governance, employment

generation under Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) etc., are covered. The focus recently was on implementation of schemes in naxal affected areas. In naxal dominated Balaghat district of Madhya Pradesh, success of rural employment scheme especially wage payment to workers on time evoked good response was also covered. "Sameeksha" a joint report on independent research studies and analysis of MGNREGA of Ministry of Rural Development and Planning Commission, released by Prime Minister Dr. Manmohan Sinigh was covered in detail to highlight benefits of the scheme.

- (v) **e-Employment News / e-Rozgar Samachar.** In view of the growth on usage of internet both in metros and urban areas, and to provide easy accessibility of Employment News, e-version of Employment News (English) and e-version of *Rozgar Samachar* (Hindi & Urdu) has been launched. E version is simple and is available as of now to subscribers only free of cost along with security measures so that the circulation of hard copies of Employment News does not come down. E-version in English is available on www.employmentnews.gov.in and E version in Hindi is available on www.rojgarsamachar.gov.in

The response has been encouraging and in a short span since its launch there is an increasing demand of subscribers for this facility.

- (vi) **SMS Job Alerts.** To increase the out-reach of Employment News and to provide instant information on employment opportunities, free SMS Job Alerts has been introduced. The facility is available to existing subscribers and to others who register to avail this service. The current base of SMS Job Alerts is about 3 lakhs.
- (vii) **Redesigned website launched.** During the year, the website of Employment News www.employmentnews.gov.in (English) and www.rojgarsamachar.gov.in (Hindi) were redesigned to make them more interactive and user friendly which included changes in colour schemes, highlighting new segments and announcements on the home page. The new websites are equipped with pictures, information of the special features of Employment News like Incredible North East and providing information about the agents of Employment News throughout the country including their names and addresses. On an average more than 14 lakh people visit the websites of Employment News/Rozgar Samachar on monthly basis. According to Google Analytics, the websites are gaining popularity day by day and

the visitors are not only from India but also from abroad.

- (viii) **Improvement in printing.** For the benefits of subscribers and readers, the quality of printing of Employment News (English) and Rozgar Samachar (Hindu and Urdu) has been greatly improved by getting it printed through use of standard technology. The written text matter is very legible and sharp making it reader friendly. The ink is uniform in all pages and while reading the paper it does not spoil hands of readers.
- (ix) **Participation in Job Fairs.** Employment News participated in job fairs including those organized by National Institute for Entrepreneurship and Small Business Development. It is a premiere institute under Ministry of Micro, Small and Medium Enterprise (MSME). Through this participation, Employment News provided information on job vacancies to entrepreneurs and recruiters. These covered employment in the trades of Retail Management; Hotel & Hospitality; Garment Designing; Food Processing; Travel & Tourism; Artificial Jewellery Making; Computer Hardware & Networking; Desktop Publishing (DTP); Web Designing; AC, Water Cooler and Refrigerator Repairing; Photography & Photoshop; Household Electrical Appliances and Mobile Repairing.

Official Language

During the year 2012-13 the Official Language implementation work in the Publications Division was carried out smoothly. Four sections of the Division were inspected regarding the implementation of Hindi work. On the occasion of Hindi Diwas, many competitions were organized in the Department and 25 awards were presented. During this year, to encourage the use of Hindi in official work, four workshops were organized. Quarterly meetings of Official Language Implementation Committee were held in each quarter.

In addition to above *Bharatendu Harishchandra Awards* for the year 2009 and 2010 (Separately for both the years) were presented. Under this Awards scheme original writings in Hindi on (a) Journalism and Mass Communication (b) Women's Issues (c) National Integration and (d) Children's Literature are encouraged.

Business and Marketing

The Division has continuously endeavoured to expand the reach of its publications and work towards improving its marketing efforts.

The books of the Publications Division reach people through Sales Emporia/ outlets and through the network of agents spread across the country. The Sales Emporia and sales outlets are located at CGO Complex, New Delhi; Old Secretariat, Delhi; Lucknow, Navi Mumbai, Hyderabad, Kolkata, Chennai, Patna, Thiruvananthapuram, Bengaluru, Guwahati and Ahmedabad.

The Division has continued its participation in major Book Exhibitions/Fairs all over the country so as to improve accessibility and visibility of its



Minister of State (Independent Charge) for I & B, Shri Manish Tewari speaking after the release of Reference Annual "INDIA 2013", "e-version" of Rozgar Samachar, Urdu" and new logo of "Employment News", in New Delhi

publications. It has participated in thirteen Book Fairs from April to November 2012. Some of the important participations were in Frankfurt Book Fair, (Germany), New Delhi World Book Fair February 2013, Ranthambore Book Fair (Rajasthan), Urdu Book Fair (Delhi) and Delhi Book Fair. The Division proposes to participate in a number of Book Fairs in the coming months.

In an effort to bring its publications closer to people in rural areas, the Division continues to participate in Public Information Campaigns by organizing book exhibitions in different districts of the country. Till mid November 2012, the Division had organized three book exhibitions during these campaigns, two in Tamil Nadu and one in Karnataka. Along with it, the Division organized seven 'insitu' exhibitions to observe important occasions and to promote book reading among people. The 'insitu' exhibitions are organized in the sales outlets of the Division and commemorates occasion like Independence Day, Gandhi Jayanti, and National Book Week etc.

The revenue generated through the sale of our publications has shown sustained growth over the years. The total revenue earned from April to October 2012, excluding Employment News was 338.56 lakhs. The Division has an arrangement with other government departments like CSIR, Lok Sabha & Rajya Sabha Secretariat, ICCR etc and handles the marketing of publications brought out by them.

The Division is also organizing Sales Promotion Tours for receiving Bulk Orders from State Governments like Rajasthan, Gujarat, Tamil Nadu, Haryana, Himachal Pradesh, Madhya Pradesh etc. and bulk purchases under Raja Rammohan Roy Library Foundation Scheme, Kolkata across the country.

Plan Schemes: Modernization of the Division and Employment News

- i) Digitization of all the 13 editions of Yojana (Hindi, English, Urdu, Tamil, Telugu, Kannada, Malayalam, Marathi, Gujarati, Punjabi, Oriya, Bengali and Assamese) and Kurukshetra (English and Hindi) was completed in first two years (2007-09) of the Eleventh Five Year Plan.
- ii) Computerization and modernization of all Yojana offices was completed.
- iii) Modernization of Book Gallery at the headquarters and renovation of Sales Emporium at Hyderabad, Kolkata and Chennai, Lucknow, Old Secretariat at Delhi and Feeder Stores at Faridabad has been completed. Three mobile vans have been purchased so far. The remaining Sales Emporia will be renovated during the current financial year.
- iv) Modernization of Employment News was also undertaken under the component of Plan Scheme.

RESEARCH REFERENCE & TRAINING DIVISION

(www.rrtd.gov.in)

Set up in the year 1945, the Division functions as information serving unit for the Ministry of Information & Broadcasting and various media units under it. The role of Research Reference and Training Division (RR&TD) is to assist the media units of the Ministry in collection, compilation and preparation of material involving research to publish works of varied nature, building up a database on important subjects, and preparing background notes on current issues and other topics for the use of the media units. The Division studies trends in mass media and maintains reference and documentation services on mass communication. It provides reference and research material as well as background material for use of the Ministry, its media units and others engaged in mass communication.

Organisational Set-up

RR&TD has its headquarters at Sookhana Bhawan, CGO Complex, Lodhi Road, New Delhi and is headed by Additional Director General and assisted by two Directors and supporting staff.

Major Activities

India-A Reference Annual

The Division compiles a reference book, 'India-A Reference Annual', on development and progress made by Central Ministries/

Departments, States/ Union Territory Administration and PSUs/ Autonomous bodies. It is simultaneously published in Hindi titled- 'Bharat'. Compilation of this year book was completed and sent to Publications Division for publication.

Mass Media in India

The Division brings out 'Mass Media in India', a comprehensive publication on Mass Media in the country. The Annual contains articles on various aspects of the mass media, information on the status of media organizations in Central Government, State and Union Territories. It also includes the general information on print and electronic media.

Diary of Events

The Division maintains a fortnightly Diary of Events. It focuses on important national and international events for record and reference.

Specialized Magazines' Monthly Report

The Division prepares a monthly report on specialized magazines that have a share of FDI and are meant for specified subjects only for which they have been given permission for publication in India. These magazines are monitored to ensure that the publishers adhere strictly to the stipulations laid down by the Government.

Reference Library

The Division has a well-stocked library with a large collection of

documents on various subjects, bound volumes of selected periodicals and various reports of the Ministries, Committees and Commissions. Its collection includes specialized books on subjects pertaining to journalism, public relations, advertising and audio-visual media, prominent encyclopedia series, yearbooks and contemporary articles. The library facilities are available to the senior officers of I&B as well as to accredited Indian and foreign correspondents. Computerization of library is under process.

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 & documenting to dissemination of information. The information collected is maintained and disseminated through service like Current Awareness Service-annotated index of select articles; Bibliography Service-annotated subject index of articles; Bulletin of Films abstract of various developments in the film industry; Reference Information Service-background papers on subject

of topical interests in the field of mass media; 'Who's Who in Mass Media'- biography of eminent media personalities; Honours conferred on Mass Communicators - details of awards conferred on Mass Communicators and 'Media Update'- diary of national and international media events. The Centre brought out 41 such services during the period.

Vigilance Activities

RR&TD is a small subordinate office of the Ministry of I&B having its headquarter in Soochana Bhawan, CGO Complex, New Delhi-110003. Its area of operation is neither of public interaction nor of confidential nature. It has no field office. Joint Secretary of the Ministry of I&B is the Chief Vigilance Officer for the division.

SONG & DRAMA DIVISION

(www.sdd.nic.in)

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 for disseminating different Government policies/themes in the remote villages, places of the country. 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. The Division by deploying large number of artists for development communication work is providing employment to the artistes majority of whom belong to SC/ST/OBC communities.

Organizational set-up

Functioning from Headquarters at Delhi the Division has the following field offices: (a) Ten Regional Centres at Bangalore, Bhopal, Chandigarh, Chennai, Delhi, Guwahati, Kolkata, Lucknow, Pune, and Ranchi; (b) Eight Border Centres at Imphal, Jammu, Shimla, Nainital, Dehradun,

Darbhanga, Jodhpur and Guwahati; (c) Six drama troupes at Bhubaneswar, Delhi, Hyderabad, Patna, Pune and Srinagar (d) Two troupes of Armed Forces Entertainment Wing at Delhi and Chennai and (e) Two Sound and Light Units at Bangalore and Delhi. Besides departmental Staff Artists, nearly 949 registered troupes are on the roll of the Division at present.

Armed Forces Entertainment Wing (AFEW)

The main objective of AFEW troupes is to entertain the Jawans in the forward areas to boost their morale and to create a feeling among them that they are being cared for and looked after by their

fellow countrymen and to propagate government policies when deployed in civil areas. The Division caters to the entertainment as per 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.

Border Publicity Troupes

The Border Publicity Troupes are Departmental troupes, stationed at Imphal, Guwahati, Darbhanga, Dehradun, Nainital, Shimla, Jammu and Jodhpur to undertake publicity in remote border areas to



Artists of Song and Drama Division performing "JAMUNIYA" 'Aakash Ubharte Bharat Ki', in New Delhi

educate the people about various developmental schemes of the Government of India and also to counter the propaganda across the border. These Programmes are organized in close coordination with SSB, BSF and other Government agencies.

Departmental Drama Troupes

The Departmental Drama Troupes situated at Pune, Patna, Hyderabad, Bhubaneswar, Jammu and Delhi presented plays on various themes like health and family welfare, national integration, communal harmony, women's empowerment, PM's New 15 Point Programmes for Welfare of Minorities, *Sarva Shiksha Abhiyan*, environmental issues etc.

Plan Scheme

Live Arts & Culture for Rural India is being implemented by the Division during the financial year,



Song and Drama Division presenting Sound and Light Programme JAMUNIA – Tasveer Badelte Bharat Kee

2012-2013. The following are the special components of this scheme.

- Information, Communication, Technology (ICT) activities in hilly/tribal/desert/ sensitive & border areas.
- Activities in 83 identified districts/L.W.E affected areas.
- Publicity Bharat Nirman Programmes.
- Special Activities in J&K and North East.
- Presentation of Theatrical shows on National/ social themes.
- Modernization of Song and Drama Division.

(a) ICT activities in hilly/tribal/ desert/sensitive & border areas

Special publicity is undertaken by the Division in sensitive and inner line areas such as **Jammu & Kashmir, Punjab and North-**

Eastern Region with a view to counter the propaganda from across the border and to bring the people of these areas in to the national mainstream, all the border centres undertake special publicity campaigns in their respective areas with the help of Departmental Troupes, Private Registered Troupes in close coordination with Special Service Bureau, Border Security Force and other Defense agencies. The Division presented programmes in Tribal, Hilly and Desert areas for creating awareness among the isolated tribes living in the hilly and desert areas about the developmental activities initiated by the government for their welfare. These Programmes aim at promoting amongst them a sense of belonging to the country and to encourage them for their participation in the ongoing developmental activities around them.

These preprograms are presented in the language/ dialects of the local people. The Division has presented **1811- programmes up to October, 2012.** Programme activities are also continuing by Song & Drama Division in hilly/ tribal/desert/sensitive & border areas and the stipulated target will be achieved within a short time.

(b) Activities in 83-Identified Districts/LWE areas.

Under this component of the Plan scheme the Song & Drama Division is undertaking special IEC activities in the 83 naxalite affected districts, identified by the Home Ministry. Programmes have been organized, highlighting the developmental activities taken up by the Government for the welfare

of the people, especially tribals living in the area. The programmes are presented in the cultural context of the people utilizing their own dialects/language. The programmes targeting the youths promote a sense of belonging and patriotism. The Division has successfully implemented the scheme by presenting 1811 - programmes up to October 2012. Necessary efforts have been taken by the Division to present programmes in the 83 nasalite affected districts, identified by the Home Ministry.

The details of number of programmes organized /presented by the Song and Drama Division

(Position up to October 2012)										
Name of Media Unit	Name of the month	No. of prog. in Bihar	No. of prog. in Chhattisgarh.	No. of progs. in Jharkhand	No. of Prog. in M.P.	No. of progs. in Odisha	No. of Progs. in W.B.	No. of Prog. in Andhra Pradesh	No. of progs. in Maharashtra	No. of progs. in U.P.
1	2	3	4	5	6	7	8	9	10	11
Song and Drama Division	April 2012	-	-	-	-	-	08	-	-	-
-do-	May 2012	-	-	-	-	-	-	30	-	-
-do-	June 2012	-	-	-	69	-	-	-	-	-
-do-	July 2012	-	-	-	-	10	12	36	-	-
-do -	August 2012	-	-	-	-	-	26	-	-	-
-do-	September 2012	-	-	-	-	-	17	-	-	-
-do-	October 2012	155	-	180	-	132	51	72	-	20
Total		155	-	180	-	211	114	138	-	20

(c) Publicity Bharat Nirman Programmes

Under this component of the Plan Scheme, the Division has conducted publicity Programmes, through cultural troupes for various development schemes of the Government under *Bharat Nirman* Scheme, so that the people can avail the benefits by the scheme. This Division has presented 168 Programmes up to October, 2012.

(d) Special Activities in J&K and North East Regions

The Division is undertaking special publicity activities in the States of Jammu & Kashmir and in the North-Eastern States of the Country for promoting national integration, communal harmony, Prime Minister's 15 Points Programmes for the Welfare of the Minorities, mother & child care, women empowerment etc. During the year 2012-2013, this

Division has presented **1586 Programmes (60 Programmes in Jammu-Kashmir and 1526 Programmes in North-Eastern States) up to October, 2012**

providing special coverage for North-East. There is a target to achieve 1800 programmes (200 Programmes in Jammu-Kashmir and 1600 Programmes in North-East) under this component during 2012-2013. Programme activities are also continuing by the Division to achieve the target set.

(e) Presentation of Theatrical shows on National/social 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 & Light Units of the Division mount Sound and Light Programmes (Theatrical Shows) in various parts of the country under this scheme. Spectacular multi-staged

action panorama programme is very popular and attracts a huge audience in thousands. These programmes narrate history, culture and tradition of Indian people and contributions made by freedom fighters during the struggle for India's independence. This Division has presented **6-Sound and Light Programmes up to October, 2012** during this financial year. Necessary efforts have been taken to continue the programme activities under this component.

- (i) Song and Drama Division has presented 6(Six) Sound and Light Programmes "JAMUNIA – *Tasveer Badelte Bharat Kee*" based on the themes of the developmental issues of the UPA Government at Porbandar, Gujarat from 24th September to 2nd October 2012, the programmes have been appreciated by all.



Song and Drama Division presenting the "JAMUNIYA" show

1. Physical Achievements under Plan/ Non-Plan Scheme during 2012-2013 (April to October 2012)

Regional Centres	Plan Scheme – Live Art & Culture for Rural India						Non plan
	ICT	ID	Bharat Nirman	J&K & N.E.	Theatrical shows	Total	
1. Bangalore	-	-	-	-	-	-	324
2. Bhopal	-	-	-	-	-	-	573
3. Pune	-	-	-	-	-	-	1254
4. Ranchi	220	335	10	-	-	565	211
5. Lucknow	75	20	21	-	-	116	636
6. Chennai	211	138	13	-	-	362	135
7. Kolkata	635	325	-	256	-	1216	320
8. Guwahati	70	-	-	1270	-	1340	306
9. Chandigarh	-	-	74	60	-	134	270
10. Delhi	600	-	50	-	-	650	430
11. AFEW Unit Delhi	-	-	-	-	-	-	21
12. Sound & Light Units	-	-	-	-	06	06	-
Total	1811	818	168	1586	06	4389	4480

NON-PLAN (PSS)

The Division has organized programmes for publicizing various developmental activities of the Government and on social issues such as health and family welfare, national integration, communal harmony, women empowerment, PM's New 15 Point Programmes for Welfare of Minorities, *Sarve Shiksha Abhiyan*, and environmental issues etc. child rights, Right to Information Act, to stop malnutrition, on girl child, etc. Major fairs and festivals are covered all over the country. 4480 programmes have been executed up to October 2012.

Task Force on Border Areas (adjacent to other countries) Development Programme 2012-2013.

(Up to October, 2012)			
Sl. No.	Name of the States	Name of the concerned District	Number of programmes executed during the year
1.	Arunachal Pradesh	Anjaw, Changlang, Dibang Valley, East Kameng, West Kameng, Kurung Kumey, Lower, Dibang, Tawang, Tirap, Upper Siang, Upper Subansiri, West Dameng, West Siang	16
2	Assam	Dhubri, Cachar, Karimganj, Kokrajhar, Baska, Chirang, Udalguri	128
3	Bihar	Araria, Champaran(E), Champaran(W), Kishanganj, Madhubani, Sitamarhi, Supaul	121
4.	Gujarat	Banaskantha, Kutch, Patan	-
5.	Himachal Pradesh	Kinnaur, Lahaul & Spiti	15
6.	Jammu & Kashmir	Jammu, Kathua, Poonch, Rajouri, Baramulla, Budgam, Kupwara, Kargil, Leh	296
7.	Manipur	Chandel, C.C.Pur, Cepur Chandel, Ukhrul and Churachandpur,	131
8.	Meghalaya	West Garo Hills, South Garo Hills, Jaintia Hills, East Khasi Hills, West Khasi Hills	18
9	Mizoram	Champhai, Lawngtlal, Mamit, Saiha, Serchip	32
10	Nagaland	Kiphire, Mon, Phek, Tuensang	16
11	Punjab	Amritsar, Taran-Taran, Ferozepur, Gurdaspur	131
12	Rajasthan	Barmer, Bikaner, Ganganagar and Jaisalmer	60
13	Sikkim	Sikkim(East), Sikkim(North), Sikkim (West)	226
14	Tripura	Tripura(s), Dhalai, Tripura(N), Siddhartha Nagar, Shrawasti, West Tripura, North Tripura	34
15	Uttar Pradesh	Baharaich, Balrampur, Kheri, Pilibhit, Sravasti Maharajganj, Siddharthnagar	274
16	Uttarakhand	Chamoli, Champawat, Pithoragarh, U.S. Nagar, Uttarkashi	171
17	West Bengal	Cooch Bihar, Darjeeling, Dakshin, Dinjpur, Jalpaiguri, Malda, Murshidabad, Nadia, North 24 Paranas, Uttar Dinajpur	386
Total :			2055 - Programmes

PHOTO DIVISION

(www.photodivision.gov.in)

Photo Division, an independent media unit meant for the visual support of the varied activities of the Government of India, is the subordinate office of the Ministry of Information and Broadcasting with a very important role in supporting most of the media units as well as to fulfill the demand of all sectors including the individuals. It is one of the biggest production and documentation unit of its kind in the country in the field of photography.

The Division is responsible for visual documentation and preparing photographs both in black & white and colour for both of internal and external publicity on behalf of the Government of India. Today it is in the process of digitalization and took up its modernization with the commitment to keep the pace with the changing international scenario. To promote photography, the Division conceived the idea of National Photographic Centre and began its activities with the protection of the images with complete digitization process.

Functions/Programmes

The main function of the Division is to illustrate photographically the growth, development, social and economical changes in the country in a chronological manner and provide visual support to the Media Units of Ministry of Information and Broadcasting. Photo Division provides visuals (stills) to the media units of

the Ministry for disseminating information for day to day publicity and also to use the photographs through systematic exhibition or publication. Images published in the PIB website for the publicity or the photographs used by DAVP in their exhibitions are from the Archives of the Division. Other major users are Central and State Government Agencies, Ministries/ Departments, President Secretariat, Vice-President Secretariat, Prime Minister's Office, Lok Sabha and Rajya Sabha Secretariats and Indian Missions abroad through XP Division of External Affairs.

The Division also supplies photographs on payment basis to various organizations, private publishers and general public through its Pricing Scheme.

With the concept of National Centre of Photography, it has started working for the development of photography as a whole. This began by means of encouraging the North-East States by giving training for the modern photography particularly technical guidance for the management of photo archives.

Organisational Set-up

The Division is headed by a Director, assisted by one Deputy Director, one Senior Photographic Officer, six Photographic Officers, Administrative Officer and technical and non-ministerial staff. For the implementation of Rajbhasha, the Division has a Hindi Section with a Hindi Translator (Junior) and Hindi Typist (LDC) working directly under the Director.

Important Responsibilities

Senior officers and the staff members have to accompany the Vice-President, Prime Minister, and other VIPs/ministers for providing extensive photo coverage & photo publicity material of their visit within the country and abroad.

Two Photographic Officers, on shift basis, throughout the year i.e. all 365 days are deployed on duty for Prime Minister's Office/ House/Parliament House as per the requirement to provide photo documentation of the VVIP engagements for records and press publicity as well as individual usage etc.

The Division provides special services to the Ministry of External Affairs by placing a team of Photographic Officer, Sr. Photo Assistant, Jr. Photo Assistant to accompany the visiting Heads of States/Governments for providing extensive photo coverage and photo publicity of their entire visit in India.

Synergy Between Other Media Units

To keep synergy between other Media Units, the Division has taken up various measures. The Division has launched its official website to explore the global utility with its large number of archival and current images. The Division is in the progress of introducing E-commerce feature to sell/buy images through the official website. A high capacity server is installed for the on-line/off-line retrieval of archival images. The News Photo Network of the Division

has been functioning on complete digital mode to swiftly send the photographs to newspapers and Press Information Bureau. The official website of PIB is completely supported by Photo Division's digital images itself. While on VVIP assignments, the digital photographs are uploaded/downloaded from the venue itself by using modern and sophisticated equipments. The Division provides facility to DAVP for the supply of life size as well as the exhibition composite panels with digital inkjet images for the exhibition purpose. To produce excellent publicity materials, Photo Division took various steps to take up updated documentation for printing of calendar or for thematic exhibitions etc. To disseminate its expertise, Division organizes workshop etc. in

collaboration with Media Units and also with State Governments.

12th Five Year Plan

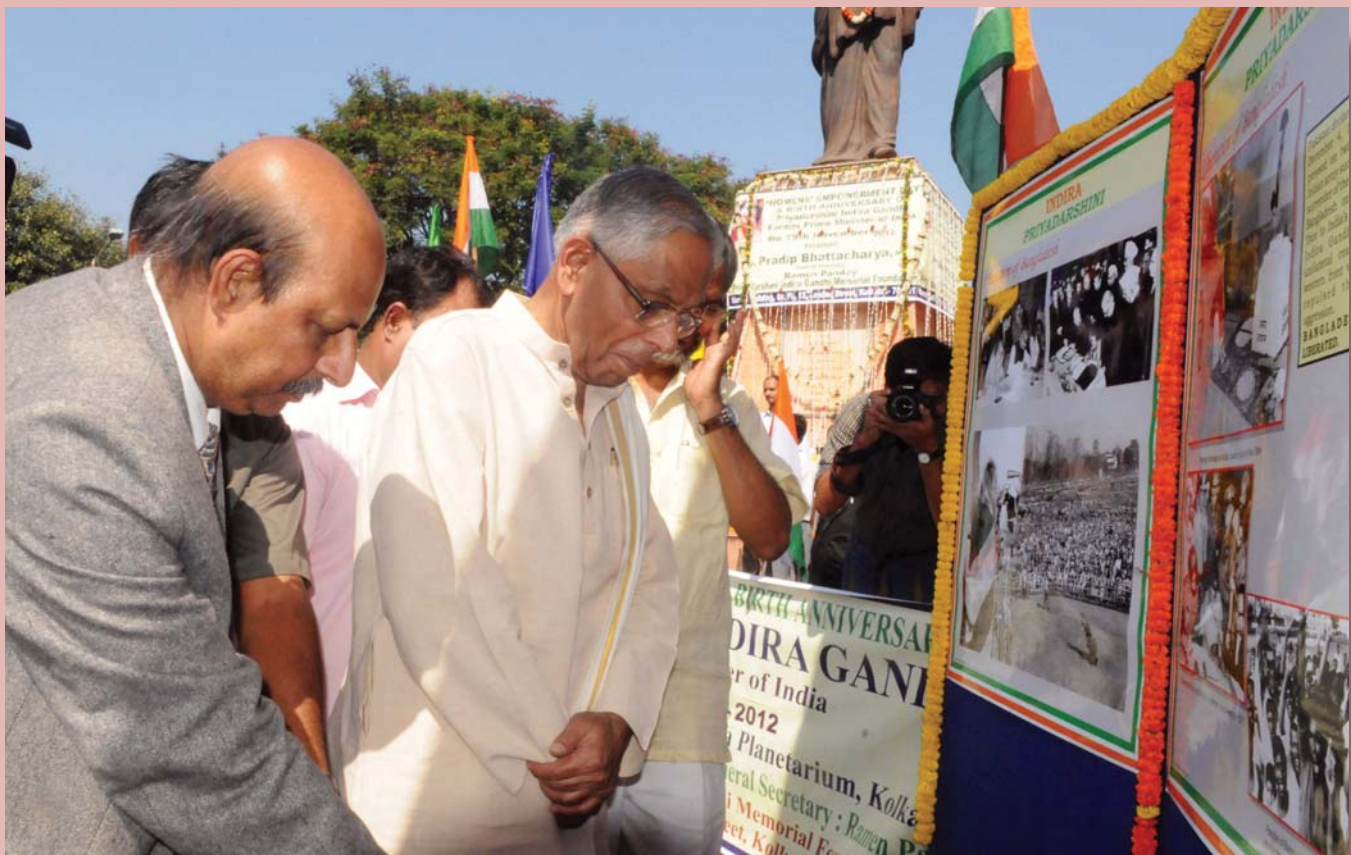
During the 12th five year plan (2012-2017) the Division proposes to continue with the previous components such as "National Center of Photography" and to maintain the "News Photo Network" involved with digital management.

Besides, other component of the Plan Scheme "Special Drive for the North East, Jammu Kashmir, Andaman & Nicobar Islands, Lakshadweep etc." the documentation of the developmental projects in such areas has already been taken with the extensive photo coverage and the work is in progress.

National Photo Contest and Other Competitions & Exhibitions

Keeping in view the government's decision to celebrate the 150th birth anniversary of Swami Vivekananda for three years, Photo Division conducted the 23rd National Photo Contest on the subject 'Youth in India'. Division organized exhibitions of award winning and selected pictures of 23rd National Photo Contest at Ahmadabad, Lucknow, Chennai, Indore and Guwahati.

Division also organized three special exhibitions showcasing the collection of all the four first lifetime achievement awardees at Delhi, Mumbai and Kolkata.



Governor of West Bengal, Shri M.K. Narayanan going round the photo exhibition "Indira Priyadarshini", in Kolkata on November 19, 2012, Director, Photo Division, Shri Debatosh Sengupta is also seen in the picture.

The Division conducted an exhibition titled '*Priyadarshini Indira*' – a Tribute to late Smt. Indira Gandhi, former Prime Minister of India.

National Level Photo Contest in Collaboration with the Ministry of Tribal Affairs.

Photo Division conducted the 5th National Level Photo Contest for the Ministry of Tribal Affairs, on "Artists at Work".

A High Level Jury comprising Shri G. B. Mukherjee, a noted photographer and former Secretary, Ministry of Tribal Affairs, Shri Michael Shylla a senior freelance & tribal photographer from Meghalaya and Debatosh Sengupta, Director, Photo Division selected the 13 award winning photographs as well as another 80 photographs for the exhibition.

In order to give special scope for participation of tribal photographers, among others Ms. Yishey Doma Bhutia of Sikkim has been selected for Special Talent Award for Best Tribal Photographer for his picture titled "Sculpts Away to Glory" with a cash prize of Rs. 20,000 along with a plaque and citation. Shri Debesh Mukhopadhyay, Shri Writwik Chakraborty and Shri Jayanta Roy, all from West Bengal have been selected for first, second and third prizes respectively.

Coverages by the Division

As part of its routine activities, the Division has provided the coverage of the important day to day political activities and various functions of the government of India. The Division provides extensive coverage of the

VVIP visits in India and abroad. It provides coverage of important summits bilateral/multilateral Summits and Conferences. The Division also provides special coverage of the important cultural and religious events.

During the period of assessment Photo Division has provided the extensive coverage of various visits of the Prime Minister in the country and abroad. Among the visits abroad, the Division provided extensive coverage of the other important Summits and Bilateral meetings for which Photo Division provided detailed coverage. Using the quick transmission arrangement, the Division has sent the major photographs from the venue of the function so as to reach the Headquarter immediately.

Special Coverages (Culture & Religion)

1. Iftar
2. Guru Nanak's Birth day
3. Dussehra
4. Durga Puja
5. Diwali
6. Id
7. Muharram
8. Christmas

Special Production / PIC etc.

With digitalization, use of hard copy prints have been reduced as the media can simply download the images from websites of PIB/Photo Division and with the introduction of printing of murals, DAVP got the advantage of getting the production of a number important sets of panel of exhibition. This production of multiple sets are mostly produced for the use in Public Information Campaigns (PIC)

59th National Film Awards at New Delhi and International Film Festival of India, Goa

Award ceremony for the 59th National Film Awards was covered extensively by the Division. On the occasion, the Division had placed 120 images on the website for publicity.

The Division provided an extensive photo coverage of the 43rd International Film Festival of India. 311 digital images were released through net and its 1250 hard copies were supplied for distribution to the accredited press correspondents /film critics etc from the inauguration to prize distribution on the last day.

Special Coverage

The Division has made an extensive photo documentation of the election of the Hon'ble President, Vice President of India starting from their nomination to the day of voting. Swearing in Ceremonies of Hon'ble President and Hon'ble Vice President were also documented elaborately on 25 July and 11 August 2012 respectively.

In addition to this, Photo Division also documented the Padma Award Function in April 2012. Besides this, the Division also covered extensively the Assembly Elections of Himachal Pradesh on 4th October 2012.

Feature Coverage

Division has conducted a special photo coverage on development activities of Arunachal Pradesh, Tripura, Nagaland and Mizoram.



Vice President, Shri Mohammad Hamid Ansari presenting Rajat Kamal Award to Vidya Balan for the Best Actress for The Dirty Picture at the 59th National Film Awards function, in New Delhi. The then Minister for I & B, Smt. Ambika Soni, the then Ministers of State for I & B, Dr. S. Jagathrakshakan & Shri Chowdhury Mohan Jatua and Secretary I & B, Shri Uday Kumar Varma are also seen in the picture

Overall Production Figures

The number of assignments covered, negatives handled and prints/albums prepared/produced by the Photo Division during the year 2012-2013 (from April to November, 2012) are as under:-

1	News and Features assignments covered	1629
2	Digital images acquired in house	130771
3	Digital images short listed for archive/ uploaded on the Photo Division Website	7631
4	Total Black & White and Colour prints supplied	111568
5	Images uploaded on the server of the Division	97782
6	Total Photo Albums/Wallets produced /prepared	184
7	Images uploaded on PIB's official website	4123

Implementation of Raj Bhasa

The Photo Division is actively involved in the implementation of the Raj Bhasa. Most of the files in the Accounts and Administration are being handled only in Hindi. During the period of Hindi Pakhwara organized during September, the Division conducted three workshops including a special workshop on "*Hindi Sahitya ka Sankshipt Parichay*". Dictation competition was the main focus of this year's *Pakhwara*. Other competition included – essay writing and questionnaire based on photography, Raj Bhasa Hindi and current affairs. Now most of the forms available are bilingual.

Sanctioned Budget

₹ in lakhs				
Sanctioned			Actual Expenditure (upto November 2012)	
Year	Non-Plan	Plan		Plan
2012-2013	₹ 406	₹ 65 (Proposed)	₹ 239.61	Nil

Vigilance

1.	Preventive Vigilance activities during the period:	
i)	No. of regular inspection conducted during the period:	4
ii)	No. of surprise inspections carried out during the period	2
2.	Surveillance and detection activities during the period:	
i)	Details of the areas selected for keeping surveillance	All the areas where important productions are made as well as pricing section
ii)	No. of persons identified for being kept under surveillance	Nil

INDIAN INSTITUTE OF MASS COMMUNICATION

(www.iimc.nic)

The Indian Institute of Mass Communication (IIMC) is an autonomous organization under the Ministry of Information & Broadcasting and a 'Centre of Excellence' in the field of communication, teaching, training & research. The Institute was set up on 17th August 1965, as a

Department of the Ministry of I&B, Government of India in response to a need felt to evolve a methodology for 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 22nd January 1966 and receives grant-in-aid from the Government through the Ministry of Information & Broadcasting to meet its recurring & non-recurring expenditure. The IIMC provides knowledge and

skills to communicators in a variety of disciplines, including Print, Photography, Radio & Television, Development Communication, Communication Research and Advertising & Public Relations. The Institute also collaborates with national & international organizations in conducting seminars, training programmes, workshops, etc. It also undertakes joint research projects and organizes short-term courses to meet specific needs of the industry, government and public sector organizations.



Minister of State (Independent Charge) for I & B, Shri Manish Tewari lighting the lamp at the 45th Annual Convocation of IIMC, in New Delhi. Director IIMC Shri Sunit Tandon & Secretary I & B, Shri Uday Kumar Varma are also seen

Academic Activities From 1st April to 31st October 2012

Post-Graduate Diploma Course

The process for admission to the following Post-Graduate Diploma Courses commenced with the publication of advertisements in leading newspapers in the month of March 2012 and with the sale of application forms beginning from 19th March 2012:

- 1 Post-graduate Diploma Course in Journalism (Hindi) at Delhi;
- 2 Post-graduate Diploma Course in Journalism (English) at Delhi,

Dhenkanal, Aizawl, Amravati, Jammu and Kottayam;

- 3 Post-graduate Diploma Course in Advertising and Public Relations at Delhi;
- 4 Post-graduate Diploma Course in Radio & TV Journalism at Delhi;
- 5 Post-graduate Diploma Course in Odiya Journalism at Dhenkanal.

The last date prescribed for the receipt of completed application forms was 20th April 2012. A total of 3,512 candidates applied for the Entrance Test for the above mentioned PG Diploma Courses. Since last year, five additional

centres were added to hold the entrance examination. They were i) Bhopal, ii) Chennai, iii) Jammu, iv) Srinagar and v) Kochi. Last year, the Entrance Examination for all PG Diploma Courses was held on 21st May 2012 at New Delhi, Lucknow, Patna, Kolkata, Guwahati, Bhubaneswar, Bengaluru, Mumbai, Nagpur, Aizawl, Bhopal, Chennai, Jammu, Srinagar and Kochi centres, while the Odiya Journalism Entrance Examination was held on 22nd May 2012 at Bhubaneswar. The admission process for the academic year 2012-13 was completed successfully.

The course-wise breakdown of the 3,512 candidates who applied for admission is: Journalism – 1,226;

Radio & TV Journalism - 807;
Advertising and Public Relations –
1,440; and Odia Journalism – 39.

Two more branches of the Institute in the North and South regions have been added at Jammu (J & K) and Kottayam (Kerala) from the 2012-13 session. The academic activities at Delhi for all PG Diploma Courses began on 30th July 2012 with orientation lectures that were organized to introduce and acquaint the students with the new fields of academics they were about to enter. At regional centres, academic activities started from the following dates:

Dhenkanal	1st August 2012
Amravati & Aizawl	6th August 2012
Jammu & Kottayam	13th August 2012

Diploma in Development Journalism Courses

The 58th Course in Development Journalism for Non-aligned &

Developing Countries commenced from 2nd January 2012 with 24 participants from 20 Countries and the course concluded on 30th April 2012. Shri K. A. Ganai, the then Joint Secretary, Ministry of I&B, was the Chief Guest and awarded the Diplomas at the Valedictory Function for this course held on 27th April 2012.

The 59th Course in Development Journalism for Non-aligned & Developing Countries commenced from 1st August 2012 with 28 participants from 22 Countries. The course concluded on 30th November 2012. Shri Uday Kumar Varma, Secretary, Ministry of I&B & Chairman, IIMC was the Chief Guest who awarded the Diplomas at the Valedictory Function for this course held on 29th November 2012.

Foundation Course for IIS Group 'A' Officers

Foundation Course training was conducted for a total of 15 Indian

Information Service, Group 'A' probationers in two batches – March to December 2011 and May 2011 to February 2012. Of the fifteen probationers, four were ladies. A batch of ten IIS Group 'A' probationers underwent training at IIMC from 15th March to 14th December 2012.

For the first time in the history of the training of IIS Group 'A' officers at IIMC, the young probationers made a call-on the then Hon'ble President of India, Smt. Pratibha Devisingh Patil on 20th March, 2012. The probationers took the opportunity to present the Hon'ble President with the annual magazine 'Impulse' on issues of training and media that they had brought out during training.

The IIS Department also conducted three extremely successful workshops on Social Media for senior Press Information Bureau officers in January and April 2012.



Photograph from National Photo Awards

Short Courses, Workshops, etc.

A list of short course/workshops conducted during 1st April to 31st October 2012 is placed below:

Sl. No.	Name of Course	Course Director	No. of Participants
1.	Videography Course for JCO's & NCO's, 2 to 27 April 2012	Prof. S. Raghavachari	25
2.	Workshop on Social Media New Delhi, 20 to 21 April 2012 for PIB Officers	Dr. Shalini Narayanan	25
3.	Media Communication Course for Senior Officer (Brigs/Cols & Equivalent) of Armed Forces, 7 to 18 May 2012	Prof. K.M. Shrivastava	15
4.	Special Course for Journalists from Afghanistan, 21 May to 1 June 2012.	Prof. K.M. Shrivastava	23
5.	Media Communication Course for Middle Level Officers of Armed Forces 18 to 19 June 2012	Prof. K.M. Shrivastava	30
6.	Media in Adverse Conditions held at Rishikesh for Officers of Tehri Hydroelectric Power Corporation from 19 to 20 July 2012	Dr. J. Jethwaney	20
7.	Workshop for DFP Officers, 23 to 27 July 2012	Prof. Vijay Parmar	21
8.	Advanced Course in Media Communication for Selected Officers of Armed Forces, 27 August to 21 September 2012	Prof. K.M. Shrivastava	22
9.	Special Course for Journalists from Africa, 24 September to 5 October 2012	Prof. K.M. Shrivastava	25
10.	Special Workshop for Journalists from Nepal, 8 to 19 October 2012	Prof. K.M. Shrivastava	30
11.	Media Communication Course for Indian Coast Guard from 15 to 19 October 2012	Prof. KM Shrivastava	10
12.	Media Workshop for SAARC from 17 to 19 October 2012	Prof. KM Shrivastava	15
13.	Media Communication Course for Senior Officers (Brigadier/Colonel equivalent), 29 October to 9 November 2012	Prof. KM Shrivastava	15

Department of Communication Research

The following Research Studies have been conducted during the year 2012-13 whose reports are to be submitted shortly:

- i) Impact Assessment of DFP's Campaign for Improving Mother & Child Health for the Directorate of Field Publicity, Ministry of I&B.
- ii) Broadcasting Sector in India: Prospects for Growth and Employment - This study aims to assess the media/broadcasting industry for the purpose of framing and implementing policies for sustainable business models, greater employment opportunities, appropriate and quality media education and sustainable technological operative systems in the private and public sectors. The study is being conducted for the Research, Reference & Training Division of the Ministry of I&B.
- iii) Evaluation of media-based promotional programmes for Naxal Management in LWE affected Areas for the Naxal Management Division, Ministry of Home Affairs.

The following Evaluation Studies have also been taken up and shall be completed soon:

- i) Building Knowledge and Participation in Development: Role of Public Information Campaigns (PICs) in promoting flagship programmes for the Ministry of I&B.

- ii) People's Empowerment through Development Communication: An Evaluative Study of the Plan Scheme Publicity undertaken by DAVP for the Ministry of I&B.
- iii) Monitoring and Reporting of Health & Family Welfare Campaigns being organised by DFP for the Directorate of Field Publicity, Ministry of I&B.

Faculty and Research Staff

The faculty and the research staff of the 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 media organizations/industry.

A three-tier faculty system operates for 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 experience and enlighten the trainees/students about the industry.

Broadening the Base of Communication

The IIMC Regional Centre at Dhenkanal has been fully functional from August 1993 and is attracting a large number of students from the eastern region and conducting PG Diploma Course in Journalism (English & Odiya). While two Regional Centres at Amravati and Aizawl started functioning from

the 2011-12 academic session, two more regional centres at Jammu and Kottayam have started functioning from the 2012-13 academic session. All four new regional centres offer Post-Graduate Diploma Course in Journalism (English) for the present. These regional centres have all requisite infrastructure facilities for teaching.

Plan Schemes

IIMC has one Plan Scheme, viz. "Upgradation of IIMC to International Standards" in the 11th Five-Year Plan. The Plan Scheme had been approved by the Planning Commission and the Ministry of I&B. Proposals contained in the Scheme include converting the present one year P.G. Diploma Courses into two year advanced P.G. Diploma Courses (equivalent to M.A. Degrees) and opening of four regional centres of IIMC in J&K, Mizoram, Maharashtra (Vidarbha) and Kerala. The Scheme has been approved by the Standing Finance Committee and the Ministry of Information and Broadcasting for a total outlay of ₹ 62 crore with a net budgetary support of ₹ 51.50 crore. All the four regional centres have become functional i.e. Aizawl in Mizoram and Amravati in Maharashtra (Vidarbha) became functional on 8th August 2011, Jammu in J&K and Kottayam in Kerala became functional on 13th August 2012. Construction of an additional floor on the existing building and renovation work has been completed at New Delhi. Construction of additional buildings at Dhenkanal has commenced and action has been initiated to construct additional buildings at New Delhi.

An amount of ₹ 90 crore has been approved by the Expenditure Finance Committee (EFC) for IIMC's 12th Five Year Plan "Opening up of New Regional Centres of IIMC" which contemplates construction of permanent campuses of the four new regional centres of IIMC.

Programmes on Minority Welfare

- i) Due representations of the Minority Communities in admission for regular PG Diploma Courses is given. In the academic session 2012-13, fourteen students are from three Minority Communities.
- ii) There is no discrimination against minority communities and there is a harmonious atmosphere in the Institute.

Representation of SC/ST/OBC in Service

There is adequate representation of SC/ST/OBC in services in the Institute.

Important Policy Decisions/ Legislations/ Achievements / Events

Details for the year 2012-13 so far are as under:

- i) Opening of two new regional centres of IIMC at Jammu (J&K) and Kottayam (Kerala).
- ii) Finalization of course curriculum for submission to

UGC for grant of equivalence to M.A. Degrees for the proposed two years advanced PG Diploma Courses.

- iii) Finalisation of Draft Cabinet Note and Draft Bill for granting IIMC the status of an Institution of National Importance through an Act of Parliament.

Activities of the Executive Council/AGM of IIMC

During the period from April to October 2012, three meetings of the Executive Council and one Annual General Meeting of the IIMC Society were held. Important decisions were taken to fill the vacant positions of faculty for which revised Recruitment Rules were approved by the Executive Council and the IIMC Society. The IIMC Annual Report/Audited Accounts for the year 2011-12 were approved by the Executive Council and Society and were laid by the Ministry on the table of both the Houses of Parliament during the Winter Session-2012 i.e. within the stipulated time.

Policy Decisions for the Benefit of Persons with Disabilities

- i) Reservation in admission to Institute courses - Government policies are being followed.
- ii) Construction work for ramps and provision for lifts in the existing buildings have been completed to make them disabled-friendly.

Citizen's Charter & Grievances Redressal Mechanism

The New Citizen's Charter has been prepared as per the new guidelines and placed on the IIMC website. As per this Citizen's Charter, any citizen can address and seek redressal of his grievance pertaining to the Institute. An officer from the Institute has been nominated as the Public Grievance Officer. Grievances received are examined by the Institute and redressed with the approval of the Director General of the Institute.

The address of the Grievance Officer of the IIMC is:-

Officer on Special Duty,
Indian Institute of Mass
Communication,
JNU New Campus,
Aruna Asaf Ali Marg,
New Delhi – 110 067

Any person not satisfied with any service of IIMC or aggrieved by any action of the Institute, may seek redressal of his/her grievances by addressing this officer. Every such person shall be entitled to be informed about the action taken on his/her grievance within a period of 30 days from the date on which the complaint is received.

If any member of the public/ Institute desires to meet the Grievance Officer in connection with his/her grievance, he/she can do so without any prior appointment on all working days between 3 to 4 p.m. in the office.

Consumer Grievances Redressal Cell

There is a Consumer Grievances Redressal Mechanism at IIMC, which has the following members:

Shri Jaideep Bhatnagar

Nodal Officer
Officer on Special Duty
IIMC, New Delhi

Dr. A.K. Pradhan
Associate Professor
IIMC, New Delhi

Shri S. Brahmachari
Associate Professor
IIMC, New Delhi

Right To Information Act, 2005

So far as implementation of the Right to Information Act 2005 is concerned, Deputy Registrar IIMC has been nominated as CPIO, Officer on Special Duty as the Appellate Authority and Director General as the Transparency Officer under the RTI Act.

PRESS COUNCIL OF INDIA (www.presscouncil.nic.in)

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 having authority over the authorities as well as the press persons. For the discharge of the above objectives, 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 overseeing the readers' interest, 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 has its own funds for performance of its functions under the Act that comprises of the fee collected by it from newspapers, other misc. receipts and grants from the Central Government. The Council is presently chaired by Hon'ble Mr. Justice Markandey Katju.

For the financial year 2012-13, the Council has a total sanctioned budget of ₹ 532.00 lakhs.

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 for interference with its freedom. When 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 censure 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 the 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.

Complaints before the Council

Between 1st April to October 31 2012, Press Council of India received 603 complaints, of which 94 cases were filed by the press while 509 were filed against the press. 816 cases were already pending. Of these the Council adjudicated 61 cases, while 89 cases were closed at the threshold without oral inquiry. The Council thus disposed of 150 matters during 1st April to 31st October 2012. Remaining 1269 matters are at various stages of processing. The Council is expected to dispose of another 100 cases by 31st March 2013.

Advisory Function

In its advisory capacity the Council provided the government and other authorities with its view on many issues. Some of the important ones are as follows:

1. The Council is committed against any kind of pre-censorship regarding sensational reporting of incidents of assault by the print/electronic media.
2. Formulated guidelines for the Protection of Child Rights on the directions of the Delhi High Court.
3. Committees, Sub-Committees and Fact Finding Teams which were constituted and functioned during the period under review are :
 - (i) Sub-Committee to examine the issue of Safety of Journalists
 - (ii) Sub-Committee to examine the threats and problems of small and medium newspapers

- (iii) Committee on RNI functioning – Title allocation system
- (iv) Formation of District Accreditation Committee of PCI for Goa
- (v) Sub-Committee to examine the issue on “Private Treaties by Media Companies” Report adopted on 27th August 2012
- (vi) Fact Finding Team w.r.t. murder of Shri Chandrika Rai and three members of his family on 17th February 2012- Report adopted on 27th August 2012
- (vii) Fact Finding Team to go into all aspects of the complaints of violation of freedom of press in Bihar.
- (viii) Fact Finding Team to look into the incident of attack on Ms. Tonggam Rina, Associate Editor, Arunachal Times on 15th August 2012 at Itanagar.
- (ix) One member Committee to enquire the matter regarding communal violence in Faizabad, unprofessional reportage by the media in Faizabad and the attack on a bilingual Hindi-Urdu publication “*Aap Ki Taaqat*”
- (x) Sub-Committee to examine the issue of safety of journalists in discharging of their duties

On receipt of reports of paid news during the on-going Himachal Pradesh State Assembly elections Hon’ble Chairman, Press Council of India has set up a four member Election Coverage Monitoring Committee (ECMC) to undertake an extensive tour of Gujarat, which recently went to polls, for thorough investigation of coverage to scrutinize incidents of paid news or any incident of violation of freedom of press in connection with Gujarat Elections.

Seminars and Workshops

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

National Press Day, 2012

The National Press Day, this year with discussions centered around "Freedom of the Media" was inaugurated by Mr. Justice M.N. Venkatachaliah, Former Chief Justice of India. Hon'ble Minister of State (IC) for Information and Broadcasting, Mr. Manish Tewari and H.E. Mr. Michael Steiner, Ambassador of the Federal of Germany graced the occasion as Guests of Honour. As a special acknowledgment of the role of the media the Council has instituted National Awards for Excellence in Journalism to honour journalists/photojournalists excelling in print journalism in various fields on the occasion.

The stalwarts of Indian print media like Mr. B.G. Verghese, Mr. Nihal Singh and Mr. Shravan Garg addressed the distinguished gathering comprising

of jurists, veteran journalists and academicians in the deliberation session.

To mark the occasion, a souvenir carrying articles on the subject was released. The States also commemorated the Day in a befitting manner.

The Council successfully published its quarterly house journals in Hindi and English that chronicled the activities/important developments of the press world.

Transparency Mechanism

The Secretary of the Press Council of India is the Chief Vigilance Officer of the office. The vigilance set up of the Council, consisting of Deputy Secretary and Section Officer (Admn.) functioned under the direct supervision of the Secretary (CVO) and Chairman of the Council. It conducted regular and surprise checks to prevent/ combat any corruption practices in the Secretariat.

The grievance redressal mechanism is in place at the internal and external levels which comprises Secretary, PCI as Director of Grievances. The staff related grievances are attended to by the Deputy Secretary as Staff Grievance Officer of the Council.

The Citizen’s Charter of the Council containing all the necessary details of the organization is available on the official website of the Council. Timely reviews/ internal and external evaluation shall be undertaken by the Council for feedback, to the satisfaction of citizens/clients.



Minister of State (Independent Charge) for I & B, Shri Manish Tewari presenting an award to Ms. Priyanka Dubey at the National Press Day function, in New Delhi

Official Language

The Council paid particular attention to the propagation of Hindi in its official use. All of its staff members, already notified under Section 10(4) of the Official Language Rules, 1976 (as amended, 1987) are encouraged to work in Hindi. Regular meetings of the Council's Official Language Implementation Committee are conducted during every quarter. Quarterly Workshops relating to official language are organized for the benefit of its employees.

To emphasise the use of Hindi, Hindi fortnight (Pakhwada) was observed in the Secretariat of the Council from 14th to 28th September 2011. The main

function of Hindi Diwas was held on 18th September 2012. Hon'ble Chairman of Press Council of India and other senior officers of the Council delivered their messages and expressed their views to promote use of Hindi in the Council. On this occasion, employees of the Council got prizes and certificates for their valuable contribution in Hindi noting and drafting under *Hindi Protsahan Yojana*.

Interaction with World Press Bodies

The Council also initiated a process of consultation and dialogue with press/media Councils and similar bodies in different parts of the

world for active encouragement for preservation of the press freedom and promotion of its standards and ethics worldwide. Interaction included visits of Hon'ble Chairman to Paris, France from 28th May to 3rd June 2012 and Tanzania to attend the World Association of Press Council (WAPC) Executive Council meet from 3rd to 7th September 2012. The Council also received a delegation of Editors/Senior Journalists from seven Latin American countries on 17th April 2012 and another delegation from Myanmar on 29th June 2012.



Photograph from National Photo Awards



Minister of State (Independent Charge) for I & B, Shri Manish Tewari delivering the valedictory address at the 3rd National Community Radio Sammelan, in New Delhi

Chapter

5

ACTIVITIES UNDER BROADCASTING SECTOR

STATUS OF SATELLITE TV CHANNELS IN INDIA

The Policy

The first private satellite TV channel in India was permitted to uplink in the year 2000 from Indian soil. Before this, the private TV channels were uplinked only from foreign shores. With the growth

in the Media and Entertainment sector, the demand for uplinking/downlinking of TV channels from India increased manifold which necessitated the framing of Policy Guidelines for uplinking in 2002 and downlinking in 2005. These guidelines were further amended in December 2011. The detailed Guidelines and related documents are available on the Ministry's website <http://www.mib.nic.in>.

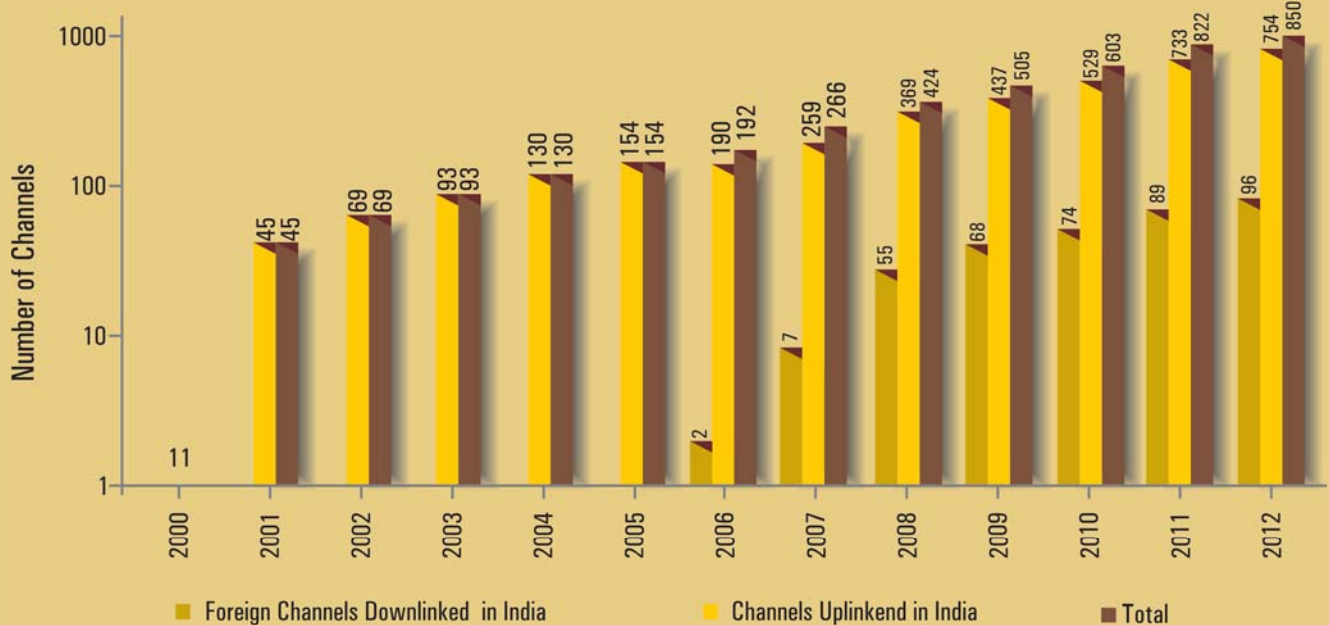
Procedure to Grant Permissions for New Satellite TV channels

The applications for new TV channels are examined in the light of the eligibility criteria as prescribed in the Policy Guidelines for uplinking and downlinking. The applications are forwarded to the Ministry of Home Affairs for obtaining security clearance for the Company and its Board of Directors. The applications are simultaneously sent to the Department of Space/Department of Revenue as the case may be for obtaining necessary clearances. The networth of the company is also examined to determine the eligibility of the company among other eligibility criteria. Permissions are issued by the Ministry to the applicants after obtaining Inter-Ministerial clearances and Registration and permission fee as applicable.

A. Growth of Television channels

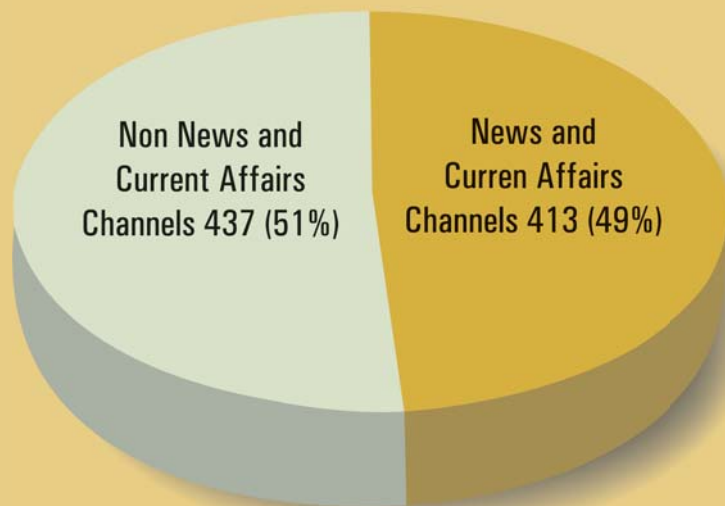
- The first private satellite TV channel “Aaj Tak” was permitted in the year 2000. Since then the bouquet of private satellite TV channels in India has been expanding at a fast pace. The Ministry has permitted 850 channels in India by December 2012. Year-wise growth in number of TV channels permitted under uplinking (U/L) and downlinking (D/L) guidelines is shown below:

Number of Television Channels Permitted by the Ministry



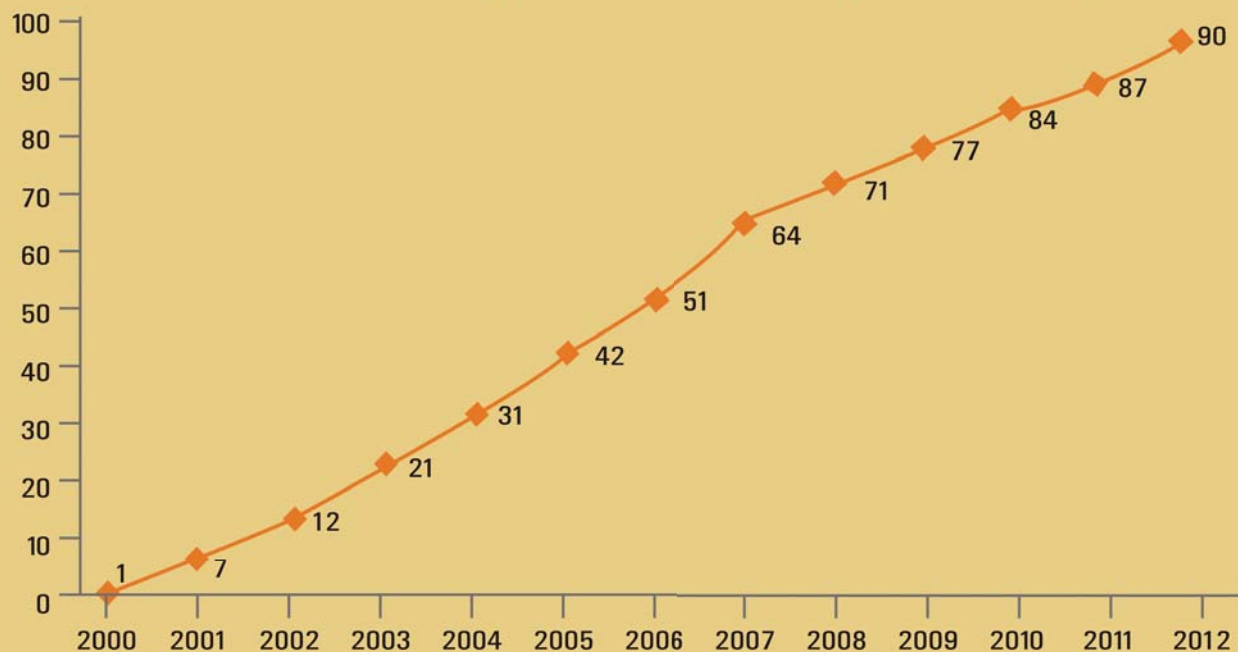
Category Wise Permitted Channels

- Permissions are given by the Ministry to operate only two categories of TV Channels i.e. News & Current Affairs TV Channels and Non-News & Current Affairs TV Channels. The share of News and Non-News channels in the total permissions given can be seen below:



B. Growth of Teleports

Number of Teleports Permitted By The Ministry



C. Growth of Niche Channels and Reality Television

There has been a significant growth in the number of channels providing entertainment in niche categories such as News, Sports, Kids, Infotainment, Spirituality, Health and Lifestyle etc. Digitalization will open up more avenues for broadcasters to launch more niche category channels in India. It is expected that on the lines of international markets, niche channels dedicated to cooking, gardening, automobiles, health or education may find favor in India. Addressability also provides an opportunity for broadcasters to insert localized content and advertising, translating into premium advertisement rates.

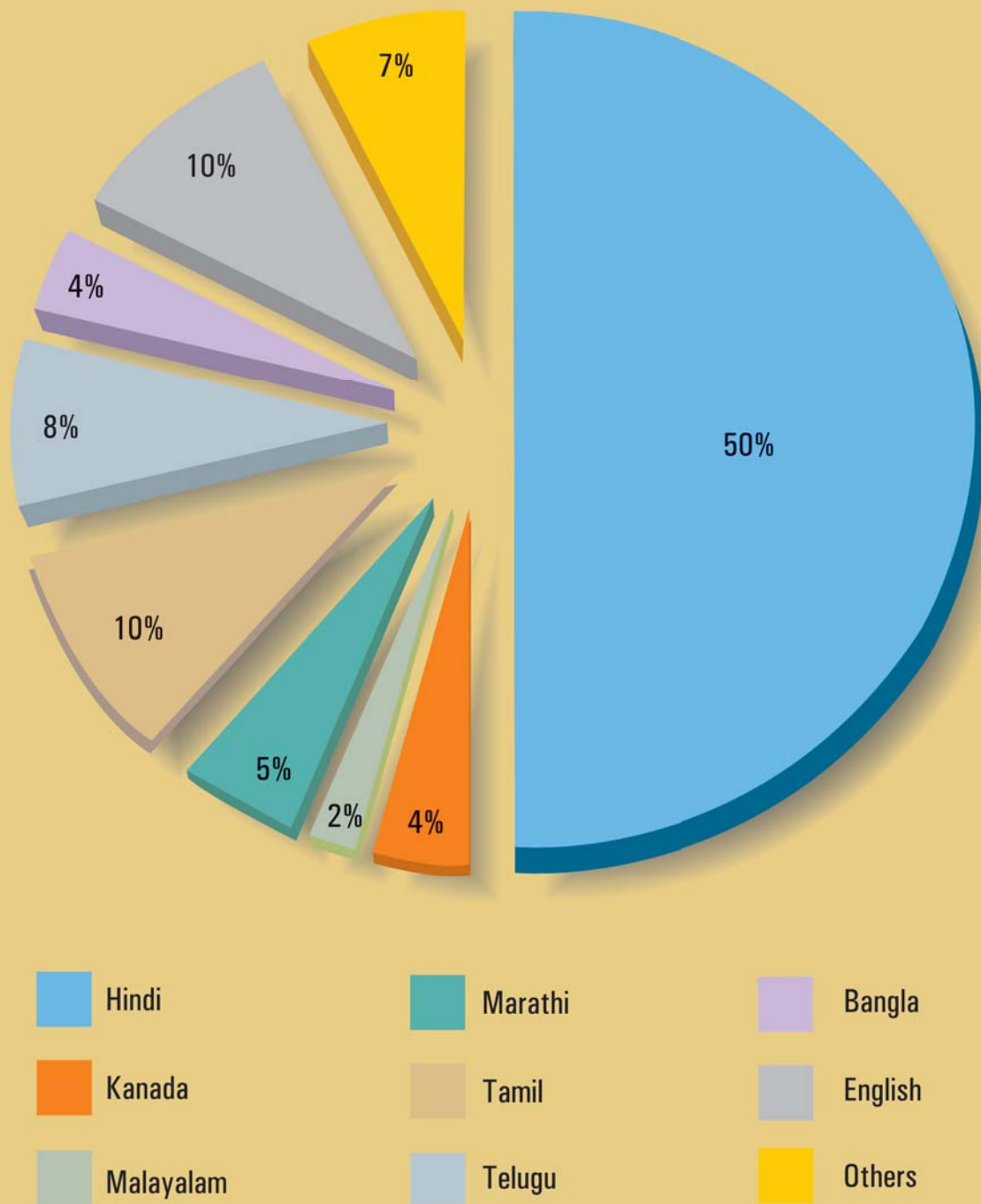
D. Regional Trends in Television

Content consumption by Indian consumers is getting more and more localized. While the national broadcasters are venturing into the regional space by launching regional channels, the regional players are strengthening their product portfolio by launching niche regional channels. Many players are coming out with new regional channels with content to suit local population. Channels being launched in several local dialects and local languages like Bhojpuri, Bangla, Odiya, Tamil, Telugu, Kannada and Malayalam etc. are providing choices to the audiences who prefer languages other than Hindi and English.

The changing media landscape is offering immense opportunities to the Industry to reach the huge subscriber base in India. With the increase in the purchasing power of people in regional market and with digitalization, it is expected that the regional channels will contribute significantly towards the broadcasting sector.

FICCI KPMG Indian Media Entertainment Industry Report 2012 indicated that regional channels accounted for approximately 33% of the all India cable and satellite television viewership, with Bangla and Marathi channels gaining viewership, along with South Indian Channels.

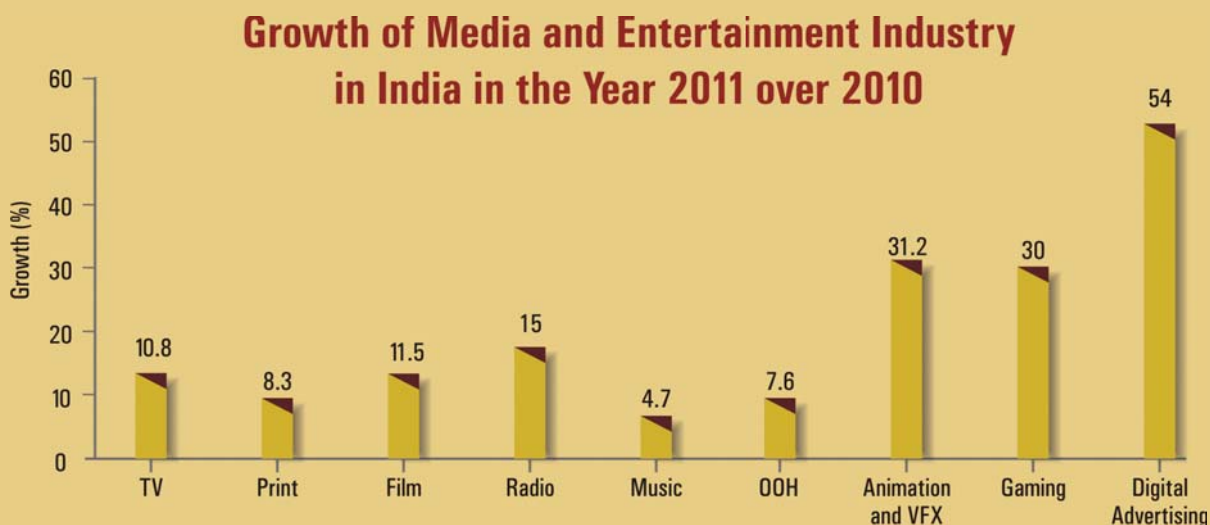
Language – wise channels share



Source: FICCI KPMG Indian Media Entertainment Industry Report 2012

E. Growth of Indian Media and Entertainment Industry

Indian Media Entertainment Industry is on a positive growth trajectory. As per the FICCI KPMG Indian Media Entertainment Industry Report 2012, Indian Media & Entertainment industry grew from ₹ 652 billion in 2010 to ₹ 728 billion in 2011, registering an overall growth of 12%. Over the next 5 years, it is projected to grow at a Compound Annual Growth Rate (CAGR) of 15% to reach ₹ 1457 billion by 2016. While television continues to be the dominant medium, sectors such as animation and VFX, digital advertising and gaming are fast increasing sharing the overall pie. Radio is expected to grow at a CAGR of 21% over the next 5 years from ₹ 11.5 billion in 2011 to ₹ 29.5 billion by 2016, displaying a healthy growth. FICCI KPMG projections shows that print will witness a decline in growth rate and would continue to be the second largest medium in the Indian Media and Entertainment Industry. The digital advertising is projected to grow at a CGAR of 30% in the next five years between 2011 to 2016.



Source: FICCI KPMG Indian Media Entertainment Industry Report 2012

Table : Indian Media and Entertainment Industry, size and projections

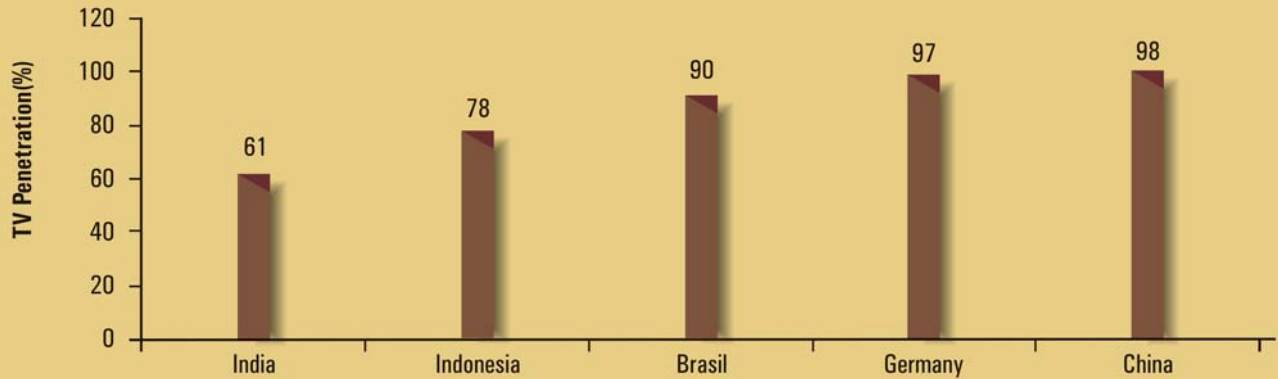
								(Rs in billion)
M & E Industry	2010	2011	2012	2013	2014	2015	2016	CGAR 2011-2016
TV	297	329.0	380.0	435.0	514.0	618.0	735.0	17%
Print	192.9	208.8	226.0	246.8	270.0	294.9	323.4	9%
Film	83.3	92.9	100.0	109.7	121.1	134.5	150.3	10%
Radio	10.0	11.5	13.0	16.0	20.0	24.0	29.5	21%
Music	8.6	9.0	10.0	11.3	13.1	15.4	18.2	15%
OOH	16.5	17.8	19.5	21.5	23.6	26.0	29.0	10%
Animation and VFX	23.6	31.0	36.3	43.0	51.1	61.0	69.0	17%
Gaming	10.0	13.0	18.0	23.0	29.0	37.0	46.0	29%
Digital Advertising	10.0	15.4	19.9	25.8	33.5	43.7	57.0	30%
Total	652	728	823	932	1076	1254	1457	14.9%

Source: FICCI KPMG Indian Media Entertainment Industry Report 2012

Growth of Television Industry in India

Television is the largest medium for media delivery in India in terms of revenue, representing around 45% of the total media industry. The TV industry continues to have headroom for further growth as television penetration in India is still around 60% of total households. Indian television industry has witnessed aggressive growth as this medium has overshadowed all the other available media platforms. India is today the world's third largest TV market with close to 146 million TV households next to China and USA. Television is projected to command half of the entertainment pie by 2016 as it is estimated to grow at a robust 17% cumulatively over the next five years, from ₹ 329 billion in 2011 to ₹ 735 billion by 2016.

TV Penetration in Select Countries



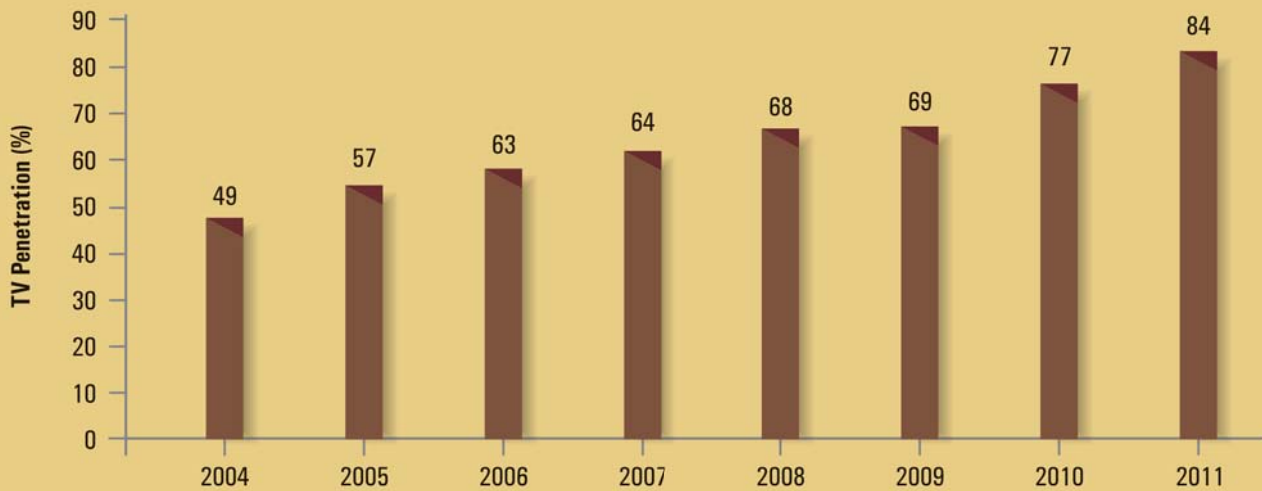
Source : FICCI KPMG Indian Media Entertainment Industry Report 2012

Indian TV Industry size and Projections



Source: FICCI KPMG Indian Media Entertainment Industry Report 2012

Pay TV Penetration in India



Source: PwC Indian Entertainment and Media Outlook 2012

Television Industry Size



NEW INITIATIVES

A. Advent of HD Technology

Television is undoubtedly one of the most important sources of entertainment in today's world. Television has not only entertained but has proved to be our window to the world. It has undergone revolutionary changes in terms of technology in a very short span of time. Today it is defined by the introduction of High-Definition TV (HDTV) which allows unmatched superior quality pictures and video. HDTV got a shot in the arm after Doordarshan made a live telecast of the commonwealth games 2010 in HDTV.

The Ministry has permitted around 30 channels in HDTV during 2010-2012, initiating a new revolution in the Media and Entertainment Industry. Broadcasters were also granted permissions to uplink dual feeds for specific sporting events through a simplified process.

B. Bringing transparency and accountability

1. Open House Meetings

Open house meetings which are conducted on the 5th of every month with broadcasters have proved to be very useful. The number of broadcasters attending these meetings has swelled over the last one year. Feedback from the meeting has helped the Ministry to take new initiatives for expediting clearances and bringing more transparency. Several issues concerning new and permitted TV

channels, teleports, use of SNG/DSNG Vans, temporary uplinking cases, change of satellites, change of name and logo, change in the share holding pattern, induction of new Directors, FIPB approvals etc. are being discussed in an open and fair manner with broadcasters. These meetings have not only provided an opportunity to applicants for a direct interaction with Ministry officials, but have also facilitated flow of information directly to applicants thereby eliminating the need to have an intermediary. The direct interaction has also built confidence in the system and has reduced dependence on unnecessary correspondence and phone calls. So far, 34 "Open House" meetings have been conducted since November 2009 to December 2012.

2. Steps for Speedy Approvals

In order to fast-track the approvals in the Ministry the proposals to MHA, DOS and CA are sent simultaneously from INSAT Section itself within 10 days without waiting for approvals at this stage which has cut delays significantly.

3. Standard Forms and Applications

It was observed that while applying for permission for acquiring/hiring of SNG/DSNG vans, the applicants invariably failed to provide relevant documents or information. To streamline this, a new comprehensive application format for seeking permission for hiring of SNG/DSNG vans was devised and put on the website of the Ministry with detailed instructions/guidance for filling the

application. A master check list and processing template has also been put in place to quicken the pace of processing by eliminating errors.

In the cases of change of name, logo, satellite, teleport and addition of language etc. lengthy notes were being put up repeatedly which not only hampered the speed of putting up of cases at section level but it was difficult for senior officers to get the facts at a glance to arrive at a decision quickly. A new template has been designed for quick approvals. This has not only helped in quick processing of the cases but also has ensured that no important criteria for consideration of the cases are left out, as the check list has to be completed before the file is put up for approval.

4. Satellite TV Application Tracking System (STATS)

In order to ensure greater transparency about pending issues of companies, software Satellite TV Application Tracking System (STATS) was operationalised on 21st January 2010. This unique software developed by NIC has helped in bringing greater transparency in providing information to the applicants of private satellite TV channels to track the status of their applications. The data is being updated in the system regularly to help applicants check the status of their applications.

5. Development of Integrated On-line Portal Solution for TV (INSAT) section

In order to streamline the process of application by agencies concerned

and to enable both the Department officials and the vendors to monitor the status of their applications, it is proposed to develop a secure online portal that will enable all stakeholders to apply, monitor, manage and expedite the necessary process with minimal manual intervention. The proposal to develop an Integrated Online Portal Solution for TV (INSAT) section is at the final stage. Once implemented, this will provide speedy disposal of proposals and bring in transparency in the system

DTH SERVICE

Direct To Home (DTH) service is a comparatively recent entrant as compared to cable transmission. It has certain technical advantages over cable operations. DTH is an addressable system and covers the entire country. In DTH service a large number of television channels are digitally compressed, encrypted and beamed from very high power satellites. The programmes transmitted through DTH can be directly received at home by installing small dish antennas at convenient locations in the buildings. DTH transmission service does not require any commercial intermediary, since an individual user is directly served by the DTH operator. DTH Service refers to distribution of multi-channel programmes in Ku Band by using a satellite system, for providing TV signals direct to subscribers' premises. DTH provides subscribers the advantage of geographical mobility meaning thereby, that once a customer purchases DTH hardware, he/she can continue to use the same unit anywhere in India.

The Government on 15th March 2001 issued detailed guidelines including application Forms and Licensing Agreement for operating DTH services in India. The DTH guidelines are available on the website (www.mib.nic.in) of this Ministry. As per the revised Foreign Investment limit in the broadcasting sector as notified by the Department of Industrial Policy and Planning (DIPP)'s Press Note No. 7 (2012 Series), the total foreign Investment holding including FDI/NRI/OCB/FII/FCCB/ADR/GDR and convertible preferential shares held by foreign entities by the DTH operating company may not exceed 49% by Automatic route and 74% by Government route. The Guidelines provide that the 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. 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 Doordarshan provides free to air channels on its DTH service (called DD Direct Plus) for which the subscribers have to buy the dish and the set top box from the open market. Apart from Doordarshan's DD Direct Plus, DTH service is being provided by six private players, namely, Dish TV (M/s Dish TV India Ltd.), Tata Sky (M/s. Tata Sky Ltd.), Sundirect DTH (M/s. Sun Direct TV Pvt. Ltd.), BIG TV (M/s. Reliance

BIG TV Ltd.), Airtel Digital TV (M/s. Bharti Telemedia Ltd.) and D2H (M/s. Bharat Business Channel Ltd.).

DTH being a digital addressable system offers good picture quality, enhanced value added services, transparency in the system enabling its audit and monitoring, thereby reducing litigations between the broadcaster and DTH operator resulting in better services to the consumers leading to structured growth of the sector. Thus DTH has given a stiff competition to the analogue cable TV sector which is also going digital eventually. As per the Federation of Indian Chambers of Commerce and Industry (FICCI) KPMG Indian Media Entertainment Industry Report 2012, there were a total of 146 million TV households in India in 2011. Out of which, Cable TV Networks cover 74 million households i.e. about 51 %, Private Direct to Home (DTH) covers 37 million homes i.e. about 25%, Doordarshan Direct to Home covers 8 million homes i.e. about 6 %, remaining 27 million homes are covered by the terrestrial coverage of Doordarshan which is around 18%. The report further mentions that the overall Television Industry is expected to grow at a CAGR of 17% over the period 2011-16 and the DTH segment is also growing at a significant rate. It is expected that it increases the reach of television in the country. This expansion would be further strengthened by Digitalization of Cable TV Network which will benefit the viewers by way of access to the superior picture quality, availability of choice to select channels, value added services like video and games on demand and

triple play etc. The digitalization process is poised to revolutionize the Broadcasting Industry in general and Cable TV Sector in particular.

This Ministry is the licensing authority for operation of DTH services in India in accordance with the DTH Guidelines issued in the year 2001. As per Article 7.1 of Schedule to the DTH License Agreement, the requirement for the Set Top Boxes (STB) is to be of open architecture (non-proprietary) so as to ensure technical compatibility and effective interoperability among different DTH service providers with such specifications as laid down by the Government from time to time. With passage of time, different technologies and standards have evolved (MPEG-2, 4 / DVB-S, DVB-S2) for signal compression and transmission. For this and various other reasons the Ministry, requested TRAI to examine the issue of interoperability afresh and submit its recommendations to the Ministry. TRAI forwarded its recommendations on interoperability and other issues relating to DTH recommendations to the Ministry on 30th January, 2008. TRAI vide Regulation of its DTH Broadcasting Service (Standards of Quality of Service and Redressal of Grievances) Regulations, 2007 has mandated commercial interoperability which gives the subscriber an option to take the STB on rent or hire-purchase basis giving him flexibility to move from one operator to another. The recommendations were discussed with various stakeholders in the Ministry and it was felt that for a number of reasons the recommendations

need to be further examined by TRAI. Accordingly, Ministry referred the matter to TRAI for re-examination on 11th May, 2010. The views of the Government on the recommendations of TRAI give in detail the present problems in achieving an effective technical interoperability across all DTH operators using different technologies and standards. The Ministry is awaiting the recommendations of TRAI before firming up a view on whether the requirement of technical compatibility and effective interoperability among different DTH service providers needs to be continued with as it is, or in a modified form or should be dispensed with entirely.

TRAI, as per the provisions of Telecommunication (Broadcasting and Cable) Services (Fourth) (Addressable Systems) Tariff Order, 2010 dated 21st July 2010, has ordered all DTH operators to offer all its pay channels on a-la-carte basis to its subscribers and has stipulated that every service provider providing broadcasting services or cable services to subscribers using an addressable system may, in addition to the offering of pay channels on a-la-carte basis also offer bouquets of channels, in which case, it shall specify the maximum retail price for each such bouquet applicable to its ordinary subscribers.

Policy on IPTV Service

The Government on 8th September 2008 had put in place the policy on IPTV enabling another mode of distribution of close to 550 permitted satellite

TV channels till date through the Telecom and cable Networks. This was bound to give not only a new digital visual experience to the Indian viewer with various value added and interactive services to cater to the ever persisting demand of the subscriber for new and interactive services, but is also providing increasing opportunities to create diverse business models not only for the broadcasters but also for the platform service providers. The policy on IPTV now offers greater clarity on the issues involved and both the telecom operators as well as the cable operators will be able to provide IPTV services and will be regulated as per their respective licensing conditions. The content will be regulated as per the Programme and Advertisement Codes prescribed under the Cable Act which takes care of several apprehensions including those with respect to provisioning of obscene content. It defines the liability for violations of content codes and how they will be dealt with and takes care of the concerns relating to national security. The policy also enables Multi-System Operators (MSOs) and Cable operators along with broadcasters to provide content to Telecom licensees providing IPTV services. The policy enables IPTV service provider to create its own content except for the news and current affairs.

The policy does not require a separate permission for providing IPTV services for the defined telecom and cable operators. However it requires a self declaration on the prescribed format to be made. The format for such a declaration has also been notified. The Ministry has also notified eight

channels of Doordarshan to be mandatorily carried on the IPTV service. The channels notified are:

1. Lok Sabha Television
2. DD Rajya Sabha
3. DD-1 (National)
4. DD (News)
5. DD Sports
6. DD Urdu
7. Gyan Darshan
8. DD Bharati

Clause 5.6 of the Downlinking Guidelines has also been modified to enable broadcasters to provide content to IPTV service providers. The policy also enables the cable operators and multi-system operators having relevant rights from the broadcasters to provide aggregated content to telecom IPTV service providers. This provision also enables the franchisee model as adopted by MTNL/BSNL for provisioning of IPTV services. However since the policy does not recognize a franchisee as a separate entity, a franchisee for being able to receive and aggregate the broadcast signals will have to register himself as a cable operator.

The advantage of IPTV Services platform is that it allows to provide specialized services, catering to niche audiences. Animation and gaming industry is also likely to see a bigger market as a result of such services. One of the key determinants of the growth of the IPTV services however is the extent/reach of broadband penetration and quality of broadband connectivity. As per FICCI-KPMG 2009 report the IPTV subscriber base is expected to reach 4 million in 2013. It is

hoped that the diversity of services enabled by the IPTV platform will give a further boost to the subscriber demand for broadband connectivity.

Globally IPTV has emerged as a serious competing pay TV platform for the Cable and DTH services. It is expected to generate additional revenue streams both for content providers and the IPTV service providers and simultaneously reducing the cost for the subscribers, giving them a variety of content and services. It is expected that with clarity on the IPTV regulatory framework and growth of broadband connectivity India will emerge as a leading player in IPTV market. IPTV in India is currently being offered by MTNL, BSNL and Bharti Airtel. The technology is promising due to its superior quality and interactive service but the reach is limited to households having broadband connections. Once broadband penetration in rural India improves, IPTV would stand a better chance of success.

IPTV is expected to capture the Indian houses once the price difference between DTH connections and Internet services individually and IPTV as a service reduces to minimal and users are offered trial services. However IPTV will experience a slow take-off as compared to the other services in the broadcasting space since IPTV has had limited success globally and it is likely to take some time before the service makes inroads in the market.

HITS (Headend in the Sky)

A new technology that is being looked at positively is Headend-

In-The-Sky (HITS) because of the acceleration it can lead to the spread of digitalization of cable TV network in India. The Government has laid down a policy framework in consultation with TRAI for introduction of Headend-In-The-Sky (HITS) mode of delivery of content to the cable operators.

Cabinet in its meeting on 12th November 2009 approved the proposal of the Ministry to issue policy guidelines for Headend-in-the-Sky operators. The Government on 26th November 2009 issued policy guidelines. The policy guidelines provide for a framework within which the HITS Service providers have to provide services in the country. The policy does not mandate for either the cable operators or subscribers to necessarily obtain signals from a HITS platform/network, the subscribers and cable operators can continue with the existing system. Hence the cable operators have liberty to switch over to HITS provider network if so desired. Thus it has a basic difference from the areas notified for CAS (conditional access system) which is mandatory.

HITS serve the whole country providing its signals through satellite to many MSO/ cable operators who can further send the signals to the customers using their cable network. The essential difference between a HITS operator and a Multi System operator (MSO) is that the former transmits the bundle of channels to the cable operators using a satellite, whereas the latter does the same through cable. HITS are a digital delivery mode of distribution of TV channel and it would speed up the process of digitalization of cable

services in the country. HITS would help increase the penetration of cable market further into rural areas.

HITS would enable a subscriber to enjoy a wide choice of digital channels, better picture quality and value added services at affordable price. HITS would provide greater channel capacity from the present limited capacity of channels placed in prime/non prime band. The detailed policy guidelines are available on the website www.mib.nic.in. Though HITS policy has been a step in the right direction and is capable of bringing down the investments required at the level of the last mile operator, thereby enabling further and deeper penetration of cable services into rural areas, because certain tariff and interconnection issues needed to be resolved it had not been able to take off. TRAI vide its order dated 21st July 2010 on Telecommunication (Broadcasting and Cable) Services (Fourth) (Addressable Systems) Tariff Order, 2010 and further amendment dated 30th April 2012 has included HITS platform also as digital addressable system (DAS). In view of the development, the industry will now be forthcoming with setting up of platforms for provisioning of HITS services. There is some constraint with regard to availability of transponder capacities but it is expected that with the increase of demand, the supply will also increase. The Government has since declared the sunset dates for digitalization of cable services by 31st December 2014, it is expected that interest in setting up this platform will increase.

Cable TV Networks (Regulation) Act, 1995

The Cable Television Networks (Regulation) Act, 1995 was enacted with a view to regulate the operation of cable television networks in the country so as to bring uniformity in their operations and to avoid undesirable programmes from being made available to the viewers as well as to enable the optimal exploitation of this technology which has the potential of making available to the subscribers a vast pool of information and entertainment.

The Government has been monitoring the implementation of the Act and has been taking corrective measures as and when considered necessary. Certain amendments were made in the Act in the year, 2000 and 2003 to remove weaknesses observed in the implementation of some of its provisions. The latest amendment in the Act was made in the Budget session of 2007 of Parliament in order to provide for mandatory carriage of TV channels run by or on behalf of the Parliament of India. Earlier the Act provided for mandatory carriage of Doordarshan channels under Section 8 of the Act. After amendment of Section 8 of the Act, it has now provided for mandatory and compulsory carriage of Parliament channels in the manner to be notified by Central Government and Doordarshan channels notified by Prasar Bharati. The Central Government vide notification dated 6.11.2007 published in the Gazette of India has provided for mandatory carriage of Lok Sabha & Rajya Sabha Channels by cable operators

in their cable TV network services. As per the extant Notifications by the Central Government and Prasar Bharati the list of Channels to be compulsorily carried by Cable operators in Prime and Non-Prime Bands is given in Annexure I.

The licensing conditions of the TV channels uplinked from and downlinked in India as well as the DTH, IPTV and HITS Guidelines and license agreement make it obligatory on their part to follow the Programme and Advertising Code prescribed under the Cable TV Networks Regulation Act, 1995 and the Rules thereunder.

The Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act, 2007

The sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act, 2007 has been enacted with the aim and objective to provide access to national or international sporting events, held in India or abroad, to the largest number of listeners and viewers, on a free to air basis. This is done through mandatory sharing of sports broadcasting signals with Prasar Bharati.

Section 3(1) of the Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act 2007 has provided for mandatory sharing of broadcasting signals of certain sporting events in order to achieve the aims and objectives of this Act. Section 3(3) casts a responsibility on Prasar Bharati to spend a part of the revenue so earned for broadcasting other sporting events.

The Government has notified the Sports Broadcasting Signals (Mandatory sharing with Prasar Bharati) Rules 2007 vide G.S.R. 687(E) dated 31.10.2007 for smooth and proper implementation of the Act.

Section 2(1) (s) of the Act has empowered the Central Government to notify the sporting events of national importance for coverage as per the provisions of the Act. The Government has since issued notification dated 23.08.2012 giving the details of sporting events of national importance providing therein that all official one day and Twenty-20 matches played by the Indian Men's Cricket team and such test matches as are considered to be of high public interest by the Central Government and semi-finals and finals of Men's world cup and International Cricket Council (ICC) Championship Trophy.

Vide Notification dated 4th July 2012 Government has notified the list of sporting events apart from cricket including International events, and events relating to Tennis, Hockey and Football. The list is given in Annexure II.

Approach for Digitalisation of Cable Sector

Digitisation of Cable Television Network

Cable TV forms the back bone of the broadcasting distribution industry. Despite the fast growth of the DTH services, cable services continue to dominate the distribution of TV channels as

of today. The cable TV services value chain comprises of four main supply side entities i.e. broadcaster, Multi System Operator (MSO), Local Cable Operator (LCO) and the end consumer. The operations of cable television networks in the country are regulated through the Cable Television Networks (Regulation) Act, 1995 and the Cable Television Network Rules, 1994. The analogue cable television is afflicted with certain inherent drawbacks. Main drawbacks of Analogue Cable TV System are enlisted below:

- Limited Carrying capacity – 70 to 80 channels
- Restrictive choice of channels to subscribers
- Lack of transparency as subscriber numbers not realistically maintained
- Under declaration of subscription revenue and concealment of tax revenue
- Distorted business model for broadcasters as excessive dependence on advertisement revenue as against subscription revenue (65:35)
- Unhealthy race for TRP ratings
- Cable operators are facing severe competition from DTH and IPTV services

Accordingly, need was felt to introduce Digitalization with addressability in cable sector which would enable identification and maintenance of data base for each subscriber, in order to bring transparency and prevent piracy. Digitalization will be a win-win

situation for all stakeholders, including Government and the public. Key advantages of Digital Cable TV System are enlisted below:

For Consumers

- Superior picture quality,
- Availability of choice to select channels
- Value added services – video and games on demand and triple play

For Cable Operators

- Effectively compete with DTH service providers and retain business.
- Realization of increased revenue from FTA subscription as well as all pay channels, and broadband services / value added services.

For Broadcasters

- Transparency in realization of subscription revenues
- Less dependence on advertising revenue
- Shift away from TRP worries

For Government

- Improved tax recovery
- Plug Revenue leakages
- Overall economic advantage to the country

Government is implementing digitization with addressability in the cable TV system across the country in four phases wherein in the first phase the four metros of Delhi, Mumbai Kolkata and

Chennai were to undergo digital switch over by 31st October 2012. First phase of Cable TV digitization was implemented in the 3 metros of Delhi, Mumbai and Kolkata from 31st October 2012, as regards Chennai, analogue cable TV signals have presently been allowed to continue since the matter is sub-judice in the High Court of Madras. Total number of Cable STBs installed in four metro cities as on 4th January 2013 is 84.89 lakhs, registering an overall cable TV digitization achievement of 99%. Total number of Cable TV STBs installed in Delhi is 33.58 lakhs STBs, in Mumbai is 25.84 lakhs, in Kolkata is 22.16 lakhs and in Chennai is 3.31 lakhs.

In the second phase, 38 cities with a population more than one million would be covered by 31st March 2013. All other urban areas (Municipal Corporations / Municipalities) will undertake digital transition by 30th September 2014 and the rest of India by 31st December 2014.

POLICY FOR INTRODUCTION OF MOBILE TV SERVICES

The Government is working presently on laying down a suitable regulatory framework for enabling the private players to provide mobile TV services. The recommendation of TRAI on Mobile TV services dated 23rd January 2008 inter-alia recommended that in the Mobile Television service the chosen technology should be digital and a proven one. The choice of technology it had recommended should be left to the service provider with the condition that the technology to

be deployed for providing mobile television should be based on standards issued by International Telecommunication Union (ITU), Telecom Engineering Centre of India (TEC) or any other International Standards Organization/ body such as the European Telecommunications Standards Institute (ETSI) or any other standardization organization/ body specified by the Government of India. TRAI had also recommended that the Ministry of Information & Broadcasting should co-ordinate with the Department of Space and Department of Telecom regarding availability of satellite capacity and frequency for satellite based mobile television services and recommended that as and when such satellite capacity is available and if the Government intends to issue such licenses, then the matter may be referred again to the Authority for its recommendations. TRAI also recommended that licenses for the terrestrial transmission route should only be offered for the time being and Sharing of terrestrial transmission infrastructure of Doordarshan should be permitted on mutual agreement basis in a non-discriminatory manner. This Ministry examined the recommendations of TRAI and while agreeing to majority of the recommendations of TRAI on mobile services, certain issues were referred back for clarification/ views of TRAI. The most important unresolved issues were identifying spectrum within 585-806 MHz band recommended by TRAI for mobile operators, determining the service area of licences and number of service providers / licences in each service area and determining the roll out obligation. Policy of

Mobile Television has been put on hold due to non availability of adequate spectrum in the VHF band V (585 – 698 MHz : BW – 113 MHz).

List of Channels to be compulsorily carried by Cable operators in Prime and Non-Prime Bands

1. Central Government vide S.O. 1881(E) Dated 6th November 2007 as amended on 1st October 2012, has notified **DD Lok Sabha & DD Rajya Sabha** channel for mandatory carriage in the Basic Service Tier where Digital Addressable System (DAS) has been introduced and in Non-Prime band upto 450 MHz in areas where DAS has not been introduced.
2. **DD1 (National Channel) and DD (News Channel)** have been notified vide PB notification Dated: 24th October 2003 in Prime Band.
3. **DD Sports channel, Gyan Darshan Channel** have been notified vide PB notification dated 25th February 2005 in non-prime band
4. **DD Urdu channel** has been notified vide PB notification dated May 2007 in non-prime band
5. **DD Bharati** has been notified for mandatory carriage in all States and UTs either in Prime Band if the State does not have a regional channel of its own, or in the non-prime band if the State/ UT has a regional Channel as per Table-1

6. Regional Channels of DD Notified for compulsory carriage in Prime Band are indicated in column-3 of the following Table.

S No.	States	Prime Band (Notified regional channel)	Non-Prime Band
1	Andhra Pradesh	DD Saptagiri	DD Bharati
2	Arunachal Pradesh	DD-North-East	DD Bharati
3	Assam	DD-North-East	DD Bharati
4	Bihar	DD Bharati	
5	Chattisgarh	DD Bharati	
6	Goa	DD Bharati	
7	Gujarat	DD Gujarati	DD Bharati
8	Haryana	DD Bharati	
9	Himachal Pradesh	DD Bharati	
10	Jammu and Kashmir	DD Kashir	DD Bharati
11	Jharkhand	DD Bharati	
12	Karnataka	DD Chandana	DD Bharati
13	Kerala	DD Malayalam	DD Bharati
14	Madhya Pradesh	DD Bharati	
15	Maharashtra	DD Sahyadri	DD Bharati
16	Manipur	DD-North-East	DD Bharati
17	Meghalaya	DD-North-East	DD Bharati
18	Mizoram	DD-North-East	DD Bharati
19	Nagaland	DD-North-East	DD Bharati
20	Odisha	DD Oriya	DD Bharati
21	Punjab	DD Punjabi	DD Bharati
22	Rajasthan	DD Bharati	
23	Sikkim	DD-North-East	DD Bharati
24	Tamil Nadu	DD Podigai	DD Bharati
25	Tripura	DD-North-East	DD Bharati
26	Uttar Pradesh	DD Bharati	
27	Uttarakhand	DD Bharati	
28	West Bengal	DD Bangla	DD Bharati
UNION TERRITORIES			
1	Andaman and Nicobar Islands	DD Bharati	
2	Chandigarh	DD Punjabi	DD Bharati
3	Dadra and Nagar Haveli	DD Gujarati	DD Bharati
4	Daman and Diu	DD Gujarati	DD Bharati
5	Lakshadweep	DD Malayalam	DD Bharati
6	NCT of Delhi	DD Bharati	
7	Puducherry	DD Podigai	DD Bharati

The Government vide order no.8/12/2006-BP&L Dated 10.9.2007 has amended clause 7.8 of the schedule to the DTH license agreement to provide for compulsory carriage of all the above channels except regional channels by DTH service providers also.

Existing list of non-cricketing events for mandatory sharing of signals with Prasar Bharati notified vide S.O. 281(E) Dated 8th February, 2008

1. Summer Olympics
2. Commonwealth Games
3. Asian Games
4. Special Olympics
5. Paralympics
6. Events relating to the following sports:-

A. Tennis:

- (a) Davis Cup – All matches featuring India;
- (b) Grand Slam Tournaments – Finals of Men’s singles, Women’s singles and all matches featuring Indian player from quarter-finals onwards.
- (c) Grand Slam Tournaments – All such matches featuring Indian player in Men’s Doubles, Women’s Doubles or Mixed Doubles, from Quarter Finals onwards.

B. Hockey:

- (a) World Cup – All matches featuring India and semi-finals and finals
- (b) Champions Trophy – All

matches featuring India and finals; and

- (c) Indira Gandhi Gold Cup for Women – Semifinals and finals

C. Football:

- (a) World Cup – Opening match, Semi-finals and finals.
- (b) Asia Cup – All matches featuring India and semi-finals & finals.
- (c) Santosh Trophy – Semi-finals and finals.

Content Regulation of TV Channels

- Regulation of broadcast-content of Television channels has been a keenly debated issue. It has evoked concerns arising out of content having an adverse bearing on Indian ethos and cultural values, looking after the interests of women and children who are vulnerable to pervading impact of satellite television and the need for reconciling these concerns with constitutional freedom of speech and creative expression. With the booming television industry in India, which is projected to grow at 13% per annum, the competition amongst various television channels is getting stiffer by the day. The Ministry has already granted permission to 852 private satellite television channels, out of which around 415 are news and current affairs channels. There has been a substantial growth in the regional language channels also in the past few

years as the competition among Hindi and English channels is becoming tougher and the market is saturating. Though Direct to Home (DTH) services have also experienced rapid growth, the distribution of these channels is still by and large through the cable operators which are largely in analog mode and have limited carrying capacity.

- An important legislation that has been enacted, namely, Cable Television Networks (Regulation) Amendment Act, 2011, will pave the way for digitization of cable networks in a time-bound-phased manner in the entire country. The 4 major metros, have already gone digital cable way. Digitization will facilitate an accurate and transparent subscription fee model, thereby reducing the dependence of broadcasters on advertising revenue and this will, in turn, considerably soften their anxiety for TRPs. As such, the broadcasters are expected to produce content not with an eye on TRP alone, but keeping in view the diverse interests prevailing in a diverse country like India. This is expected to lead to an era of healthy content creation and, consequently, an effective content regulation. However, mushrooming of television channels and attempt by each channel to carve out a niche for itself, will continue to pose challenges in the arena of content regulation.
- Every broadcaster through various policy guidelines has been mandated to follow the

Programme and Advertisement Codes as prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder.

- The Programme and Advertisement Codes as prescribed under the Cable Act in 1994 have been made applicable to all video content provided through different broadcasting modes including IPTV service.
- The nature of content-related cases dealt with in the Ministry mainly relate to obscenity, portrayal of women in bad taste, ill-effects on children, ill-treatment of animals, advertisements of misleading nature, etc. In all such cases, appropriate action is taken by the Ministry as per the Cable Television Networks (Regulation) Act, 1995 and wherever necessary, Advisories, Warnings, Order for Apology Scroll are issued. There is no denying the fact that the content carried on tele-serials is the only available window to the world in a large part of the country and deeply impacts societal values, behavioural patterns and customs.
- During the year 2012-13 (April to Dec) the Ministry has issued 28 show cause notices to television channels for violation of Programme and Advertising codes. In addition, 15 orders including 7 Advisories, 7 Warnings and 1 Directive have been issued to different satellite TV channels during the same period.

Inter Ministerial Committee (IMC)

- For regulation of content on Satellite TV channels, an Inter-Ministerial Committee (IMC) chaired by Additional Secretary (I&B) had been constituted, with representatives from other Ministries, which gives its recommendations on whether a violation has taken place or not. The IMC has been re-constituted in the year 2011 by the addition of a representative from the Ministry of Consumer Affairs, Food and Public Distribution to accord focused attention on consumer related issues. The IMC functions in a recommendatory capacity. The final decision regarding penalties and its quantum is taken on the basis of the recommendations of IMC. The Ministry generally issues warnings or advisories or asks them to scroll apologies on their channel. Occasionally, the channels are also taken off air either temporarily for a limited period depending on the gravity of the violation.

ELECTRONIC MEDIA MONITORING CENTRE (EMMC)

- The Government has also set up a state-of-the-art Electronic Media Monitoring Centre (EMMC) to monitor and record channels on a 24x7 basis. The capacity of the centre was enhanced during the year 2010-11 from 150

channels to be able to monitor 300 channels at a time on a random basis. During the 12th Five Year Plan, capacity of EMMC would be further augmented to be able to monitor 1500 channels. The infrastructure is also being strengthened to monitor FM Radio channels and Community Radio Stations in the future. The EMMC has enabled the Ministry to suo-motu take action without depending on the recordings provided by the channels which were subject to manipulation by the channel. This set up has strengthened the regulatory system and reduced the time period required for taking action in case of violations.

State Level and District Level Monitoring Committees

- The implementation of the Cable Television Networks (Regulation) Act, 1995 at the local level falls within the domain of the local authorities of the concerned State Governments.
- Section 2 of the Cable Television Networks (Regulation) Act, 1995 provides that “authorised officer”, within his local limits of jurisdiction, means a District Magistrate, or a Sub-Divisional Magistrate or a Commissioner of Police. Further, Sections 11 and 12 of the said Act provide that the authorized officer has the power to seize and confiscate the cable operator for violation of the provisions of the Act.



The secretary, I&B and Joint Secretary with other officers of the Ministry of I&B at EMMC Monitoring Hall



Secretary, I&B giving away the Best Performer Certificate on the occasion of inauguration of new monitoring hall of EMMC

- In order to enforce the Cable Act and Rules at the State/District level, the Ministry issued order on 6th September 2005 for “Monitoring Committee for the Programme and Advertisements telecast by Cable TV channels” at the State, District/local level. Subsequently, detailed guidelines were issued by this Ministry on 19th February 2008 providing for District level Monitoring Committee and State level Monitoring Committee. The composition of the District level Committee is as under:

- (i) District Magistrate (or Police Commissioner) - Chairman
- (ii) District Superintendent of Police - Member
- (iii) District Public Relations Officer - Member
- (iv) Principal of one of the Women’s College in the District (to be selected by the DM) - Member
- (v) Representative of a leading NGO working for Children welfare (to be nominated by the DM) - Member
- (vi) Representative of a leading NGO working for Women welfare (to be nominated by the DM) - Member
- (vii) Academicians/Psychologists/Sociologists (one each to be nominated by the DM)- Member

Scope of the Committee:

- i) To provide a forum where the public may lodge a complaint

regarding content aired over cable television and take action on the same as per procedure prescribed herein.

- ii) To review the action taken by Authorized Officers for enforcement of Cable Television Networks (Regulation) Act, 1995.
- iii) To immediately bring to the notice of State and Central Government if any programme is affecting public order or wide spread resentment in any community.
- iv) To keep a watch on content carried by cable television channels at local level and to ensure, through Authorized Officers, that no unauthorized or pirated channels are carried and local news if aired by the cable television operator is restricted to information about local events and is presented in a manner which is balanced impartial and not likely to offend or incite any community.
- v) To monitor the availability of free to air channels and channels notified for mandatory carriage on the cable network.

Composition of State Level Monitoring Committee

- (i) Secretary, Information & Public Relations of the State.- Chairman
- (ii) Representative of the DG of State Police- Member
- (iii) Secretary, Social Welfare Department of the State- Member

- (iv) Secretary, Women & Child Development of the State - Member
- (v) Representative of a leading NGO of the State working for women (to be nominated by Chief Secretary) -Member
- (vi) Academicians/Psychologists/Sociologists (one each to be nominated by Chief Secretary)- Member
- (vii) Director (Information) of the State - Member Secretary

Functions of the State Level Monitoring Committee

- (i) To see whether District/Local Committees have been formed.
- (ii) To see whether they are meeting regularly.
- (iii) To see whether the authorized officers are effectively performing their duties
- (iv) To see how many cases are handled by them and what decisions are arrived at
- (v) To give suggestion/guidance to District/Local Level Committee.
- (vi) To take decision on the matters referred to it by District/Local level Committee.
- (vii) To collate data/information from District/Local Level Committee and forward it to Secretary, Ministry of Information & Broadcasting, Government of India.
- (viii) To recommend action and forward complaints against

satellite channels (National Channels) to the Ministry of Information & Broadcasting through the Chief Secretary of the State in cases of violation of Government of India's orders on the Programme and Advertising Codes.

- So far, Sixteen (16) States, viz, Arunachal Pradesh, Bihar, Chhattisgarh, Gujarat, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Madhya Pradesh, Manipur, Meghalaya, Mizoram, Rajasthan, Tripura, Uttarakhand and West Bengal have set up State level Committees.
- 5 Union Territories, namely, Andaman & Nicobar Islands, Chandigarh, Daman Diu, Dadra & Nagar Haveli and Lakshadweep have also set up State level Committees.
- So far as District level Committees are concerned, 274 Districts across India have set up such Committees so far.

Self-regulatory mechanisms

- It is neither possible nor desirable for the Government to monitor and regulate the volume and diversity of the content provided, which is increasingly getting localized. Any kind of direct Government control is seen as violative of the right to freedom of speech and expression enshrined in the Constitution.
- Several attempts have been made in the past from time

to time to take regulation of content out of the Government control by setting up an independent and autonomous authority to deal with the broadcasting sector in a comprehensive manner.

The Bill for an independent regulatory authority was first introduced in 1997 but could not be carried through due to change of Government. Another attempt was made in the year 2001 with the introduction of the Convergence Bill of 2001 which also lapsed subsequently. In the year 2006 and 2007 two different drafts of Broadcasting Services Regulation Bill were attempted by the Government to set up an independent Broadcasting Regulatory Authority of India. However, this was vehemently opposed by the media industry.

- The broadcasters are more inclined towards self-regulation. Considering that content generation falls exclusively in the domain of broadcasters, self-regulation could be an effective mechanism for a healthy content regulation. As such self-regulation has been institutionalized by private broadcasters both in case of news & current affairs channels and non-news channels.

Self-Regulation in case of News & Current Affairs Channels

- The News Broadcasters Association (NBA), as part of its self-regulation mechanism, has formulated a Code of Ethics and Broadcasting Standards covering a wide range of principles to self-

regulate news broadcasting. NBA has also formulated News Broadcasting Standards Regulations. They have set up a two-tier structure to deal with content related complaints. At Tier I, complaints are dealt with by the individual broadcasters at their level. At Tier II, NBA has set up News Broadcasting Standards Authority (NBSA).

- The objective of the News Broadcasting Standards Authority includes entertaining and deciding complaints against or in respect of broadcasters in so far as these relate to the content of any broadcast. The Authority consists of a Chairperson who is a retired Judge of the Supreme Court and eight other members. Members of the Authority shall comprise 4(four) eminent editors employed with a broadcaster, 4 (four) persons having special knowledge and/or practical experience in the field of law, education, medicine, science, literature, public administration, consumer affairs, environment, human psychology and/or culture. The NBSA is presently headed by Justice J S Verma, former Chief Justice of India.

Self-Regulation in case of Non- News (General Entertainment) Channels

- Regulation of content in case of general entertainment channels is a challenging pursuit, in view of expansion of such TV channels and ever growing variety of programmes



New Monitoring Hall of EMMC

telecast by such TV channels. The content generation in this sphere, therefore, calls all the more for an effective self-regulation mechanism. In this direction, Indian Broadcasting Foundation (IBF) has also set up a mechanism of self-regulation. As part of this, IBF has laid down Content Code & Certification Rules 2011 covering an entire gamut of content-related principles and criterion for television broadcast.

- As part of this mechanism, a two-tier based complaints redressal system has also been set up. At the Tier-I level, each Broadcaster shall set up a Standard and Practices (S&P) Department with a Content Auditor to deal with the complaints received for content aired on its channels.
- At the Tier II, which is the apex level, the Broadcast Content Complaints Council has been set up and made operational from 1st July 2011. The BCCC is a thirteen member body consisting of a Chairperson who is a retired Judge of the Supreme Court or High Court and 12 other Members from various spheres of expertise.
- The BCCC is presently headed by Justice (Rtd) A.P. Shah. The 12 members are:
 - a. Four (4) Eminent Persons
 - b. Four (4) Members from any national level Statutory Commissions
 - c. Four (4) Broadcast Members
- Out of the four members from the National Statutory Commissions, three of the members shall be as follows:
 - a. Ms. Yasmeen Abrar, Chairperson, National Commission for Women (NCW)
 - b. Dr. P.L. Punia, Chairperson, National Commission for Schedule Castes (NCSC)
 - c. Ms. Dipa Dixit, Member, National Commission for Protection of Child Rights (NCPCR)
- The fourth member shall be the Chairperson or any other Member from any one of the National Commissions on rotational basis from National Commission for Backward Classes, National Commission for Minorities, National Commission for Scheduled Tribes, National Human Rights Commission, depending on the nature of complaint being dealt by BCCC in a particular meeting.
- The BCCC became functional from 1st July 2011.

Self-Regulation of Advertisements on TV Channels

- In regard to regulation of advertisements on TV channels, the Code adopted by the Advertising Standards Council of India (ASCI), which is a self-regulatory body, has been incorporated in the Advertising Code stipulated in Cable Television Networks (Regulation) Act 1995 and Rules framed there under. ASCI have set up a Consumer Complaints Council (CCC) to consider complaints in regard to advertisements.
- The self-regulation mechanism put in place by the broadcasters will, however, not replace the existing regulatory function of the Government, arising out of the extant statute, namely, Cable Television Networks (Regulation) Act, 1995 and Rules framed there under. While self-regulation is aimed at facilitating better content regulation at broadcasters' level, it does not mean that the Government will abdicate its overall statutory functions. The Government will step in as warranted by the existing Act, wherever self-regulation does not succeed in content regulation.

Television Rating Points (TRP)

The existing mechanism of generation of Television Rating Points (TRP) in India has been under the scrutiny of the Government and the industry for quite some time now. From time to

time, several issues have been raised about the lack of transparency in the TRP measurement system in India and the need for a transparent and credible alternative to the existing mechanism.

A comprehensive examination of TRP generation was taken up by the Standing Committee on Information Technology. In the 67th Report (2008-2009), titled "Television Audience Measurement in India", the Standing Committee critically examined the entire system of TRP generation in India and made several recommendations. Some important recommendations/ observations were:

- TRP generation was being done in the private domain by only two agencies i.e., Audience Measurement and Analytics Ltd (a-MAP) and TAM Media Research.
- Many States including the States of J&K, Bihar, Jharkhand and Northern-Eastern States were not being covered by TAM and a-MAP.
- Strong urban bias as both the rating agencies did not cover the rural areas.
- People meter households did not represent the population of the country adequately. The method followed by TAM to select the households for placing people meter by rotation was also not found to be transparent.
- TRP measurement was not covering new technologies like Digital TV, HDTV etc.
- A virtual monopoly in the extant rating system due to

use of entry barriers, unfair practices and anti-competition measures by the existing players which prevented other agencies from entering the system.

- The committee noted that no system of formal registration was laid down for the agencies carrying out the rating studies. The Committee recommended that the Government should work out modalities so that the rating agencies are registered and fulfill all the eligibility criteria. The Committee specifically desired that with the view to maintain operational and ethical standards unbiased reporting, the rating agencies should not have any stakes in the Broadcasting agencies, Advertising Agencies and vice-versa.
- The Committee recommended that there should be a comprehensive, mandatory and periodical auditing of the functioning of the rating agencies/system carried out by independent qualified and expert Audit firms to bring transparency.
- The Committee recommended that an effective mechanism should be put in place to handle the complaints/grievances against the shortcomings and deficiencies in the rating system brought to the notice by the viewers, stakeholders, consumer organizations etc.
- In short, the Committee noted that the extant TRP system suffers from several shortcomings including lack of transparency, authenticity, credibility, accountability,

competition and serious limitation of small sample size. They further noted that the pure commercial attitude of the industry and its focus only on three stakeholders i.e., the broadcasters, Advertisers and Advertising Agencies, relegated the most important stakeholder i.e., the viewers to the background.

- The Committee recommended that some sort of Government oversight/regulation should be brought on the TRP system to make it credible and accountable.

The Ministry also made a reference to TRAI in August 2008 for their recommendations. In its report of December 2009 TRAI made following major recommendations:

- TRAI recommended Self regulation of TRPs through an industry-led body i.e. Broadcast Audience Research Council (BARC) with Government exercising oversight through its nominees in the Board of BARC who would not have voting rights.
- The Ministry will provide the key eligibility norms for the selection of rating agencies and their performance obligation norms.
- TRAI recommended that BARC shall not undertake audience measurement directly and shall resort to an open, transparent and competitive bidding process for various stages involved in the rating process

- BARC shall have a complaints redressal mechanism for handling complaints, shortcomings and deficiencies in the rating system.
- There should be no cross holding between the rating agencies and the Broadcasters, Advertisers and the Advertising agencies. The ownership pattern of the rating agencies should be reported to the Government on an annual basis.
- A comprehensive mandatory audit of the rating system should be carried out by the independent qualified auditing firms
- The Authority also recommended that if BARC fails to meet with the objectives or is found deficient in its functioning, the Government shall then consider regulation of a rating system through TRAI by way of legislative enactment or any other institutional framework.

In February 2009, IBF/BARC stated that while BARC supported the principle of self-regulation and self-administration for Broadcast Audience Measurement, they did not agree to any intervention or oversight directly or indirectly by the Government. BARC though agreed to the formation of a Technical Committee, decided to invite representatives as per their choice. They also agreed to commission studies, field work etc., through an open transparent and competitive bidding process and setting up a Grievance Redressal mechanism. Recommendation

of TRAI relating to general standards, operational and ethical standards, disclosure standards for the registration of rating agencies were considered premature by BARC. While TRAI had made clear recommendations on restrictions of cross-holding/ interest between the rating agencies and their clients and had recommended that there should be no cross-holding between the rating agencies and broadcasters, advertisers and the advertising agencies; BARC in its comments has mentioned that BARC may inter-alia have ownership criteria on the pre-qualification requirements for research ventures. They had clarified that the cross-investment relationship restrictions will apply only at the local level and will not cover overseas investment or in the case of Indian-owned business operated only till the “farther” level.

The recommendations of TRAI were not implemented as BARC disagreed with most of them. Hence, Ministry requested TRAI to suggest:

- steps that could be taken by the Ministry to bring greater transparency in the functioning of existing TRP rating agencies until BARC becomes operational
- Issues of cross holding of advertising agencies and broadcasters in such rating agencies
- Since TRAI recommendations were not acceptable to BARC regarding the role of Government in any form, recommendations of TRAI was needed to proceed further.

TRAI in its reply of May 2010, informed the Ministry that in the event of BARC not becoming operational, Government may consider entrusting this work to the Indian Institute of Mass Communication, New Delhi, which can lay down guidelines and accredit suitable agencies to carry out measurement of Television Audience. They further mentioned that in case this is also not found feasible, Government may consider entrusting this work to TRAI appropriately under section 11 (1) (d) of the TRAI Act 1997.

Since there was an inordinate delay in the setting up of BARC, Ministry asked IBF to make BARC operational within the given time frame, else the following options could be exercised:

- (i) TRAI could be asked to get the TRP ratings generated by engaging rating agencies.
- (ii) Ministry could bring an appropriate legislation for regulating the entire TRP System in India following an accreditation System with TRAI as the Accreditation Agency.

Meanwhile IBF got BARC registered on 9th July 2010 as a Not-for-Profit company under Section 25 of the Companies Act, 1956. To address operational issues, an independent committee headed by Dr Mitra, the then Secretary General of FICCI, was constituted by the Ministry. The Committee in its report of Nov '10 recommended:

- Self regulation of TRPs through the Industry led body i.e. Broadcast Audience Research Council (BARC).
- BARC Board should broaden to include broadcasters, advertisers, advertising agencies and Public Service Broadcasters. BARC should have a 12 member Board consisting of 7 members from broadcasters including the Public Service Broadcaster, 3 members from advertisers and 2 members from advertising agencies including Directorate of Advertising and Visual Publicity (DAVP).
- There should be a High Powered Committee (HPC) within BARC to guide BARC in the area of research, design and analysis. The HPC should include a statistician of national repute, measurement technology expert, a renowned individual from Civil Society or Judiciary, a demographer, a sociologist, an economist, a business management expert from one of the IIMs, nominee of an eminent institution, a leading woman of national stature and three special invitees from BARC.
- Increase the sample size from 8000 (Eight Thousand) people meter homes to 15,000 urban & rural households, over a period of two years, and then to 30,000 (Thirty Thousand) over the next three years covering urban areas, rural areas and small towns, J&K, North east thereby providing a complete geographical coverage of the country.
- Broadcasters, advertisers and advertising agencies should pay a certain percentage of their turnover to BARC on an annual basis to fund the



Photograph from National Photo Awards

expansion of sample size for TRP measurement.

- However, there should not be any cross-holding between the rating agencies and the broadcasters, advertisers and the advertising agencies to avoid conflict of interest.
- The selection process of rating agency as well as the TRP measurement process should be carried out in a credible, transparent and statistically robust manner, which should be subjected to Financial and Process Audit.
- The TRP measurement process should consist of four stages in which the first stage should be designing of survey and quality control research, followed by commissioning and establishment survey. The third stage should be data analysis and report generation followed by Audit. Each one of these stages should be separately commissioned to distinct agencies to achieve unbiased and reliable results.
- The Committee recommended that the guidelines set out in the TRAI Report of 2008 on the key eligibility conditions of rating agencies, general operational, ethical and disclosure norms and standards should be followed.
- The TRP generation and announcement by the rating agencies particularly for the news channels should be done once a week with the possibility to increase the periodicity to a fortnight as TRP ratings announced for in very short

intervals may lead to distortion in broadcasting behavior.

- BARC should set up a Complaint Redressal Mechanism on the lines of the model being followed by Advertising Standards Council of India (ASCI).

Meanwhile a- Map stopped its operations in India. Therefore now there is only one agency i.e TAM Media Research operating the TRP generation system in India.

In a meeting held in the Ministry BARC had agreed to start generation of data and its Publication by July, 2013.

Due to tardy progress made by BARC, this Ministry requested TRAI in Aug 2012 to recommend comprehensive guidelines/ accreditation mechanism, with TRAI as accrediting agency, for TRP rating agencies in India to ensure fair competition, better standards and quality of services by TRP rating agencies. A comprehensive accreditation system, inter-alia, should have the following:

- i) Well represented and statistically valid sample size of TV homes giving adequate representation to both urban and rural areas.
- ii) Coverage of all states in the country.
- iii) Third party audit of the data.
- iv) Transparency in the selection of people meter homes.
- v) Secrecy of people meter homes on the panel.
- vi) Public grievance redressal mechanism.

TRAI has also been requested to recommend specific guidelines for regulating cross holdings in those companies which are involved in the generation of Television viewership measurement data in India.

Meanwhile, meetings have also been convened during the year 2012 with the representatives of Broadcast Audience Research Council (BARC), Indian Broadcasting Foundation (IBF), Advertising Agencies Association of India (AAAI), Indian Society of Advertisers (ASI) and CEO Prasar Bharati to discuss and review the progress made on self-regulation of TRP measurement by BARC.

IBF recently informed that the BARC Board has constituted a three member Technical Committee in November, 2012. Also, modalities for inclusion of other members on the Board of BARC and Technical Committee were being worked out as per the recommendations of Mitra Committee. It was informed by IBF that New ratings framework would be activated so as to start reporting of ratings anytime between January, 2014 and March, 2014.

COMMUNITY RADIO

Communication is central to the success of development and democracy. Community Radio (CR) is a crucial communication tool particularly in communities where most people can neither read nor write. It is also an extraordinary and invisible medium to give voice to the voiceless as it provides an opportunity to the community to speak about issues concerning their lives.

CR stations are essentially low power radio stations which are meant to be set up and operated by the local community. A typical community radio station covers a radius of around 10-15 kilometers depending upon the topography etc. A Community Radio Station needs a sound proof studio, a tower, an antenna, a transmitter and other studio equipments. A basic Community Radio Station could be set up at a cost of ₹ 10-15 Lakhs.

Community Radios have the potential to bring significant positive change in the social fabric of the local community. The traditional

broadcast space in India has been dotted with mediums which have always been unidirectional with hardly any involvement of the local community. Newspapers, television channels and radio stations including AIR and Doordarshan have been providing one way communication to the people. Most programmes are also in major Indian languages with hardly any inclusion of programmes in local dialects like Awadhi, Bhojpuri etc.

Since CRS is permitted only to non-profit organizations they are not driven by profit motives like

commercial FM Radio Stations. CRS is also rooted in the local community which gives it a distinct advantage to focus on development goals for health, nutrition, education etc. Since the broadcast is in the local language, people are able to relate to it instantly. CRS could also be a repository of local folk songs and culture as the local community of the concerned CRS could relate to it instantly.

The unique position of CRS as an instrument of positive social change makes it an ideal tool for community empowerment. There is therefore, an opportunity



First live Twitter Conference on Community Radio on the eve of 3rd Community Radio Sammelan

to promote Community Radio Stations in India.

Ministry of Information and Broadcasting is the nodal Ministry to permit organizations to operate Community Radio Stations. The Community Radio Policy brought out in the year 2002 and modified in 2006 details the procedure for permitting CRS in India. Though the CR Policy has been in force for several years, the progress made by Community Radios was not very encouraging. Ignorance about the Policy and the advantages of the Community Radios among the key Ministries and departments and also among the grass roots organizations has been a major factor for its slow growth. Complex application procedure and delayed grant of permissions have dented the growth of Community Radios in India. Lack of financial support for setting up stations and meeting its operational cost has been a key factor for its slow uptake.

In the last two years concrete initiatives have been taken to tap the hidden potential of this very important sector. A complete transformation has been brought about in the existing programme leading to a spurt in the growth of Community Radios in India. A paradigm shift has been brought about in the approach of the Ministry towards CR stations. The approach is now that of a facilitator rather than that of a mere licensor/regulator. This important shift has catalyzed the growth of Community Radios in India leading to issue of permissions for a large number of CR stations within a short span of 2.5 years.

Initiatives like simplification of the application methodology, improved transparency in processing of applications, quickening the pace of approvals through better coordination, enhanced awareness generation, capacity building of the applicants through awareness workshops, enhanced synergy between stakeholders and involvement of Government Ministries and Departments in CR broadcasts have laid a solid foundation for a meaningful growth of Community Radios in India.

Right to communication is something that communities are discovering through Community Radios. People have so far been treated as receivers of information. Current mediums have not been participatory. Through community Radios people have also started to participate in the development process. Communities are discovering that they could also act as valuable information providers to their own community and Government. The initiatives taken by us have helped in furthering the goal of inclusive growth.

Another significant purpose served by the Community Radios is to preserve the unique cultural heritage of our country by making Community Radios as repositories of the local folk songs and folklores. Many CR Stations have recorded and preserved local songs for posterity. Communities have the opportunity now to access this rich heritage. The CR stations have started to create new local celebrities by broadcasting their songs and concerts. Local artists have found a new platform to showcase their talent to the

community they belong to. CR stations have already created a rich library of these songs and continue to play them much to the delight of their local audience. In most parts of the country local folk songs and traditions are dying due to lack of patronage and support. Community Radios have emerged as saviors of these songs and have given a lease of life to these dying arts.

Challenges:

Though there is a huge potential to operate large number of Community Radio Stations in India, very few organizations have been able to successfully start and run a Community Radio Station. The Community Radio Movement in India at present faces several challenges some of which are highlighted below:

- a. Complex Licensing procedure
- b. Lack of financial sustainability
- c. Lack of awareness about CR Stations
- d. Lack of technical capacity

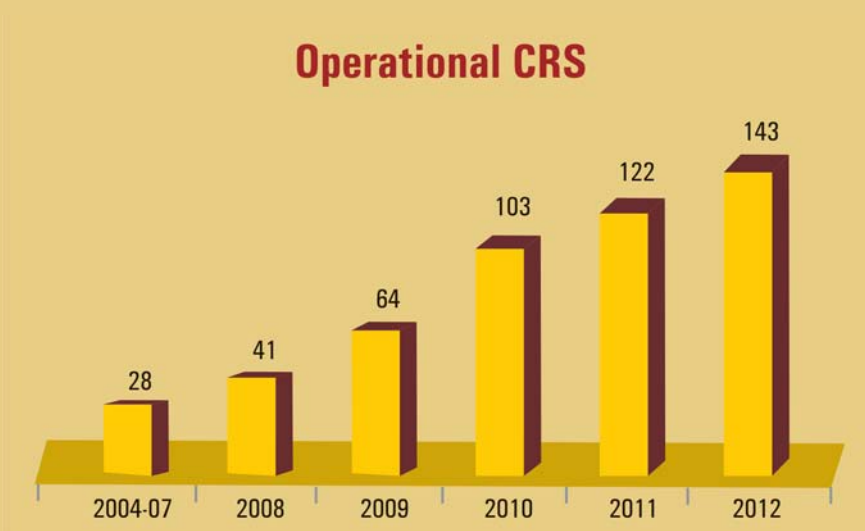
Status of CRS in India:

The Government has received 1153 applications from educational institutions, NGOs, agricultural universities and *Krishi Vigyan Kendras*. So far, Letters of Intent (LOI) have been issued to 418 applicants. 77 permissions were issued in the year 2010, 100 in the year 2011 and 55 permissions have been issued so far in 2012. It shows that more than 50% permissions have been issued in the last two and a half years. Out of 418 LOI Holders, 189 have signed Grant of Permission Agreements (GOPA).

The no. of LOIs issued during last years can be seen in the graph below:



So far, 143 Community Radio Stations have become operational in the country, out of which 47 are operated by NGOs, 85 by the educational institutions and 11 by SAU/KVKs. The number of operational CR stations has also doubled in the last two and a half years i.e from 64 in 2009 to 143 in 2012. Graphical representation of operational CRS is given below.



Steps Taken by Ministry to Strengthen Community Radio Movement in India:

i) **Improved Application Process:** Launch of Web-based CRMIS has brought in much needed transparency in application processing. 1167 organisations have registered online on CRMIS. Tracking facility available to applicants to find status of their application has provided

them the power to follow up applications under process at every stage. The online system guides people to apply effortlessly. The system has inbuilt support to provide geographical information and maps. Now applicants can provide geo-coordinates of the location of CRS without any difficulty. Ministry can generate various types of reports, communication to applicants, documents etc. in no time which aids in better governance.

ii) **Simplification of License process:** The process of Inter-Ministerial clearances/ Screening Committee clearance is time consuming. To expedite the clearances and overcome communication gaps, this ministry is holding monthly co-ordination meetings with concerned Ministries/Departments. In addition, Screening Committee meetings are held in mission mode and the entire backlog has been cleared. As on date no proposal is pending for screening for more than 1 month. Due to these efforts the Ministry is now issuing Letter of Intent within 4-5 months as compared to an average of 12 months previously.

iii) **Improved Access:** A Facilitation Centre has been set up in the Ministry of Information & Broadcasting to facilitate both new applicants as well as functioning CRS. The Facilitation Centre has

enhanced access to people to the vital information regarding CRS. The trained staff in Facilitation Centre helps CR applicants/visitors to complete documentary requirement and fill up online applications for frequency allocation and SACFA clearances in WPC Wing. A toll free number, 1800-11-6422, has also been set up for this purpose.

iv) Enhanced financial sustainability:

Empanelment process of CRS with DAVP has been simplified. CRS can now be empanelled on the basis of first Wireless Operating License (WOL). Renewed WOL may be submitted within one year of empanelment. This has resulted in empanelment of 25 CR stations and flow of funds to them. About 30 CR stations are in the pipeline for empanelment. The total business given to CRS during 2011-12 stands at ₹ 82,355 and in 2012-13 at ₹ 5,90,227 from the National Disaster Management Authority, Bharat Nirman Campaign of the Ministry of Information and Broadcasting and the Ministry of Consumer Affairs. Total Release Orders issued by DAVP so far is ₹ 52,46,946/-.

Advocacy with various Ministries like Ministry of Health, Panchayati Raj, Consumer Affairs and the Ministry of Women and Child Development has resulted in their involvement

with CR stations. WCD has allocated ₹ 6 Crores for a period of 3 years as a part of their campaign against malnutrition.

For the first time, the Ministry has proposed a new plan scheme in the 12th Plan namely "Supporting Community Radio Movement in India" to provide financial assistance for setting up of CRS. ₹100 crore has been allocated in the 12th Plan for providing financial support to new and existing CR Stations. The Scheme will strengthen both new and existing CR Stations with resources, capacity and technology. Every year at least 100 new CRS and 30 existing CRS will be supported. An allocation of ₹ 2.25 crores has been made for the year 2012-13 as part of ₹ 100 crores Plan Scheme under the 12th Plan.

v) Publicity of the Scheme:

Awareness generation is crucial for the success of Community Radio movement in India. Ministry has been giving wide publicity to the Community Radio Scheme by organizing state and regional workshops with various stakeholders. 41 awareness and capacity building workshops have been organized across the country since the year 2007. 5 more workshops have been planned before the end of this financial year.

These consultations and workshops have been successful

in addressing issues concerning guidelines, application procedure, content and sustainability issues for CRS.

vi) National Sammelans:

The first three-day National Sammelan for functional CRS was organised at Vigyan Bhawan from 7th to 9th April 2011, in which 85 CRS participated. A poster exhibition was also organised in the Sammelan. First ever CR Compendium was prepared which contained success stories, challenges faced etc. and was sent to concerned Ministries/ departments.

Second National CR Sammelan and Poster Exhibition was held in New Delhi from 18th to 20th February 2012. The 2nd Edition of CRS Compendium 2012 was prepared. To tap the potential of CRS's for carrying social relevant messages, copies of 2nd CRS Compendium were sent to various Ministries/ Departments and all Collectors/District Magistrates.

vii) National Community Radio Awards:

In the year 2011-12, the Ministry constituted National CR Awards to promote healthy competition for better programming on CRS. The awards are given in following 5 categories.

- i) Thematic Award
- ii) Community Engagement Award

- iii) Promoting Local Culture Award
- iv) Most Creative/Innovative Programme Content Award
- v) Sustainability Model Award

Each category has First, Second and Third prize of ₹ 50,000, ₹ 30,000 and ₹ 20,000 respectively.

An independent Jury constituted by the Ministry decides which stations deserve to be awarded. Jury does not have any representation from Ministry or any other organization directly or indirectly associated with Community Radio. The first National Community Radio Awards were presented during the 2nd National Sammelan, at Vigyan Bhawan in New Delhi.

- viii) **Waiver of Spectrum Fee for Community Radios:** Ministry of Communication & Information Technology's, Wireless Planning & Coordination Wing (WPC) had increased spectrum and royalty fee for Community Radio, from ₹ 19,700 to ₹ 91,700 per annum. MIB advocated with the Ministry of Communication and IT to reconsider their decision. The waiver has been stated in a press release of that ministry while the formal orders are awaited.

- ix) **Review of CR Policy 2006:** The current policy has completed about a decade and it was being felt to revisit the policy. Revision of policy was one of the recommendations of 2010 National Consultation, organized by the Ministry in association with UNESCO at IIMC, New Delhi and also the 2nd National CR Sammelan.

To take stock of the current policy and direction for future, two days National Consultation was organized in Delhi on 9th and 10th May 2012. Around 30 representatives from Community Radio Associations, functional CR stations, UN organizations, CEMCA and officials from concerned Ministries/ Departments etc. attended the consultation.

- x) **Content Sharing Platform:** A need was felt to create a platform for sharing of content among various Community Radio Broadcasters. Several Radio stations are broadcasting programmes in various languages and dialects on various themes. These could be effectively shared in similar regions for broadcast by stations. This would help in reducing costs for production and at the same time it will help CR stations to learn

from each other. One World Foundation, an NGO, has launched a website for sharing of contents free of cost. Interested CRS may upload or download the contents for fair use from this site. This website is being handed over to the Ministry for using it for positive benefit.

- xi) **Face Book on CRS:** Ministry has also launched a dedicated page on Facebook—'Community Radio India.' This page can be accessed from www.facebook.com/communityradioindia. It was widely appreciated and received 1300+ likes in three months.

The objective of this page is to disseminate community radio information to a wider public and engage with over 140 operating community radio stations of the country and other stakeholders. The page updates the stakeholders on status of licenses, screening committee meetings, permission agreements, clearances for new community radio station, consultations and events. Community radio stations are making use of this platform to share information about their radio programmes, upcoming events, success stories, photographs and their challenges.

Success Stories and Innovations:

Radio Sanskar, Odisha

Jadumani Swain, aged 45, had around five acres of land but was in search of a job. But after listening to the Anubhuti programme on Radio Sanskar, he began searching for ways to make his farming more remunerative. The station team arranged a meeting of Jadumani with the district authorities and he was sanctioned a crop loan for last Kharif season.

Radio Active, Bengaluru

In the past five years of operations, the most important lesson learnt is the value of partnerships and networks, without which the station could definitely not exist. Through its partnership approach, Radio Active has been a part of the Solid Waste Management Roundtable, the Right to Education Task Force and Hasiru Dala – a waste-pickers collective.

Radio Active believe in celebrating as a way of connecting communities, like our famous chai sessions which have helped strengthen their bond with the community. In terms of impact, Radio Active has over 12 communities working at the station.

Radio Namaskar, Odisha

The radio station spearheaded the 'Education for All' at the Tailo of Kadua Nuagaon Panchayat of Kakatpur Block of Puri district. The station used to broadcast the number of out-of-school children was flashed on the radio continuously. Finally, the administration declared a

new project school, which started functioning from 24th May 2010 to get more children into schools. The Radio Namaskar launched a campaign for insect-infested food from the ICDS (Integrated Child Development Scheme).

Swaranant CR, Maharashtra

Murlidhar Manwatkar, a farmer from the Kawth village was inspired by broadcast of Swaranant's CR Agriculture Technology programme 'Shetachya Bandhawar'. After listening to the programme, he decided to purchase a tractor for spraying crops with the idea of reducing his cultivation costs. He also earned by hiring out his equipment. Other farmers too were benefited by the technology dissemination programme and achieved better production by reducing cost of cultivation.

Jyotirgamaya CR: Innovations in format

Radio Jyotirgamaya's "Ek Kahani" programme is a 15-minute slot to provide a platform to community members who have no special talent to come forward and narrate a folk tale or any other story. Children as well as grandparents participated in this programme.

Children from community have been given training and opportunity to participate in this programme and also to be RJs of CR station.

Students from the School of Communication Studies of the Punjab University conducted a 72-hour live marathon that motivated community members walk into the studios to participate in the programme.

STATUS OF PRIVATE FM RADIO SERVICES IN INDIA

The Government introduced Phase-I policy guidelines for FM radio broadcasting through private agencies in 1999. A total of 21 private FM radio channels were operational in 12 cities under the Phase-I policy guidelines for FM radio broadcasting.

Based on the recommendations of Dr. Amit Mitra Committee and TRAI, the Ministry had adopted a closed tender two stage bidding process for the FM Phase-II for award of license. The FM Phase-II Policy was very successful and the number of channels went up to 245 (including the stations which migrated from Phase-I) spread over 85 cities in the country.

Revenue Accruals to the Government

During the current financial year 2012-13, the Government has earned ₹ 60.95 crore (approx.) upto 27th February 2013 as license fee from private FM radio operators. The Phase-I and Phase-II policies have resulted in a total revenue accrual of about ₹ 1846.65 crore (Approx.) upto 27th February 2013 by way of One Time Entry Fee (OTEF), migration fee, annual fee etc.

Music Royalty Issue

Royalty fee has been one of the major problems affecting the viability of the private FM radio industry. The issue was pending with the Copyright Board, which vide its order dated 25th August



Jnan Taranga RJ interviewing a Rickshaw Puller



A music talent hunt programme organised by Anna CR, Tamil Nadu- India's first Community Radio Station



A field recording in progress at Vayalaga Vanoli CR, Madurai, Tamil Nadu



A field recording in progress at Sangham Radio, Andhra Pradesh



Preserving Cultural Heritage- Chanderi Ki Awaaz, Madhya Pradesh, a CR initiative

2010 ruled that private FM radio operators would pay royalty at 2% of their net advertisement revenue. This is a major relief for the private radio industry and creates conducive atmosphere for further expansion of the industry. However the decision of the Copyright Board has been challenged in the Supreme Court.

Rate Card for Government Advertisement through FM Radio

With the expansion of FM radio channels over the years in different cities, varying unit rates of advertisement for the Government spot in private FM stations got prescribed from time to time. This led to certain anomalies in the rate structure and need for rationalization. Accordingly, to evolve a uniform policy for fixation of rates for all cities covered by private FM station and remove anomalies, a Committee has been constituted under the Ministry with representatives from DAVP, NFDC, IMC and AIR. The Committee has since completed consultation and submitted its report for consideration to the Government.

FM Radio Expansion Plan

Opening up of the FM radio sector for private participation has resulted in huge growth in FM radio industry in the country, has offered new areas for creating employment and has the potential to generate revenue for the Government by efficiently utilizing the frequency radio spectrum earmarked for FM radio services. A huge unmet

demand exists for FM radio in many cities which still remain uncovered by the private FM radio broadcasting, as only a limited number of cities with a population of three lakh and above, besides State Capitals, were taken up for bidding during the first two phases of FM radio broadcasting. Border areas particularly in J&K, NE States and Island territories, are largely missing from the FM map. Having realized the untapped potential of private radio broadcasting to grow further, the Government is planning to expand the private FM radio network by introducing Phase-III FM policy guidelines.

The Cabinet, in its meeting held on 7th July 2011, has approved "Policy Guidelines on Expansion of FM radio broadcasting service through private agencies (Phase-III). The policy guidelines have been notified on 25th July 2011. Under the Policy, permission for FM radio channels will be awarded through ascending e-auction, as followed by Department of Telecommunication for the auction of 3G and BWA spectrum, mutatis-mutandis, as recommended by the GoM on Licensing Methodology for FM Phase-III.

FM Phase-III Policy extends FM radio services to another 227 new cities, in addition to the present 86 cities. A total of 839 new FM radio channels will be auctioned in 294 cities. Phase-III policy will result in coverage of all cities with a population of one lakh and above with private FM radio channels. Detailed policy for phase III is available on <http://www.mib.nic.in>.

The incentives provided in the Policy with regard to J&K, North Eastern States and Island territories will make the operations viable in these areas and are expected to result in better off-take of channels. The steps taken in the new policy will bring down operational costs and improve viability in general. To improve the viability further as against a maximum of 4 channels in D category cities permitted in FM Phase-II, FM Phase-III proposes only 3 FM channels in D category cities so that there are lesser operators to share the advertisement pie. The reduction in the locking period of shareholding of promoters/majority shareholders from the present 5 years to 3 years will give them greater freedom to change the Share Holding Pattern.

Content diversification through news bulletins of All India Radio, coverage of sporting events, information pertaining to weather, traffic, cultural events, festivals admissions, examinations, results etc. and other public civic amenities will allow operators to distinguish themselves from others to be able to cater to niche audiences. Multiple permissions to an entity will ensure diversity of programming to the listener. This will also increase the overall listenership base and the listening time. The provisions of the Policy will also be available to FM Phase-II operators.

Implementation of FM Radio Phase-III Policy

E-auction for the channels will be conducted in batches and the number of batches will be decided by the Ministry of I&B, depending upon the response from the bidders

after auction of the first batch. The Ministry of I&B will appoint an independent expert agency, through a transparent selection process, following established procedure, to conduct e-auction. The Ministry will separately issue a detailed Information Memorandum, in due course, enabling the prospective bidders to participate and also indicating the cities, reserve prices city-wise, number of channels to be taken up in each batch and other procedures for e-auction. A Notice Inviting Applications (NIA) for participation in the auction(s) will also be issued in due course of time.

In order to implement the Phase-III policy, two Committees viz. Inter-Ministerial Committee (IMC) and Application Review Committee (ARC) have been constituted in the Ministry. IMC will look after the work of conduct of e-auction for award of license of FM channels under FM radio (Phase-III) expansion. ARC has been constituted for short-listing of bidders for e-auction for award of license of FM channels under the expansion.

While taking action for implementation of the Phase-III Policy, a few issues like charging of migration fee from existing permission holders, specific departures in the Request for Proposal (RFP), which are not covered under the Phase-III Policy have arisen. TRAI has recommended to reduce inter channel spacing to 400 KHz from the existing 800 KHz leading to possibility of additional channels (about 1480). A decision has to be taken as to whether these additional number of channels are to be auctioned in accordance

with the policy guidelines already approved for FM phase III expansion. An EGoM has been set up to consider the matters mentioned above and also the issue related to implementation of FM Radio Phase-III and to give its recommendations.

Private FM stations of Phase-I & Phase-II Policy operationalised as on 30th November 2012

Location of private FM radio stations presently operating in the country and proposed private FM radio stations under Phase-III have been indicated in the map enclosed.

Highlights of the Year

The total number of private FM Radio Channels operating in India as on 30th November 2012 is 245 spread over 85 cities. FM Phase-III Policy extends private FM Radio services to about 227 new cities. A total of 839 new private FM Radio channels are expected to be set up under FM Phase-III policy.

New Initiatives

In view of the still untapped potential of private radio broadcasting, the Government has decided to expand the private FM radio network by introducing Phase-III FM policy guidelines. The Union Cabinet approved the 'Policy Guidelines on Expansion of FM radio broadcasting services through private agencies (Phase-III)' proposed by the Ministry of Information and Broadcasting, on 7th July 2011. Cabinet also cleared

the proposal of the Ministry for conducting ascending e-auction, as followed by Department of Telecommunications (for the auction of 3G and BWA spectrum), for award of license of FM Channels, as recommended by the GoM on Licensing Methodology for FM Phase-III. FM Phase-III Policy will extend FM radio services to 294 new cities with a total of 839 new FM radio Channels. The Phase-III policy will result in coverage of all cities with a population of one lakh and above by private FM radio channels.

PRASAR BHARATI

The Prasar Bharati (Broadcasting Corporation of India) is the public service broadcaster in the country with All India Radio and Doordarshan as its two constituents. It came into existence on 23rd November 1997, with a mandate to organise and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting in the country.

Prasar Bharati Board has held four meetings during the period from 1st April to 31st December 2012, and took major policy decisions to meet the mandate of Prasar Bharati.

Some of the decisions of Prasar Bharati Board taken during this period and some of the recent decisions of Government of India regarding Prasar Bharati are listed below:

Operational & Proposed Pvt. FM Station of Phase - I, II & III



Legend for Common Cities under Phase-I, II & III

- Common Cities Under phase-I, II & III
- Cities Under phase-II & III
- Cities Under phase-III

LEGENDS:-

Symbol	Pvt. FM Policy	Nos. of Locations	Pvt. FM Channels Allotted / proposed	Channels Revoked / Non-Operationalised	Channels Operational after surrender as on 21/10/2012
■	Phase-I	12	21	-	21
●	Phase-II	87	245	20 / 1	224
▼	Phase-III	313	839 (Proposed)	-	-

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Map No. BECIL/FM/E&P/STATION/001/A



BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED
 HEAD OFFICE:- 14-B, RING ROAD,
 I. P. ESTATE, NEW DELHI-110 002 (INDIA),
 Tele:- 2337 8823, Fax No. 2337 9885



The then Minister for I & B, Smt Ambika Soni addressing at the 6th Annual Summit on Entertainment and Media, FOCUS 2012 organized by ASSOCHAM, in New Delhi

Financial Restructuring

In August 2012, the Government approved the financial restructuring of Prasar Bharati. Salient features of financial restructuring are as follows:

- i. During the next five years from 2012-13 to 2016-17, Government non-Plan support will be made available to Prasar Bharati for meeting 100% expenses towards salary and salary related expenses. All other operating expenses to be borne by Prasar Bharati out of internal revenue earnings.
- ii. Plan capital support by the Government to Prasar Bharati will henceforth be in the form of grant-in aid only and not in the form of loan.
- iii. Prasar Bharati's proposals for waiver of interest on loan-in-

perpetuity, interest on capital loan and penal interest have been accepted and loan-in-perpetuity and capital loan will be converted into grant-in-aid.

- iv. The proposal for waiver of accumulated arrears of space segment and spectrum charges accrued to Prasar Bharati upto 31st March 2011 of ₹1349.54 crore has been approved.
- v. Property and Assets will be transferred on book value to Prasar Bharati as per provisions of Section 16(a) of Prasar Bharati Act 1990. Normal accounting principles will be followed to determine their future value.
- vi. Director General of Audit, Central Revenue (DGACR) will continue to be the nodal auditor of Prasar Bharati and

will be assisted by qualified commercial audit staff for the audit of the annual accounts.

The decision of the Government has taken care of many long pending financial issues of Prasar Bharati.

Tax Exemption

As per Section 22 of the original Prasar Bharati Act, Prasar Bharati was exempted from payment of income tax or any other tax in respect of any income, profits or gains, accruing or arising out of the Fund of the Corporation etc. This Section was repealed w.e.f from 1st April 2003. In a major step, Prasar Bharati has again been exempted from payment of income tax as per the Finance Act passed by Lok Sabha on 8th May 2012.

New Pension Scheme

The contributory Pension Scheme (New Pension Scheme) which came into existence w.e.f 1st January 2004 and made applicable to the employees of autonomous bodies was also made applicable for Prasar Bharati employees recruited from 1st January 2004 onwards.

Benevolent Fund for Welfare of Staff

To help employees and their family members to cope-up with sudden and unforeseen calamities, such as accident, serious illness and death, Prasar Bharati Board, decided to create a Benevolent Fund for its employees. The fund is meant to provide immediate financial assistance in times of dire emergent needs.

To create the fund, the corporation will provide an initial corpus of Rupees one crore and also contribute Rupees One lakh every year. Employees will be required to pay an annual subscription of Rupees Hundred.

Assistance to Artists & Writers in Financial Distress

As an organisation, Prasar Bharati has a duty towards those artists and writers who have rendered distinguished service to All India Radio and Doordarshan and are in financial distress. They will now receive assistance from Prasar Bharati.

As per the scheme, persons above 60 years of age having income not exceeding ₹ 5000/- and meeting

other criteria as laid down in the scheme will be eligible for assistance of ₹ 6000/- per month, the amount will be ₹ 4000/- and ₹ 3000/- for those in A and B High grade respectively.

Recruitment

- a) As per the decision taken by the Prasar Bharati Board, in order to re-vitalize promotions, which were held up causing frustrations within the entire set up of Prasar Bharati and to speed up recruitments an Expert Committee of experienced people, who have retired from institutions like UPSC or department like DOP&T will be formed by Prasar Bharati to analyze all issues pertaining to the DPC's and a High Power Committee, headed by an officer of the rank of a Secretary to the Government of India, to oversee the proposals made by this committee.
- b) On the request of the Prasar Bharati Board, Staff Selection Commission has agreed to make recruitment for central posts having Grade-pay of less than ₹ 4600/-.
- c) The revised draft Recruitment Regulations have been cleared by the Board and referred to the Government for notification.
- d) The revised draft notification for establishment of Recruitment Board to be known as 'Prasar Bharati' (Broadcasting Corporation of India) establishment of

Recruitment Board(s) Rules, 2012 was approved and referred to the Government for notification

Reviving the Critical Posts

The Group of Ministers had identified 3452 vacancies as critical out of approximately 12,000 vacancies as of 2007. Out of these critical posts, Prasar Bharati has been permitted to fill up 1150 vacancies in the first phase.

Engaging Talented Professionals

The corporation is in dire need of highly skilled and talented professionals in various existing and newly emerging disciplines such as anchors, presenters & moderators, studio/camera techniques, marketing, channel improvement, new media, corporate communication, publicity and promotion, human resource development, financial management etc. Professionals on fixed contract at prevailing market rates (more or less), will be engaged to ensure that the Corporation gets the best talents available.

Expansion of DTH Platform

Following the decision of the Board in December 2011 for expansion of Doordarshan's DTH platform, from 59 to 75 channels using 5th transponder, DOS had allocated an additional KW transponder to Doordarshan for expansion of its DTH platform. Prasar Bharati Board decided for expansion of the platform from existing 59 channels to 97 channels by utilizing the 6th transponder.

Archives of All India Radio & Doordarshan

In view of the recent initiatives taken in the area of archiving of materials in All India Radio and Doordarshan and the availability of large quantity of archival materials available with local Doordarshan Kendras/ AIR Stations, the Board approved the constitution of local Archival Appraisal Committees to be set up at various AIR Stations/ DD Kendras.

Local Level Programming: Narrowcasting

Prasar Bharati is India's National Public Service Broadcaster created under Prasar Bharati Act, 1990 for carrying out its statutory mandate including special attention on education and spread of literacy, agriculture, rural development, environment, health and family welfare, science and technology, upliftment of women, promoting social justice, advancing the welfare of weaker section of the society, tribal communities etc.

Prasar Bharati carries out these tasks through its two constituents, viz, All India Radio and Doordarshan. While All India Radio (broadcasting in 22 scheduled languages and 146 other languages/dialects) had been adequately catering to the needs and aspirations of various linguistic- groups through its network comparing of regional and local stations, Doordarshans local coverage is extremely limited. There are 67 DD Kendras broadcasting programmes for several hours every day and the coverage focusses on that station and the adjoining areas.

To transcend this limitation, the idea of narrowcasting was mooted in 2002 by Dr. S.Y. Qureshi, who was Director General, Doordarshan and the scheme was launched as a pilot project on 21st April 2004 from 12 DD Kendras for 30 minutes per day, five days a week. In February 2005, the Board decided to expand the scheme to 36 Kendras to serve 36 transmission clusters comprising of 4-5 transmitters (180 transmitters) for airing of area specific information. These were produced for being telecast for five days per week (Monday through Friday)

The Board now has taken a decision to take the narrowcasting scheme to its next level, by also including area specific programmes to be mounted from another 200 or more specifically selected transmitters (having transmission range of roughly 10-20 kilometers) which are located in remote areas that have not been able to keep pace with the development process in the country. There are strong feeling of people being left out in many pockets living in forest and tribal areas, remote rural areas, border areas etc.

In the above context, the Prasar Bharati Board has constituted a committee to be known as Lokvani Committee with Dr. S.Y. Qureshi as its Chairman.

International Relations

To operationalise the international agreements and to further strengthen the programme and technical wing to reach international levels the Prasar Bharati Board approved the following:

- a) Exchange programmes between Doordarshan and their counter-parts for broadcasts (especially documentaries) during comparable time slots, which would hardly entail any cost excepting dubbing (wherever possible/ desirable).
- b) Mainly, exchange or materials of software 'feature films' on equitable basis and proper legal documents.
- c) Co-production, with proper agreements where possible and economically feasible, by maintaining our IPT to the desired extent, as this would strengthen the bonds with foreign broadcasters to impress by mutual participation and in programming etc.
- d) HR Development, through exchange and participation in training and imbibing of best practices.
- e) Organising 'Television Festival' in each other's country with material available with DD and the allied institutions of Ministry of I&B etc.
- f) Organising International Radio Music Festivals on a similar note.

DOORDARSHAN

From an experimental service begun at Delhi in September 1959 Doordarshan over the years has grown tremendously to become one of the leading TV organizations of the world. Over

the years, Doordarshan has not only expanded its network throughout length and breadth of the country but also kept pace with new technological developments in the field of TV broadcasting.

Doordarshan is presently operating 33 satellite channels and has a vast network of 67 studios for in-house programme production. These include 17 major studio centres at state capitals, a Regional Production Centre at Guwahati and 49 other studio centres located at various places in the country. State-wise locations of above Studio centres are given at Annexure-I. Besides, 1415 transmitters of varying power provide TV coverage to about 92% population of the country. In addition to the above, Doordarshan is providing free-to-air DTH service also.

Doordarshan Satellite Channels

Doordarshan is presently operating 33 Satellite Channels. The details of these channels are available on <http://www.ddindia.gov.in/>.

Terrestrial Transmitters

For terrestrial transmission, 1415 TV transmitters of varying power, installed throughout length and breadth of the country, are in operation. Break up of these transmitters is as under:

Service	HPTs	LPTs	VLPTs	Transposers	Total
DD1 transmitters	137	733	354	18	1242
DD News transmitters	73	79	17		169
Other transmitters (digital)	4				

State wise number of transmitters is given at Annexure-II. In terrestrial mode, coverage of DD 1 (National) Channel coverage is estimated to be available to about 92% population of the country, while that DD News Channel to about 49% population. Area-wise estimated coverage of DD 1 and DD News Channel is 81% and 26%, respectively.

Free - to - air DTH “DD Direct +”

Doordarshan launched its free-to-air DTH service “DD Direct +” in December 2004 with a bouquet of 33 TV channels with the primary objective of providing TV coverage to the areas hitherto uncovered by terrestrial transmitters. Capacity of DTH platform has subsequently been augmented to 59 TV channels. DTH signals can be received anywhere in the country (except Andaman & Nicobar Islands) with the help of a small sized dish. For A&N Islands, DTH service in C-band with a bouquet of 10 channels was started in September 2009.

Developmental activities during 2012-13

Digitalization

- a) Projects of full digitalization of 31 partially digital & 8 analog Studios are under implementation (locations given at Annexure-III). All major equipment except camera chains, camcorders and recorder/decks have been procured & installed/ are under installation. Full digitalization of the above Studio centres is expected to be completed in 2013.
- b) Projects establishment of 40 digital high power transmitters are under implementation (locations given at Annexure-IV). 19 digital transmitters are to be installed in the first phase and the remaining 21 digital transmitters in second phase. Action for procurement of 19 digital HPTs is in progress. These are expected to be installed by end of 2013-14.

DTH Expansion

Project upgradation to enhance the capacity of Doordarshan’s DTH platform from present 59 to 97 TV channels is under implementation. Tenders have been invited for upgradation of DTH platform. The project is expected to be completed in 2013. All the channels would be free and no subscription would be payable by the viewers.

INDIA

EXISTING DOORDARSHAN NETWORK

(AS ON NOVEMBER 30, 2012)



LEGEND :-

- PROGRAMME PRODUCTION CENTRES
- △ HIGH POWER TRANSMITTERS
- LOW POWER TRANSMITTERS
- VLPT's / TRANSPOSERS

High Definition Television (HDTV)

HDTV refers to video having resolution 5 times higher than standard television system. Main features of HDTV are - crystal clear & noise free picture; more realistic colors; wide screen picture and more viewing realism. Following HDTV Projects are under implementation:

- a) HDTV Studios at Delhi and Mumbai - order for conversion of one Studio each at DDK Delhi & Mumbai for HDTV placed.
- b) HDTV field production, post production and preview facilities at Delhi Kolkata, Mumbai & Chennai - major equipment procured & are under installation.
- c) HDTV transmitters at Delhi, Mumbai, Kolkata and Chennai - order for transmitters placed. Work of mounting of antenna on towers is in progress.
- d) Multi Camera OB vans for outdoor production at Delhi and Mumbai - tenders have been invited.

The above mentioned projects are expected to be completed by the end of 2013, in phases.

Modernization, Augmentation and Replacement

It has been the constant endeavour of Doordarshan to modernize its network by replacing old equipment by state-of-the-art equipment and augment the existing facilities. Following major projects are under implementation for modernization and augmentation of Doordarshan network:

Terrestrial transmitters

- a) Installation of High power TV transmitter at Mahboobnagar (interim set up) completed (being commissioned w.e.f. 8th December 2012).
- b) Automode LPT (500 Watt in 1 + 1 configuration) commissioned at Chanderi (MP) (replacing old ageing LPT).
- c) Automode LPT (500 Watt in 1 + 1 configuration) commissioned at Jhansi (UP) (replacing old ageing LPT).
- d) Replacement of following existing old High Power Transmitters (HPTs) :

Dibrugarh	Jaisalmer	Jabalpur	Tura	Kolkata (DD News)
Raipur	Pune	Visakhapatnam	Agra	Fazilka
Bhuj	Mau	Ananthpur	Daltonganj	Bhawanipatna

– Action for procurement of above transmitters is in progress.

- e) Order for 111 no. 500 Watt automode (1 + 1) LPTs placed (for replacing existing old ageing LPTs as indicated at Annexure-V).

Studio Centres

Modernization of major Studio centres by way of replacement of old ageing Studio equipment, air conditioning & lighting system etc. Part equipment has been procured.

Satellite Earth Stations

- a) Upgradation of existing Earth stations at Leh, Port Blair, Hissar, Chandigarh and Panaji from single channel system to two channel system. Order has been placed.
- b) Establishment of new Earth stations at Vijayawada, Indore, Gwalior & Rajkot. Order has been placed for supply & installation of equipment.

The above projects are at different stages of implementation and are expected to be completed by 2014, in phases.

12th Plan Proposals

Emphasis in 12th Plan proposals of Doordarshan has been laid on digitalization, expansion of DTH, modernization, augmentation & replacement of studio, transmitter and satellite broadcast equipment, HDTV, global coverage of DD international channel, strengthening of coverage in border areas, besides distribution of DD programmes on alternate delivery platform and civil infrastructure augmentation.

Training

Doordarshan has been laying emphasis on training of its staff in view of fast developments taking place in broadcast technologies. Staff Training Institute (Tech.) at Delhi and Regional Training Institutes at Bhubaneswar, Shillong and Malad (Mumbai) cater to the training needs of engineering personnel in tune with new emerging technologies, besides organizing management programmes. Workshops are also held at different field offices to provide hands-on experience on equipment and for central repairing of defective equipment. Training courses are also conducted at IIT Kanpur, IIM Shillong and certain other institutes. In addition, training is provided by the equipment manufacturers at their works. About 600 engineering officers have been imparted training during April to November 2012 and about 700 engineering officers are proposed to be trained by March, 2013. About 240 Engineering officers have been imparted training during April to November 2012 by the equipment manufacturers.

Important Coverages

London Olympics-2012

The Olympic Games 2012 were organized between 27 July and 12 August 2012 in London, UK. Doordarshan was one of the Right Holder Broadcasters (RHBs). Doordarshan covered all the events extensively that had Indian participation. For the purpose, Doordarshan deployed 11 field cameras for ENG based coverages for the events like Shooting,

Boxing, Badminton, Wrestling, Lawn Tennis, Hockey, Athletics and Archery. The customized commentaries were also generated from these venues including the opening and closing ceremonies. Multi-camera studio set-up was also at I.B.C., London for live interaction with Delhi Studio. A program titled "India at London" of 30 minutes duration was produced daily. All major events were covered live by Doordarshan during 2012-13.

DD National

DD National channel is the largest terrestrial network in the world covering about 91.2% population and 79% land area of the country. Being a Public Service Broadcaster the channel continues to make significant contribution to accelerate socio-economic changes, promote national integration, inculcate a sense of unity and fraternity and stimulate scientific temperament among the people. It contributes to disseminate knowledge/ education and information for public awareness on various social issues. It also telecasts programmes for children, women, physically handicapped, underprivileged and help preservation of artistic and cultural heritage of the country and promotes sports.

DD National is the No. 1 channel in the country in terms of absolute viewership. The service is available in terrestrial mode from 05.30 a.m. till midnight. In the satellite mode it is available round the clock.

Live Programmes

In the year 2012-13 all major National Events of the year

like Republic Day Parade, Independence Day celebrations, President's and Prime Minister's addresses to the Nation, Joint Session of Parliament, Important Parliament Debates, Presentation of Railway and General Budget. Question Hour in Lok Sabha and Rajya Sabha, Election Results and Analysis, Sports Events, Prime Minister's NCC Rally, Pravasi Bharatiya Diwas were covered. IFFI 2012 at Goa and Presentation of National Film Awards were also covered.

Doordarshan made elaborate arrangements with LSTV for live telecast of assumption of the office by President/Vice President.

150 Years of Bombay High Court/Chennai High Court, Swami Vivekanand, Rabindra Nath Tagore and 100 years of Pandit Madan Mohan Malviya were covered extensively round the year. The series Awakening India on Swami Vivekanand ran for more than a year exhorting Youth of India to imbibe Ideals of Swami Vivekanand. The Series was produced by Doordarshan in collaboration with Ramakrishna Mission.

In addition, along with coverages, massive campaigns were provided to various Government Departments (Vikas Chakra special programmes), developmental programmes, socially relevant special programmes e.g. Healthy India, Pulse Polio Campaign, Anti cancer, Leprosy, Tuberculosis, Dengue, Swine Flu and other health related issues, Special Campaign for primary education for all, AIDS, consumer education, Road Safety, free legal aid to

weaker section of the society etc. were the major plank of the telecast.

Notable Achievements

- Doordarshan for the first time embarked upon a new idea to simulcast with a private channel (Star TV), a special show titled, “Satyameva Jayate” featuring Aamir Khan. This show was highly popular across the country & among all sections of the society. This novel show of social concerns ushered in a new wind of change in the society. The show enjoyed high ratings on the scale of 4-6 on TAM (4+ All Homes). 13 episodes were simulcast with Star TV from 6th May to 29th July 2012.
- Ten episodes of a music show “Coke Studio” to popularize new experiments in Indian & Western music including Fusion music were telecast every Saturday since 7th July 2012.
- 72 episode of the Epic “Ramayan’ in collaboration with M/s Zee TV is being telecast every Sunday since 12th August 2012.
- Serial “Jamunia-Tasveer Badalte Bharat Ki”, depicting the picture of changing India has been produced and telecast every Sunday Morning in collaboration with Song and Drama Division of the Ministry.

Programmes Component and Source

- The Education Component is continued to be drawn from

the contributions from sources such like IGNOU, UGC and CIET/NCERT.

- “Manthan” in collaboration with German TV and *Vigyan Prasar* Programmes by Ministry of Science & Technology were new innovative programmes on Science. Other notable programme was Upanishad Ganga.

Component of News & Current Affairs on DD-National

The information component on DD National continues to consist of News and Current Affairs programmes largely produced in-house. The 8 to 8.30 p.m. Samachar remained the most watched news bulletin in the country. The Question Hour from Parliament are is telecast live on the DD National and DD News channels.

Sports Events on DD National

Live, daily highlights and deferred live was telecast on DD News/DD National channels. ICC T-20 World Cup 2012 matches played in Sri Lanka were also telecast Live on DD National.

Central Commissioning Unit

CCU is acquiring and procuring software on a variety of subject for telecast on DD channels. Notable programmes considered for telecast are as under:

“Gora” (Based on Guru Rabindranath Tagore), “Ek Tha Rusty” (Based on Ruskin Bond

Stories), “Yeh Hai India Meri Jaan” (Produced & Directed by Saeed Mirza).

Self-Finance Commissioning Scheme

In order to revitalize the channel Self-Finance Commissioning was introduced in the year 2005. This scheme was meant for the mid-prime-time slots and prime-time slots of the National channel. Introduction of programmes under SFC has resulted in enhancing the quality and content of the programme leading to remarkable increase in viewership and also substantial increase in revenue for Doordarshan.

Doordarshan telecast a series of programmes concerning welfare of women on DD National: *Mangalsutra Ek Maryada, Bin Bitiya Swarg Adhoora, Akhand Saubhagyawati Bhawa, Sukanya Hamari Betiyan, Kul Ki Jyoti Kanya, Shama* etc.

Some of the popular evening serials telecast on DD National are *Sankatmochan Hanumaan, Kanaphusi, Hum Phir Milenge, Hum Tumko Na Bhool Payaenge, Nancy, Ek Kiran Roshni Ki, Yeh Zindagi Hai Gulshan, The Command Force, Pehchan... Astitwa Ki Talash, Imtihaan, Manzil Apni Apni, Detective Wagle, Sabse Bade Ladaiyaa* etc.

Films

The Friday Feature Films slot at 9.30 p.m. continued to deliver very high Television Rating Points (TRPs). Films are

selected on the basis of their box office performance, marketability and appeal to the viewers of Doordarshan.

Doordarshan continued to telecast serialized films in the slot “Biscope” from Monday to Wednesday at 11 p.m. to 12 p.m. Frequency of Award Winning Films on National Network has been increased to twice a month on 2nd and 4th Sundays at 11.30 p.m. Many award winning films were shown on Doordarshan in its regional window. DD has made inroads directly to the film makers who are not willing to offer their films directly to Doordarshan.

Narrowcasting

Narrowcasting is the current buzzword in broadcasting. It involves the coverage of smaller areas with location specific programmes whereby the intimacy gets stronger between the medium and the viewers. Doordarshan has taken the initiative of introducing narrowcasting to address specific local issues related to the lifestyle of the people residing in the coverage areas. Narrowcasting by Doordarshan, which started in 2000 initially involved 12 LPTs and included programmes of local genre telecasting once/twice a week. A study done by audience research unit of Doordarshan revealed that the people of the coverage zone very well received the narrowcasting programme and the programme helped the people in implementing some of the latest agricultural techniques.

Since 2004, Doordarshan is engaged in the flagship project for

Union Ministry of Agriculture. The project has three tier approaches:

1. **On the National Channel:** Country specific agriculture programmes are telecast six days a week (Monday to Saturday), 6.30 to 7.00 am.
2. **On 18 Regional Channels:** State specific agriculture programmes are telecast five days a week (Monday to Friday), for the duration of 30 minutes on the respective Regional Language Satellite Channels (RLSS), from 6 to 6.30 pm.
3. **In “Narrowcasting” Mode:** Area specific programmes, produced twice a week, is being telecast five days a week (Monday to Friday), in the evening through PGFs and Regional Kendras over 180 transmitters across the country, catering to area specific needs of the farmers of more than 140 districts across the country. All aspects of agriculture, horticulture, veterinary sciences and fisheries are included in the programmes. Our large variety of programmes include information on weather, agriculture, news bulletin, mandi bhav bulletin (market prices), publicity of minimum support price (MSP), campaign on seed treatment during kharif and other informations provided by the DAC, Ministry of Agriculture in each *Krishi Darshan*.

DD News

DD News is the only bilingual news channel in the country, giving 24 X 7 News and Current Affairs programmes. For the last nine years since its launch on 3rd November 2003 it is committed to present news and current affairs in a fair, balanced and objective manner without any sensationalization. DD News is the news channel of largest reach available to non-cable, non-satellite homes also which account for the major portion of the population.

The channel in its programming mix has a wide canvas of issues dealing with politics, business, sports, international news events, Parliament proceedings, coverage of health issues and science and technology, Central Government Flagship Programmes, crime etc. News inputs are received from across the country, including remote areas through File Transfer Protocol (FTP). Correspondents are also sent out to cover news events and human interest stories in different parts of the country.

Some of the major events covered by DD News this year include presentation of Railway and General Budget, State Assembly elections in Gujarat and Himachal Pradesh, sessions of Parliament, World Biodiversity Convention in Hyderabad, London Olympics, US Presidential elections, developments in Syria, Egypt, Israel, Palestine, Afghanistan, besides India’s engagements with Pakistan, Bangladesh and China. The state assembly elections were covered extensively with field inputs and live coverages by reporters sent out to different parts of the

states. Special programmes Janwani and Janadesh were mounted to bring out socio-political as well as psephological issues dominating the elections.

The Business News Desk covered a number of issues related to the economic policy decisions of the government, developments in the corporate world, personal finance, international economy and stock markets in its daily news coverage in 'Business Wrap' from Delhi in the evening and 'Business Hour' from Mumbai in the afternoon. Union Budget, Union Railways Budget, RBI's Monetary Policy announcement were given live coverage along with discussions with experts from diverse fields. Half an hour special program on FDI in retail was done by Business Desk. Personal finance related issues were taken up in the weekend program "Money Mantra". The stock market analysis and Phone-in based queries were replied to in the weekend program "Market this Week" and "Bazaar is Hafte". Inputs on international matters were given to weekly international programme "Prime Meridian" and monthly programme "SAARC". Mega auto event "Auto Expo 2012" and Indian International Trade Fair 2012 were also covered.

DD news telecasts four sports bulletins, three in Hindi and one in English. Extensive coverage of national and international sporting events was provided through special sports bulletins as well as general news bulletins in both Hindi and English.

Under development communication, '*Janane ka Haque*' is telecast twice a week in Hindi

for promoting awareness about 'Right to Information Act, 2005'. '*Mere Desh Ki Dharti*', is telecast twice a week in Hindi to highlight initiatives like Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA), National Rural Health Mission (NRHM), Rajiv Gandhi Rural Electrification Programme etc., focusing on operational deficiencies and benefits being accrued to the targeted beneficiaries. Besides programme on career and employment opportunities '*Mehnat Rang Layegi*', programme on various socio-economic issues '*Ehsaas*', special hour long programme '*Charcha Mein*', to analyze major issues on Global Economics with participation of general public and experts are also telecast. Interview based programmes to highlight the contributions of distinguished persons in different walks of public life. Current Affair programme -'*Focus*' in Hindi; DD programmes on defence issues and internal security – '*War and Peace*' and '*Defence Watch*'; An hour long live programme on Health issues titled '*Total Health*'; Interview based programmes with eminent personalities '*EK Mulaqat*' in Hindi and '*Tete-a-Tete*' in English; audience based programme '*Aamne –Saamne*'; half an hour programmes targeting Young India '*Genext*' and '*Campus*'; half an hour programme on art and culture and entertainment segment '*Rang Tarang*' and '*Cinema Is Hafte*' are also telecast on DD News.

DD News receives large chunk of news stories and footages through FTP (File Transfer Protocol) by using internet. These stories are filed by reporters from distant

locations including from abroad. NLE (Non-Linear Editing) technique configured with AVN (Asia Vision News) allows sharing its DD News content amongst all AVN countries.

DD News has 29 functional Regional News Units/ Bureaus across the country. The RNUs are located in Agartala, Ahmedabad, Aizwal, Bengaluru, Bhopal, Bhubaneshwar, Chennai, Chandigarh, Guwahati, Hisar, Hyderabad, Imphal, Itanagar, Jaipur, Jalandhar, Jammu, Kohima, Kolkata, Leh, Lucknow, Mumbai, Patna, Panaji, Ranchi, Raipur, Shillong, Shimla, Srinagar & Thiruvananthapuram. These RNUs telecast 100 bulletins daily in 21 languages/dialects.

In 2011-12 one new RNU at Panaji, Goa was operationalized. It started telecasting 15 minutes Konkani News Bulletin daily w.e.f. 10th March 2012. In the first six months of 2012-13 DD News started two new RNUs at DDK Shillong and DDK Leh. RNU Shillong started telecasting two news bulletins of 15 minutes duration each w.e.f 1st July 2012 in Khasi and English respectively. From 19th November 2012 RNU at Leh started telecasting 10 minutes bulletin in Laddakhi.

All the 29 RNUs are putting out special stories on Centre's Flagship Programmes like MANREGA, *Bharat Nirman*, *Sarva Siksha Abhiyan*, Mid Day Meal, Integrated Child Development Services Scheme, NRHM, JNNURM and Right to Information Act in their local news bulletins and Current Affairs programmes.

To improve the news gathering from districts/town levels new panel of stringers was put in place in Haryana, Goa, Punjab, Andhra Pradesh and Maharashtra.

Through DD News window 14 RNUs provide regional news and showcase stories on flagship programmes in three regional windows i.e. "Metro Scan" , "State Scan" and "Rajyon Se Samachar".

Doordarshan News website www.ddnews.gov.in provides the latest news updates as also offers live Doordarshan News bulletins on the net and has registered good response from within and outside the country.

Also the Top Story and the four Headlines of the Homepage are linked to the official Government of India website (www.india.gov.in).

DD Bharati

This year, Doordarshan re-launched DD Bharati as The Art and Culture Channel of India with pre-determined time slots for music and dance, arts and crafts, traditions and festivals, and personalities of India and the world. The channel is attempting to present the history, heritage and the modern culture that makes India an incredible melting pot of world cultures.

DD Bharati Channel was launched in January 2002 as a niche channel for culture, health and children. Bereft of fresh software (and funds) the channel has been running primarily on archival material of Doordarshan and has not been able to carve a niche for itself.

In order to remedy this situation and improve the profile of the channel with high quality and rare programmes, DD Bharati has entered into partnerships with various national and international public institutions to acquire and premiere programmes available in their archives, after making very judicious selection keeping the character of the channel in view.

Under these partnerships DD Bharati has the copyright to air various events organized by its partner institutions like Indian Council of Cultural Research, The Films Division, Chhattarapati Shivaji Maharaj, Vastu Sangrahalay of Mumbai, Indira Gandhi National Centre of Arts. Partnership with Sahitya Academy, Sangeet Natak Academy and Ministry of Culture are in the process.

With the objective of going beyond national to include other rare programmes, DD Bharati has been partnering with trusts and initiatives of repute. Through these partnerships we could obtain rare and exceptional programmes such as Raza Foundation, Ananya Festival, Tansen Festival (MP), Hari Vallabh Sangeet Sammelan (Jalandhar -Punjab), Boat Racing (Kerala), Rath Yatra (Odisha), Khajuraho, Konark Dance Festival (Odisha), Beghum Akhtar Centenary Celebration – Karejwa Mein Lage Katar, Platinum Jubilee Sangeet Samaroh of Bhartiya Vidya Bhawan, Goati Pua Dance Festival (Odisha), Rajrani Music Festival (Bhubaneshwar), Live Telecast of Special Kirtan Darbar at Sultanpur Lodhi on Guru Nanak Dev Jayanti. These events carried by DD Bharati Channel

re-affirmed its commanding position as the sole and reputable national culture channel of the country to cater to nation-wide audiences and many others. A big attraction of DD Bharati is the live coverage of festivals and celebrations alike.

DD Bharati has reserved one slot for North-East and another for the World cultures. In this scheme, agreements have been signed with the Embassy of Japan to showcase special events to mark 60 years of Indo-Japan Diplomatic Relations, and with Hungarian Culture Centre to mark celebration of renowned painter Amrita Shergill's 125th birth anniversary, among others. There are many more such agreements and collaborations in the offing.

DD Urdu

DD Urdu completed six year of its existence on 5th August 2012. Bytes of eminent literary personalities were telecast. Evaluation & commissioning process for the DD Urdu channel was completed during the year.

Live telecast of Swearing-in-Ceremony of Hon'ble President of India, Pranab Mukherjee on 25th July 2012 and outgoing President Smt. Pratibha Devisingh Patil's Message to Nation on 24th July 2012 were carried out on DD Urdu. President's Message to the Nation on the eve of Independence Day alongwith its Urdu version was also telecast on DD Urdu. Flag Hosting Ceremony & Prime Minister's address to the Nation on Independence Day was telecast live on DD Urdu.

Apart from this, other important festivals and anniversaries relevant to the audience of DD Urdu telecast from April to October, 2012 were:

- i) London Olympics
- ii) Prog. on Birth Anniversary of Mahatama Gandhi, Lal Bahadur Shastri, Sir Syed Ahmed Khan and Death Anniversary of Indira Gandhi.
- iii) Programmes on eminent literary personalities like, Allama Iqbal, Sadat Hussain Mantoo, Israr ul Haq Majaz, Munshi Prem Chand, Ismat Chughtai and Sahir Ludhyanvi were also broadcast.
- iv) Programmes on Ramzan, Jamat-ul-Vida, Eid-ul-Fitr and Eid-ul-Zuha
- v) Programmes on Begum Akhtar on her Death Anniversary
- vi) “Mushaira Shairat” a special programme organized in front of invited audience was also telecast.

DD India

Doordarshan opened its windows to the world by launching its international channel on 14th March 1995 by the name DD World which was renamed as DD India on 2002. DD India was launched with a mission “to build bridges of communication with Indians living abroad and to showcase the real India, its culture, values, traditions, modernity, diversity, unity, agony and 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 telecast news bulletins, features on topical events, entertainment programmes, feature films, music and dance, serials, documentaries, news and current affairs, events and tourism in various regional languages for the countries. It is also being uplinked on INSAT-4B extending its reach to 38 countries listed below which are within the footprint of INSAT-4B (C-Band):

Asia Region

Afghanistan, Bangladesh, Bhutan, Brunei, Darussalam, China (Partly), Cambodia, Hong Kong, Israel, Malaysia (Partly), Myanmar, Laos, Nepal, Pakistan, Singapore, Sri Lanka, Thailand, Vietnam and India.

CIS Region

Armenia, Azerbaijan, Georgia (Partly), Kyrgyzstan, Tajikistan, Turkmenistan (Partly), Ukraine, Uzbekistan (Partly).

Middle East Region

Bahrain, Iran, Iraq, Kuwait, Oman (Partly), Qatar, Saudi Arabia, Syria, Turkey (Partly), United Arab Emirates, Yemen (Partly).

DD India is taking vigorous steps to enrich its programme content by refurbishing its fixed point chart. At present an 8 hour programme loop is being telecast and the same is being repeated twice in 24 hours

to suit the prime time zones of the world. A strategy of distribution of the channel and to have footprint all over the world is under way in consultation.

DD India is also available on Doordarshan’s DD Direct plus.

DD Sports

Sports Channel of Doordarshan was launched on 18th March 1999 with 10 hours transmission which was increased to 12 hours from 25th April 1999 and extended to round the clock from June, 2000. It is the only Free to Air Sports Satellite Channel in India. Doordarshan had launched a scheme in 2005 “Cash out Flow” for the coverage and telecast of Sporting events on Doordarshan for the promotion of Sports by charging the Sports Federations, Association and Organizers a minimum amount as cash flow. The Channel acquires the important sports programmes from different Rights Holders from time to time for telecast on DD Sports Channel. DD Sports with its available facilities produces daily programme titled Sports Hours in Hindi and English from 8.30 to 9.30 pm. Most of the transmission hours are devoted to Live telecast of the events organized in different part of the country.

Commendable programmes brought to the audience of this channel are coverage of following sports events in the year 2012-13

- 1) Davis Cup
- 2) Santosh Trophy
- 3) Nehru Boat Race
- 4) Durand Cup Football
- 5) Subroto Cup Football

- 6) Live telecast of London Olympics 2012
- 7) Highlights of Paralympics 2012
 - a) In-house production of other important programme of DD Sports was for telecast on DD Sports.
 - b) Telecast of Special Programme Countdown to London Olympics 2012 (30 episodes).
 - c) In-house production of Mission London, 7 episodes.
 - d) In-house production of 11 promos on London Olympics.
 - e) In house production of Countdown 100 days before London Olympics.

Live coverage of National Games 2013 to be held in Thiruvananthapuram and SAF Games-2013 are planned.

Regional Language Satellite Channels

Doordarshan is presently operating 11 Regional Language Satellite Channels brief description of which is as under:

DD Sahyadri

Sahyadri Channel started beaming Marathi programmes by the name DD 10 throughout India via Satellite from 15th August 1994. Its transmission hours were increased to 17 hrs from 1st January 2000 and extended to round the clock from 5th April 2000. It is

available on Terrestrial Support from 6 to 9 am and from 3 to 8 pm on all days except Sunday and on Satellite Mode it is available round the clock.

Some important activities and programmes telecast during 2012-13 are:

Activities	
Navratna Puraskar	June 2012
Sahyadri Marathi Cine Awards	June 2012
Sahyadri Manik Awards	November 2012
Navjyoti Sahyadrichya	December 2012
Programmes:	
Sukanya' on Wed at 7.35 pm	June 2012
'Swamsiddha' on Thu & Fri at 3.30 pm	July 2012
'Ha Khel Bhatukalicha' on Thu & Fri at 4.35 pm	Aug. 2012
'Gulmohar' on Tue & Wed at 3.30 pm	Sept. 2012
'Samidha' on Tue & Wed at 4.30 pm	Sept. 2012
'Runanubandh' on Mon at 3.30 pm	Oct. 2012

DD Podhigai

Regional Language 'Tamil Satellite Channel' DD Podhigai started its functioning on the Pongal day i.e., 15th January 2001 with round the clock transmission. Important programmes telecast during 2012-13 are:

- Campaign Clean India (April to December 2012)
- Prime Minister's New 15 Point Programme (April 2012 to December 2012)
- Flagship programme *Bharat Nirman* (April to December 2012)

DD Girnar

The Satellite Regional Language Service (SRLS) by the name in Gujarati DD 11 started on 1st October 1993 by uplinking from Delhi and the same service got uplinked locally from 15th August 1994. The channel was named DD Girnar from 5th September 2008. Round the clock transmission on Regional Satellite Language Service started with effect from 1st May 2000. It covers 86% and 87% area population 87% of the state. The Annual programmes of Rathayatra, Janmashtami and Kite Festival are live telecast. It has successfully established its credentials as a production house by undertaking production on different contemporary issues and Govt. schemes.

DD Girnar instituted “1st Girnar Shiromani Puraskar – 2012” from last year on the occasion of the Silver Jubilee Year of Doordarshan Kendra, Ahmedabad. This highlighted the achievements of individuals who made significant contribution to Gujarat in the fields of Film, Theatre, Music, Literature, Women of Substance, Social service, Industry, Agriculture, Sports etc.

DD Kashir

Launching of DD Kashir was no doubt a turning point in the history of DDK, Srinagar. Initially four hours transmission on terrestrial mode was started from 27th March 1995 but its identity as a separate Regional Satellite Channel got established with its formal inauguration on 26th June 2000. At present 24 hrs daily transmission of this channel is available through terrestrial transmitters located in different parts of the valley.

This channel telecasts programmes culturally and ethnically linked with the locals at grass-root level.

OB based programmes of the festivals of the region including relevant heritage sites and other picturesque locations are put on air live.

DD Saptgiri

Launched on 10th October, 1993 DD Saptgiri is the Telugu language satellite channel supported by Doordarshan studios in Hyderabad, Vijayawada and Warangal. It became a round the clock channel in 2000.

Activities of DD Saptgiri

- Agricultural Programmes:- A crop seminar was conducted on agricultural implements and dry land agriculture at CREDA near Ibrahimpatnam. An inter-active programme entitled “Polam Badi” which was conducted on the field with the participation of farmers, agricultural experts and scientists on various crops at various places in the state was covered by the channel.

Hello Saptgiri

Some of the important programmes telecast by the channel are:

Career Guidance; Consumer awareness; Women helpline; Nyayasalahalu; Telugu Tota; Kushi Khushiga Navvutu; Hits of Muvvala Savvadi; Pragathi Padham; Maavooru; Darsaneeya Sthalalu.

The other programmes were:

- The nineteen day UN Conference on Bio diversity-Conference of Parties (COP 11) held in Hyderabad with participation from more than 150 countries was extensively covered with Doordarshan as host broadcaster.
- A special report on Indian Space Research Organization's 100th mission was telecast.
- Interaction with heads of different government department, eminent personalities from various fields, and Ramani an interactive

phone-in programme on the role of parents in child development and child care.

- The Kendra received 15 prestigious Nandi awards-2011 constituted by the Andhra Pradesh Government. Naa Bhoomi bagged golden Nandi award for best telefilm.

DD Malayalam

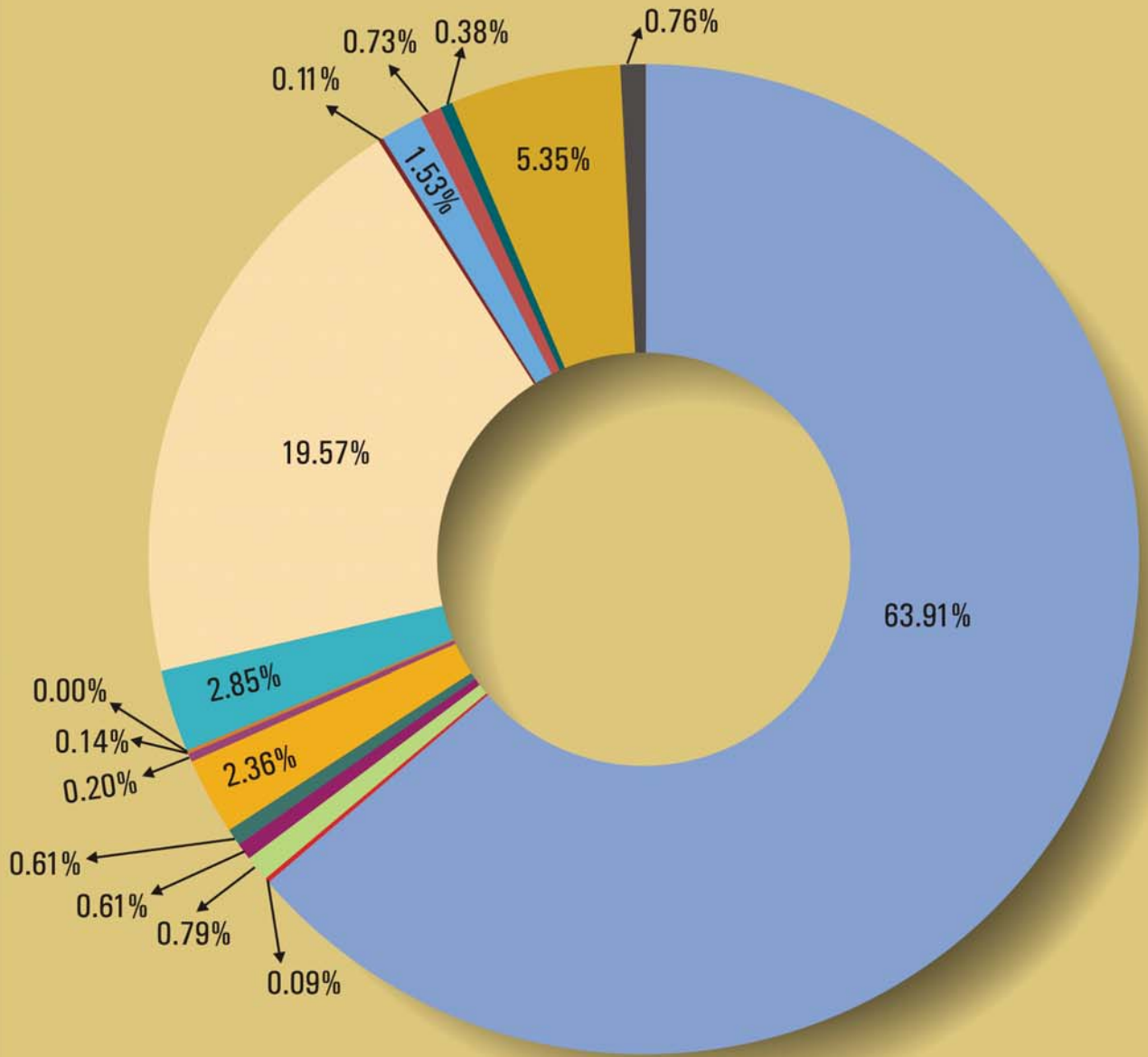
Launched on 15th August 1994 it became a round the clock channel in 2000. The channel is supported by Doordarshan studios in Thiruvananthapuram, Trissur and Calicut. In the terrestrial mode DD Malayalam reaches near 100% population of Kerala. DD Malayalam is available all over the country and in 68 countries across the globe.

Activities during the year:

- Telecast of By poll Result, live Updates and Election Analysis; Telecast of Nehru Trophy Boat Race; Live coverage of Independence Day celebration from Central Stadium, Thiruvananthapuram; Kottayam Boat Race; Aranmula Boat Race; Foundation Stone Laying of Kochi Metro Rail; Telecast of ‘Monsoon Carnival ,Wayanad; “Naanchinaadinte Uppu Peruma” a documentary on Salt Fields of Kanyakumari District, which won the Kerala State Television Award 2012 for Best Educational Documentary.

Programme Composition : DD Malyalam

Sources of Programmes



- | | | | |
|--|---|--|---|
| ■ Local Kendra | ■ SRSN | ■ Dubbed Serials | ■ School TV |
| ■ DD National | ■ Spon Prog | ■ Feature Films | ■ Govt Sources |
| ■ P.G.F thrissur | ■ Comm Prog | ■ Films Songs/Clips | |
| ■ P.G.F Kozhikode | ■ Acquired Prog | ■ Film Division Doc | |

DD Chandana

DD Chandana is the Kannada language Satellite Channel launched on 15th August, 1994. Supported by the Doordarshan studios in Bengaluru and Gulbarga, it became round the clock satellite channel in 2000 and its coverage expanded to more than 30 countries from 24th March, 2003.

Brief indication of programme for the period January to March 2013

Two programmes for the invited audience coinciding with important festivals/occasions; Institute 'Chandana' awards in 9 disciplines as a motivator for intellectuals as well as general viewers of the Channel to monitor programmes and receive viewer's feed back; Restart of 'Sutta Mutta' and "Taana Yaana" the OB based Cultural round-up programme.

DD Bangla

Launched on 20th August, 1992 DD Bangla became 24 hours channel from 1st January 2000. It plays an important role in preserving and furthering the cultural heritage of Bengal.

Following are the achievements of Doordarshan, Kolkata from April to October 2012 :

A special programme on Bengali New Year; Live telecast from Tagore Birth place Jorasanko Thakur Badi on the occasion of Birth Anniversary of Tagore on 8th May 12; A discussion on HIGS – BOSON particle ("God Particle") in science magazine programme "Bijnan Prasange"; Live telecast of civic reception to Hon'ble President

of India Shri Pranab Mukherjee by West Bengal Government from Netaji Indoor Stadium, Kolkata; A TV report on India-Bangladesh cultural relation; Programme on Puja preparation and Para-Olympic London, 2012; Special programme on "Mahalaya" (Devi Durga); Live telecast on Durga Puja from Belur Math Ramkrishna Mission; Live telecast of Durga Idol immersion from Ichhamati river.

DD North-East

Launched on 15th August, 1994 DD North-East with its Programme Production Centre (NE) Doordarshan, Guwahati is offering uninterrupted programme service round the clock. The transmission is available to all the seven North-Eastern States besides Sikkim. Apart from in-house programmes contributions from different DD Kendras of the NE Region are also incorporated in its telecast. It also includes programmes originating from DDK, Guwahati.

Programme Activities during the period:

India Innovates: A documentary series telecast once a month highlighting Innovations.

Commissioned Programme: North-East Round Up, a series of programmes received through outsourcing, under a scheme of North-East Special Package.

Special Outdoor Broadcast: a) Samannar Subash on Communal Harmony & National Integration held at Mushalpur, Baksha district, Assam; b) Jankristi Samaroh

(Rural Concert) held at Diphu, Assam.

DD-6 (ODIA)

Launched on 2nd October 1993 the Regional Language Satellite Channel (RLSC) of Doordarshan for Odia Language became a 24-hour channel 1st April 2001. At present, it is getting terrestrial support of 55 hrs 30 minutes transmission per week and the rest 112 hours 30 minutes duration of transmission exclusively on Satellite mode. The various activities of DD 6(Odia) during the period 2012-13 are listed below:

- Telecast of Utkal Pragyan Samman Samaroh; Live telecast of Car Festival, Return Car Festival and Suna Beshha of Lord Jagannath from Puri; Live telecast of Australian Oz Festival'2012 organised by Department of Tourism & Culture, Government of Odisha.

To bring variety as well as novelty in the programmes of DD 6(Odia), the following new programmes have been introduced :

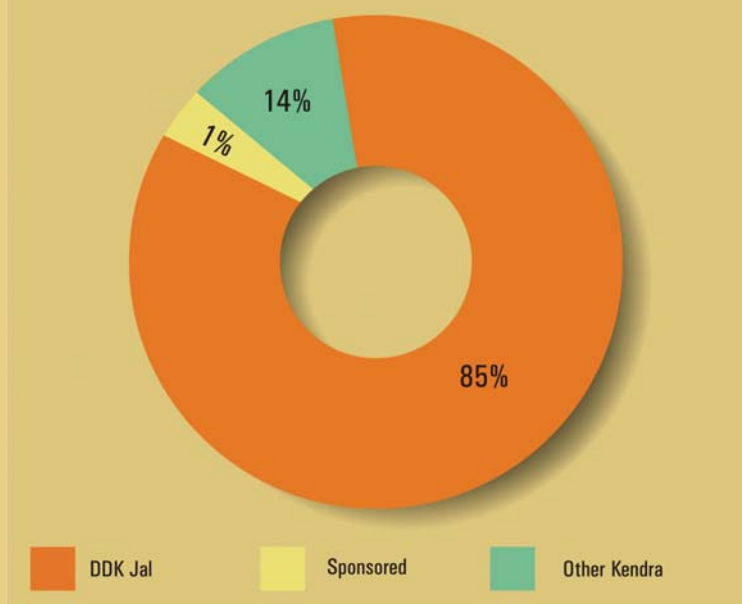
Ama Rosei (on cooking tips); Ama Aain (on Legal Hints); 3) Hello Doctor (on Health Hints); 4) Apananka Sahara (Know Your Town); 5) Kantha Kahe Kahani (NRHM Project)

Commercial revenue to the tune of Rs.21, 32,000/- has been earned.

DD-Punjabi

Launched on 6th August 1998 DD-Punjabi became a 24 hours channel from 5th August 2000

DD Punjabi : Sources of Programmes



and is available widely in India and also in other countries where the footprints of satellite INSAT 3A and satellite INSAT 4B are available. DD Punjabi channel is also available on DTH (Direct to Home) platform on Satellite INSAT 4b.

The Regional Language satellite channel telecast wide spectrum of programmes covering developmental news, serials, documentaries, current affairs, debates, discussions, chat shows, quiz programmes, interviews with experts, specialists and artists in the field of music are widely appreciated by the viewers. Phone-in live programmes are very popular. The programme on social, economic, Cultural and political issues are being telecast regularly to inform the viewers. The channel is engaged in telecasting programmes of high traditional values with an aim to conserve the

heritage and cultural of Punjab. Music based programmes of DD Punjabi like Shabad Kirtan, Bhakti Sangeet, Wirassat, So than Sohava, Lishkara, Khirki, sustain the channel at the top among other Regional private Punjabi satellite channels.

Innovative & Interactive Programmes

The Interactive Programmes telecast are: The detail of such programme is given below:

Gallan Te Geet; Hello DD; Ajj Da Masla; Focus: A new current affairs programme in English to enlighten viewers about the burning issues of the society; **Reality Show “Sur Sirtaj”;** **Manzil:** A new career Guidance programme for youth; **Mehfil:** A Newly introduced special musical programme depicting the Punjabi folk culture; **DD-TOP 10**

Programme: Based on TRP’s provided by Audience Research Wing.

Code for Advertisements

Doordarshan telecast advertisements for goods and services, but the acceptance is governed by a comprehensive advertising code. Advertisements for cigarettes, tobacco products, liquor, wine and other intoxicants are not accepted. Advertisements in Hindi and English are telecast on DD National and DD News channels, while advertisements in regional languages are telecast on the regional language channels. Bookings are normally accepted through accredited and registered agencies.

Gross revenue for the year 2012-13 was approximately ₹ 649.82 (From April to October 2012).

Development Communication Division

The corporation set up a separate division, later named Development Communication Division in 2001 to enhance its revenue from government agencies ranging between ₹ 10 and ₹ 20 crores. Towards finding a solution, Development Communication Division offered turn-key solution to harness the untapped potential of government ministries, departments and PSUs. It provided single window service for the production and broadcast of messages about different welfare schemes of the government. The enterprise has recorded unprecedented success both in revenue generation and in elevating the status of the public

broadcaster by producing national and international award-winning programme series.

Being a marketing division with proactive approach, dynamic marketing tools and strategies, and on-time launch & completion, the Division has recorded continuous growth in revenue that contributed over 46% to Doordarshan’s total revenue in 2011-12.

DD’s contribution as bonus airtime

In order to fulfill clients’ needs, Doordarshan started undertaking the production of major campaigns beginning with a country-wide bi-media (AIR & DD) campaign for the Ministry of Rural Development, thus began the era of revival of in-house productions in Doordarshan. Having sustained the revival and growth during the last decade Doordarshan has established its

unique potential as an outstanding production house for development programmes. Beginning 2002, Doordarshan has been producing Ministry of Health & Family Welfare flagship campaign Kalyani, recognized by WHO as ‘One of Top 15 Global Innovations’, to mention one among several other awards.

The campaign, beginning with 8 states, grew gradually to 21 states and this year it has expanded to 30 stations of DD as ‘Swasth Bharat’, the biggest public health communication campaign in the world fetching DD ₹ 150 crores per annum. The campaign was launched by the Union Health Minister on 7th April 2012 the World Health Day in Doordarshan studios. DD has produced 4120 health programmes from April to November 2012 in 19 languages and 17 dialects.

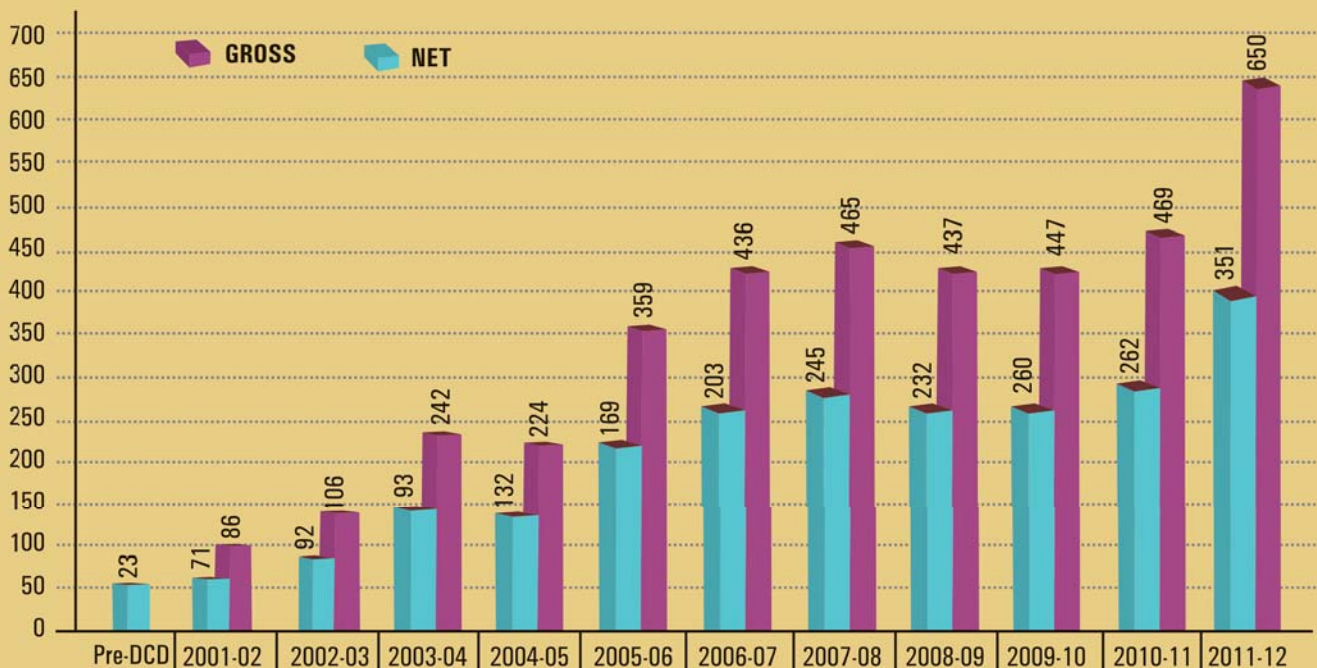
DD Archives

DD Archives was started in 2004 with state-of-the-Art Technology of Archiving to meet the challenges of Audio – Visual digital world and to preserve the rare and outstanding a programs of Doordarshan in the last fifty years.

DD Archives has been providing services to the following categories:-

- Digitization of the programs
- Release of DVDs & CDs
- Sale of Archival Footage
- Sale and Marketing of DVDs, VCDs & ACDs
- Customized DVDs
- Supply of Software for Channels
- Fresh Productions and Recordings

Revenue



- Restoration and Repackaging
- Total tapes received in Central Archives till October 2012 25,535 (different duration)
- Digitized Hours from different formats to DVCPRO tapes: 16,447hrs approx.
- Balance Blank tapes at Central Archives: 6500 tapes approx.
- Number of Tapes Received in 2012 (April to October 2012): 6900
- Digitization Done: 975 hrs

DD-Archives has been putting up stall in fairs and events organised in Delhi and outside Delhi like NRI meet in Jaipur, International Film Festivals, Crafts Mela & Dilli Haat, Trade Fair, Book fairs etc.

PR Unit

Media Initiatives

PR Section of the Directorate is a small composite unit which undertakes Media and Publicity activities. All forms of communication, advertising, direct mailers; press release etc. are undertaken for publicizing the activities and programmes of Doordarshan.

A complete guide to Doordarshan Programmes “DD This Week” is being published by the PR Unit and circulated to all Media which include agencies like PTI, UNI, All Newspapers and DTH Platforms for their Electronic Programme Guides. PR Section updates the Doordarshan Website on a daily basis.

Initiatives for Publicity of London Olympics on DD Sports Fetched

rich dividends, as DD Sports emerged as the most watched Sports Channel during the Olympics. Publicity for programmes like “*Satyamev Jayate*”, “Coke Studio”, “*Gora*”, “*EK Tha Rusty II*” & feature films was undertaken through newspapers advertisements and media interaction. The Press has been invited for launch of Programmes.

Illuminative billboards are installed in the boundary walls of Doordarshan. Media interaction with press is arranged when required.

DD Annual Awards

Doordarshan instituted DD Awards in 2001 to recognize and felicitate thematic, aesthetic and technical excellence of in-house programmes. The main objective of these awards is to promote a competitive spirit among the staff for quality and innovative productions. The annual award function is designed as an opportunity for learning and moral boosting among the talented producers from different Kendra. On the maiden award function, 34 categories were given awards.

Progressive use of Hindi in DG: Doordarshan

To ensure the compliance of the Official Language policy and instructions relating to the progressive use of Hindi, there is a separate Hindi Section in the Doordarshan Directorate. This section reviews the position relating to the progressive use of Hindi in the Directorate and its subordinate offices and makes all efforts to promote the use of Hindi. The

main activities of the Section during the year were:

1. All documents under Section 3(3) of the Official Language Act 1963, were issued in bi-lingual form and all letters received in Hindi were replied to in Hindi.
2. To review the position of the compliance of the Official Language policy in the Directorate, four meetings of the Official Language Implementation Committee were held during the year. Besides, Hindi workshops were organized from time to time to create awareness among the officers/employees regarding Hindi and to motivate them to do their work in Hindi.
3. Hindi Fortnight was organized from 14th to 28th September, 2012 and various competitions were held during this period and cash prizes given to the successful participants.
4. A Hindi Sammelan is proposed to be organized in 2013. All doordarshan offices situated in Gujarat, Maharashtra and southern region will participate in this Sammelan.
5. Seventh issue of Directorate's Hindi house magazine 'Darshan' will be released.

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. During the year 2012-13, Audience Research Unit contributed in the following way:

- Analysis and reporting of TAM TVR on weekly basis.
- Preparation of annual report of Prasar Bharati for 2011-12 and Ministry of I&B for the year 2012-13.
- Revised rural DART Panel Survey covering whole of India based on the recommendation of the Parliamentary Standing Committee on IT Technology started from August 2010.
- A report on “Study on provision of DTH receiver, its usefulness and viewers' perception” submitted to Engineering section, DG:DD for its submission to the Ministry.
- RFP floated for selection of Consultancy Agency for Development and Implementation of Doordarshan's Revenue Growth strategy in October, 2012.



Photograph from National Photo Awards

Doordarshan Kendras (Studio Centres)

S.No.	States / UTs	Location
1	Andhra Pradesh	Hyderabad, Vijaywada, Warangal, Tirupati
2	Arunachal Pradesh	Itanagar
3	Assam	Dibrugarh, Guwahati, Guwahati (ppc), Silchar
4	Bihar	Patna, Muzaffarpur
5	Chhatisgarh	Jagdalpur, Raipur
6	Goa	Panaji
7	Gujarat	Ahmedabad, Rajkot
8	Haryana	Hissar
9	Himachal Pradesh	Shimla
10	Jammu & Kashmir	Srinagar, Jammu, Leh, Rajouri
11	Jharkhand	Ranchi, Daltonganj
12	Karnataka	Bengaluru, Gulbarga
13	Kerala	Calicut, Thiruvananthapuram, Trichur
14	Madhya Pradesh	Bhopal, Indore, Gwalior
15	Maharashtra	Mumbai, Nagpur, Pune
16	Manipur	Imphal
17	Meghalaya	Shillong, Tura
18	Mizoram	Aizawl
19	Nagaland	Kohima
20	Odisha	Bhubaneswar, Bhawanipatna, Sambalpur
21	Punjab	Jalandhar, Patiala
22	Rajasthan	Jaipur
23	Sikkim	Gangtok
24	Tamil Nadu	Chennai, Coimbatore, Madurai
25	Tripura	Agartala
26	Uttar Pradesh	Allahabad, Bareilly, Lucknow, Gorakhpur, Mau, Varanasi, Mathura
27	Uttarakhand	Dehradun
28	West Bengal	Kolkata, Shantiniketan, Jalpaiguri
29	A & N Islands	Port Blair
30	Chandigarh	Chandigarh
31	Delhi	Delhi, Delhi (CPC)
32	Puducherry	Puducherry

Number of Doordarshan Transmitters

S. No.	State / UT	No. of Transmitters																
		Primary Channel (DD 1)						News Channel (DD News)						DD 1 Transmitters relaying Regional programmes during entire duration of transmission				
		HPTs	LPTs	VLPTs	Trp	Total	HPTs	LPTs	VLPTs	Total	HPTs	LPTs	VLPTs	Total	HPTs	LPTs	VLPTs	Total
1	Andhra Pradesh	9	75		1	85	4	6		10							10	10
2	Arunachal Pradesh	1	3	39	1	44	1			1								0
3	Assam	4	20	1	1	26	2	1		3								0
4	Bihar	4	32	2		38	2	2		4								0
5	Chhatisgarh	4	15	8		27	1			1								0
6	Goa	1				1	1			1								0
7	Gujarat	7	51			58	4	3		7							3	3
8	Haryana	2	13			15	1	7		8								0
9	Himachal Pradesh	3	7	39	2	51	2	1		3								0
10	Jammu & Kashmir	10	7	69	1	87	5	3		8	4	8	18				30	
11	Jharkhand	3	17	2		22	2	2		5		1						0
12	Karnataka	8	47			55	4	2		6							7	7
13	Kerala	4	20			24	3	2		5							4	4
14	Madhya Pradesh	8	60	6		74	4			4								0
15	Maharashtra	8	78			86	5	10		15							20	20
16	Manipur	2	1	4		7	1			1								0
17	Meghalaya	2	3	2	1	8	2			2								0

18	Mizoram	2	1	2	1	6	1	1	1	2										0
19	Nagaland	2	2	6	2	12	1	1	1	2										0
20	Odisha	5	62		1	68	2	7	2	11	16									16
21	Punjab	4	4		1	9	3	1		4										0
22	Rajasthan	7	65	17	2	91	4	4		8										0
23	Sikkim	1		6		7	1			1										0
24	Tamil Nadu	6	44		1	51	2	9		11	7									8
25	Tripura	1	5	1	1	8	1	1		2										0
26	Uttar Pradesh	11	52	3		66	7	10	1	18										0
27	Uttarakhand	1	15	33	2	51	1	2		3										0
28	West Bengal	8	19			27	4	2		6	1									2
29	A & N Islands	1	1	18		20	1	1	6	8										0
30	Chandigarh		1			1				0										0
31	Dadra & Nagar Haveli		1			1				0										0
32	Daman & Diu		2			2				0										0
33	Delhi	1				1	1			1										0
34	Lakshadweep Islands		1	1		2			7	7	7									7
35	Puducherry	1	1	1		3		1		1										1
Total		131	725	260	18	1134	73	79	17	169	6	8	94	108						

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

Total No. of Transmitters : 1415

Studio Centres to be Fully Digitalised as Part of 11th Plan
(to be continued in the 12th Plan)

S.No.	States / UT	Studios to be Fully Digitalized
1	Andhra Pradesh	Vijayawada
2	Arunachal Pradesh	Itanagar
3	Assam	Dibrugarh, Guwahati (PPC), Silchar
4	Bihar	Muzaffarpur
5	Chhattisgarh	Raipur, Jagdalpur
6	Goa	Panaji
7	Gujarat	Rajkot
8	Himachal Pradesh	Shimla
9	Jammu & Kashmir	Jammu
10	Jharkhand	Ranchi, Daltonganj
11	Karnataka	Gulbarga
12	Kerala	Trichur
13	Madhya Pradesh	Indore, Gwalior
14	Maharashtra	Nagpur, Pune
15	Manipur	Imphal
16	Meghalaya	Shillong, Tura
17	Mizoram	Aizawl
18	Nagaland	Kohima
19	Odisha	Sambalpur, Bhawanipatna
20	Sikkim	Gangtok
21	Tripura	Agartala
22	Uttar Pradesh	Mau, Varanasi, Allahabad, Bareilly, Mathura
23	West Bengal	Jalpaiguri, Shantiniketan
24	A & N Islands	Port Blair
25	Chandigarh	Chandigarh
26	Puducherry	Puducherry

Digital Transmitters to be Setup as Part of 11th Plan
(to be continued in the 12th Plan)

S.No.	States/UTs	Locations of Digital Transmitters
1	Andhra Pradesh	Hyderabad, Vijayawada
2	Assam	Guwahati
3	Bihar	Patna
4	Chhattisgarh	Raipur
5	Delhi	Delhi
6	Gujarat	Rajkot, Surat, Vadodara, Ahmedabad
7	Himachal Pradesh	Kasauli
8	Jammu & Kashmir	Srinagar
9	Jharkhand	Ranchi
10	Karnataka	Bangalore, Mysore
11	Kerala	Thiruvananthapuram, Kochi
12	Madhya Pradesh	Indore, Gwalior, Bhopal
13	Maharashtra	Nagpur, Pune, Mumbai, Aurangabad
14	Odisha	Cuttack
15	Punjab	Jalandhar, Amritsar
16	Rajasthan	Jaipur
17	Tamil Nadu	Chennai, Kodaikanal
18	Uttar Pradesh	Kanpur, Varanasi, Allahabad, Bareilly, Lucknow, Agra
19	Uttarakhand	Mussoorie
20	West Bengal	Kolkata, Krishnanagar

S.No.	States	Locations of 500 W Automode (1 + 1) LPTs
1	Andhra Pradesh	Khammam, Kakinada, Cuddapah, Ongole, Adilabad, Srikakulam, Nalgonda, Kothagudem
2	Assam	Diphu, Haflong, Bongaigaon, Golaghat, North Lakhimpur
3	Chhattisgarh	Bailadila, Kanker, Dongargarh
4	Gujarat	Bhavnagar, Veraval, Deesa, Amreli, Ahwa, Valsad
5	Haryana	Bhiwani, Sirsa, Meham
6	Himachal Pradesh	Mandi, Bilaspur
7	Jammu & Kashmir	Raisi
8	Jharkhand	Deoghar
9	Karnataka	Bijapur, Bellary, Madikeri, Udupi, Chikmagalur, Bidar, Karwar, Athani
10	Kerala	Palghat, Mallapuram, Idukki
11	Madhya Pradesh	Ratlam, Khandwa, Damoh, Sheopur, Satna, Shajapur, Datia
12	Maharashtra	Parbhani, Dhule, Buldhana, Ahmednagar, Nasik, Pusad, Nanded, Akola, Hingoli, Solapur, Amravati, Wasim, Umerga, Sangli, Kankauli, Kolhapur, Yavatmal, Hinganghat, Gadchiroli, Beed, Akluj, Kinwat
13	Meghalaya	Jowai, Williamnagar
14	Nagaland	Tuensang
15	Odisha	Baripada, Navrangpur, Bhanjanagar, Keonjharh, Phulbani, Brijrajnagar, Bolangir, Sundergarh, Dhenkanal
16	Rajasthan	Alwar, Jalore, Vallabhinagar, Barmer, Tonk, Sikar, Jaisalmer, Salumber
17	Tamil Nadu	Kolar Gold Field, Tiruchendur, Coonoor, Salem
18	Tripura	Kailashahar
19	Uttar Pradesh	Shahjahanpur, Orai, Manali, Fatehgarh, Ballia, Aligarh, Etawah, Hardoi, Puranpur
20	Uttarakhand	Tanakpur
21	West Bengal	Alipurduar, Contai, Purulia, Jhargram, Darjeeling, Godhra, Kalimpong

ALL INDIA RADIO

Organisational Set Up

The Directorate General, All India Radio functions under the Prasar Bharati (Broadcasting Corporation of India). The Director General has been declared the `Head of the Department`. He is responsible for the overall administration and supervision of the entire AIR network. In performance of his duties and functions, the Director General is assisted by the officers of the following wing.

Programme Wing

Additional Directors General in the Headquarters and in the regions are posted to assist the Director General for better supervision of the stations. The Headquarters of the Regional ADGs are situated at Kolkata (ER) Mumbai (WR-I), Lucknow (CR-I), Bhopal (CR-II) and Guwahati (NER), Chennai (SR-I), Bengaluru (SR-II), Delhi (NR-I) and Chandigarh (NR-II). A new Office of the ADG is to be opened at Ahmedabad (WR-II).

Engineering Wing

In respect of technical matters the Director General All India Radio is assisted by the Engineer-in-Chief and Additional Director Generals (Eng.) posted in the headquarters and of the Zonal Chief Engineers. In addition, there is a Planning and Development Unit in the Headquarters in respect of Development Plan Schemes of All India Radio. For Civil Construction activities, the Director General is assisted by the Civil Construction Wing (CCW) of AIR, which

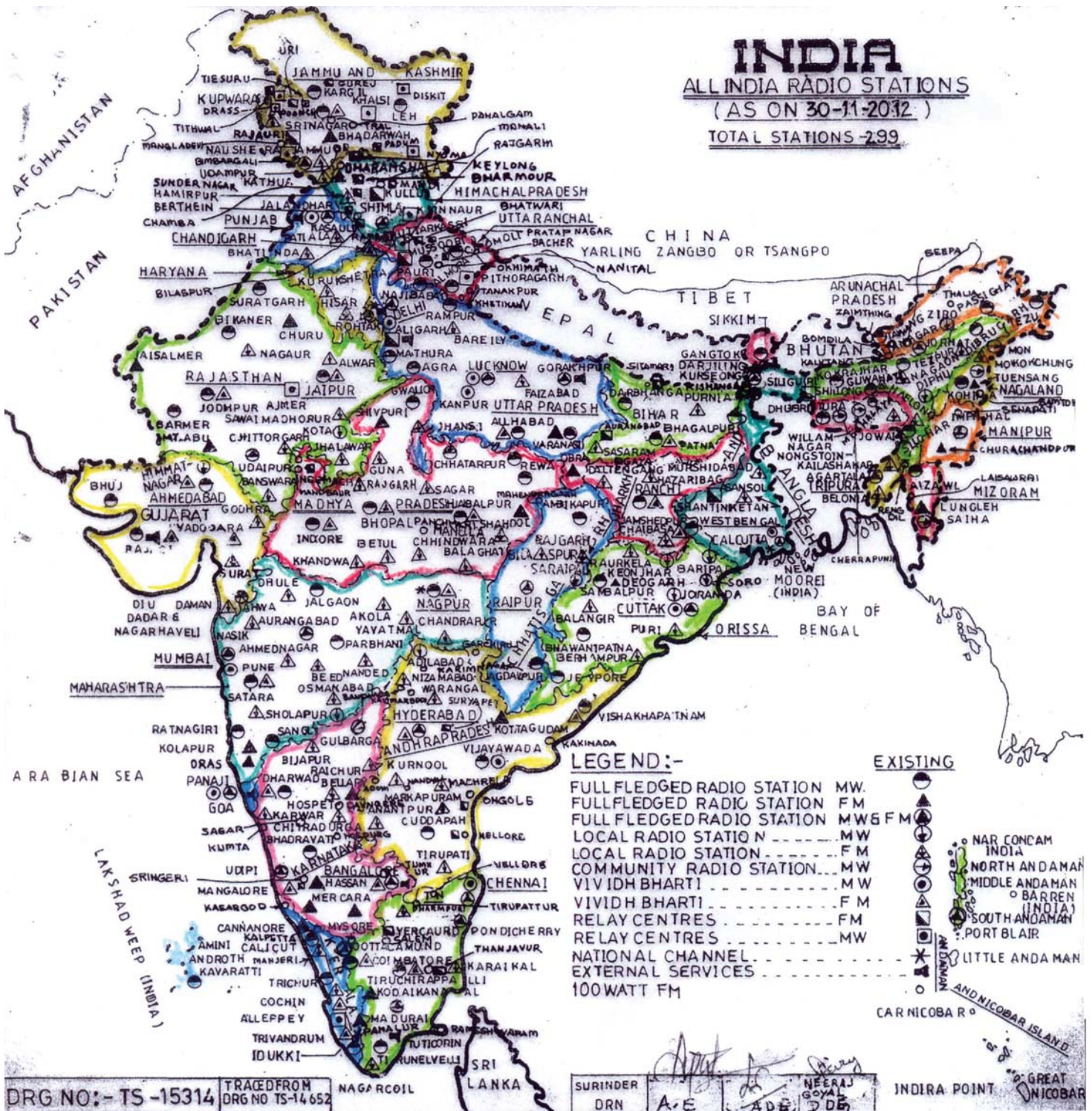


DG, AIR inaugurating DSNG Vans for AIR Guwahati, Shillong and Itanagar

INDIA

ALL INDIA RADIO STATIONS (AS ON 30-11-2012)

TOTAL STATIONS - 299



LEGEND:-

FULL FLEDGED RADIO STATION MW.	●	EXISTING
FULL FLEDGED RADIO STATION FM	▲	
FULL FLEDGED RADIO STATION MW & FM	⬆	
LOCAL RADIO STATION MW	○	
LOCAL RADIO STATION FM	⊙	
COMMUNITY RADIO STATION MW	⊕	
VIVIDH BHARTI MW	⊗	
VIVIDH BHARTI FM	⊘	
RELAY CENTRES FM	⊙	
RELAY CENTRES MW	⊕	
NATIONAL CHANNEL	⊗	
EXTERNAL SERVICES	⊘	
100 WATT FM	⊙	

EXISTING

- NAR CONCAM INDIA
- ▲ NORTH ANDAMAN
- ⬆ MIDDLE ANDAMAN (INDIA)
- SOUTH ANDAMAN
- ⊙ PORT BLAIR
- ⊕ LITTLE ANDAMAN
- ⊗ CAR NICOBAR
- ⊘ GREAT NICOBAR

DRG NO:- TS-15314 TRACED FROM DRG NO TS-14652 SURINDER DRN A.E NEERAJ GOYAL INDIRA POINT

is headed by a Chief Engineer; CCW also caters to the needs of Doordarshan.

Administrative Wing

A Deputy Director General (Administration) assists the Director General on all matters of organizations administration while the Additional Director General (Programmes) assists the 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 Deputy Director (Security) on matters connected with the security and safety of AIR installations viz, 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 feedback on the programmes broadcast by various stations of All India Radio

Activities of Sub-ordinate Offices of AIR

The number of subordinate offices of All India Radio performing distinct functions are given below:

News Services Division

News Services Division (NSD) works round the clock and broadcasts over 647 news bulletins both for home and external services. The bulletins are in Indian and foreign languages. It is headed by the Director General, News Services. There are 44 regional News Units of AIR. The bulletins vary from region to region according to news worthiness of national, regional and local affairs.

External Services Division

The External Services Division (ESD) broadcasts in 27 languages i.e. 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.

Transcription & Programme Exchange Service

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

Research Department

This Department carries out research and development of equipment required by AIR and Doordarshan, investigation and studies relating to AIR and Doordarshan, Development of Prototype models of R&D equipment for limited use field trials in the AIR and Doordarshan networks.

Central Store Office

AIR's Central Stores Office, located at New Delhi, performs functions relating to procurement, stocking and distribution for engineering stores for the maintenance of technical equipment at AIR Stations.

Staff Training Institute (Programme)

The Staff Training Institute (Programme) started to function for the Directorate in 1948, which has two main branches functioning from Kingsway Camp, Delhi and Bhubaneswar. They impart in-service training to programme personnel and administrative staff. It also conducts induction courses and short duration refresher courses for newly recruited staff and examinations for administrative staff.

In addition, at present five Regional Training Institutes of AIR are also functioning at Hyderabad, Shillong, Lucknow, Ahmedabad and Thiruvananthapuram .

Staff Training Institute (Technical)

The Staff Training Institute (Technical), apart of the Directorate since 1985, now functions at Kingsway Camp, Delhi. The Institute organizes training courses for the engineering staff of AIR and Doordarshan from the level of technicians to the Superintending Engineers. It also conducts departmental, qualifying and competitive Examinations. There is a Regional Staff Training Institute (Technical) at Bhubaneswar as well.

CBS Centres & Vividh Bharati Service (VBS)

There are 40 Vividh Bharati-cum-Commercial Broadcasting Service (CBS) Centres including exclusive VB Centres. The work relating to CBS is performed in two wings i.e. Sales and Production. An independent office known as Central Sales Unit along with 15 main CBS Centres looks after marketing of broadcast time.

Engineering Wing

Growth of Network & Coverage

All India Radio is one of the largest broadcasting networks in the world. At the time of independence there were six Radio Stations and 18 Transmitters (6 operating on medium wave and 12 on short wave) which covered about 11% population, stretch over 2.5% area of the country.

By 20th November, 2012 AIR network had grown up to 299 stations and 461 transmitters (146 MW, 48 SW & 267 FM) which provide coverage to about 99.19% of the country's population spread over 91.87% area of the country.

Activities during the year

1. From 1st April 2012, till date number of stations increased from 277 to 299 and number of transmitters from 433 to 461

- New 100W FM Transmitters commissioned during the year: Manali (Himachal Pradesh); Manendragarh (Chhattisgarh); Tral (J&K); Bimbargalli (J&K); Mandsaur

(M.P.); Pahalgam (J&K); Kammareddy (Andhra Pradesh); Banswada (Rajasthan); Nandyal (Andhra Pradesh); Adoni (Andhra Pradesh); Kakinada (Andhra Pradesh); Tumkur (Karnataka); Hosdurg (Karnataka); Davangere (Karnataka); Sagar (MP); Kumta (Karnataka); Punalur (Kerala); Kalpetta (Kerala); Kasargode (Kerala); Rameshwaram (TN); Vellore (TN); Tirupattur (TN)

- Additional Channel of 1KW FM Transmitter commissioned at existing station: Rampur (UP); Tezpur (Assam); Dibrugarh (Assam); Kargil (J&K); Drass (J&K); Padam (J&K); Tiesuru (J&K); Idduki (Devikulam) (Kerala)

Note: 1 KW MW transmitters at Aurangabad (Maharashtra) & Kanpur (Uttar Pradesh) were de-commissioned during the year as these were replaced by 10 KW FM transmitters early year.

2. Stations Technically Ready

Following stations with 1 KW FM Transmitters are technically ready for commissioning:

Rairangpur (Orissa); Longtherai (Tripura) - (Interim set up for 5 KW FM Tr.); Dungarpur (Rajasthan); Dharamanagar (Tripura); Srikakulam (A.P.); Goalpara (Assam); Lumding (Assam); Kolasib (Mizoram); Nutan Bazar (Tripura); Udaypur; Chemphai (Mizoram); Tuipang (Mizoram); Daporizo (Arunachal Pradesh.);

Stations with 10 KW FM Transmitters technically ready for commissioning are:

Lakhimpur Khiri (UP); Banda (UP); Mau Nathbhanjan (UP); Mehboobnagar (Andhra Pradesh); Amravati (Maharashtra); Junagarh (Gujarat); Dehradun (Uttarakhand).

These set ups will be commissioned on receipt of O&M Staff sanction and recruitment of staff. However, efforts are being made to start the transmission from these stations either by deploying the existing staff or by hiring retired officers on contract basis.

3. Special Package for J&K

- (i) Phase-I & Phase-II of Special Package for expansion & improvement of AIR services in J&K has been implemented.
- (ii) Phase-III - The scheme includes setting up of four Transmitters. Sites have been allotted for three places at Green Ridge (Uri Sector), Himbotingla (Ladakh Region), Natha Top (Jammu Region) and 4th transmitter is to be installed at existing TV site at Naushera. In addition to this, 4 Low Power 100 Watt FM Transmitters at Kargil, Drass, Tiesuru & Padam have already been installed during this year for the coverage of uncovered areas.

4. Phase - II of North-East Special Package:

Special Package for expansion & improvement of AIR services in

North East and island territories is under implementation. The package includes :

(1) 19 stations of 1 KW FM are:

1.	Arunachal Pradesh	Anini, Bomdila, Changlang, Daporjio, Khonsa
2.	Assam	Karimganj, Luming, Goalpara
3.	Manipur	Ukhrul, Tamenglong
4.	Meghalaya	Cherrapunjee
5.	Mizoram	Tuipang, Chemphal, Kolasib
6.	Nagaland	Wokha, Zunheboto, Phek
7.	Tripura	Udaipur, Nutan Bazar

New sites were required for setting up 19 new FM stations. There has been delay in offer of sites and demand notes for purpose by the State Governments.

- Sites have been taken over at 16 places. Sites for three places at Anini (Arunachal Pradesh), Ukhrul & Tamenglong in Manipur are yet to be allotted by the respective State Governments. This matter is being pursued.
- Out of above 16 places for which sites are available, transmitters have been installed at Goalpara, Udaypur & Kolasib, Lumsing & Nutan Bazar, Tuipang, Daporjio & Champhai. Work for the remaining 8 places is in progress.

- (2) Silchar & Gangtok** – 10 KW FM transmitter at Gangtok has been commissioned. 5 KW transmitter at Silchar is under testing for commissioning.
- (3) 100 W FM relay transmitters at 100 places:** Installed at 93 places including the 4 already installed during the current year. Work is in progress at 2 places.
- (4) Chinsurah** – Replacement of existing 1000 KW MW Transmitter with a new one which is under testing.
- (5) Kavaratti** – Replacement of 1 KW MW Transmitter. Transmitter received at site and is under problem of installation.
- (6) Digital Satellite News Gathering Systems (3 Nos)** – Equipment procured and deployed.
- (7) For strengthening the Zonal Office at Guwahati, the proposed construction of Permanent Office accommodation & Staff Quarters for NE Zone at Guwahati is in progress.

New Initiatives

As part of Digitalization Scheme approved by the Government under the 11th Plan, following activities were undertaken:

- Digitalization of 98 studios;
- Replacement of 31 old MW Transmitters by new DRM MW Transmitters at existing stations – 20 KW (5 Nos.) have been received and are under installation;
- Upgradation of MW DRM Tr. with Captive Power Plant at Arunachal-China Border at 3 places;
- Replacement of 10 KW MW Mobile by MW DRM Tr. at 6 places – Transmitters are procured and deployed;
- Conversion of 36 compatible MW Tr. to DRM Mode – Procurement of conversion equipment is in progress;
- New 1 KW/5 KW FM digital compatible Tr. at 24 places;
- 100 Watt FM Transmitters at 100 locations for extending FM coverage in uncovered rural and semi urban areas are under installation & commissioning;
- Replacement of old FM Trs. at remote & border areas at 34 locations with the same power & 6 nos. of 1 KW MW Trs. by 10 KW FM Trs. – Procurement is under process;

- (ix) Replacement of 5 SW Transmitters by DRM SW Transmitters - 500 KW SW Tr. for Bangalore has been received and under installation. 2 Nos. of 250 kW SW Transmitters for Aligarh & 2 Nos. of 100 kW SW Transmitters for Delhi are under procurement;
- (x) Augmentation of Archival facility at Delhi & creation of Archival facility at Chennai, Mumbai, Kolkata & Hyderabad – Supply, Installation, Testing & Commissioning SITC proposal for equipment is under process;
- (xi) Augmentation of 44 existing New Units and Creation of 7 New Regional News Units – hardware has already been installed by the firm at all RNUs and augmentation process is nearing completion;
- (xii) Digital Studio Tr. links – Procurement is under process;
- (xiii) 5 New Captive Earth Stations at Dehradun, Silchar, Tiruchirapalli, Madurai & Dharwad – SITC proposal is under process.

Activities of IT Division

1. Human Resources Information System

An Online Human Resources Information System software is under development, where in all the details (including the personal details, transfer postings, training, vacancy position in each grade, other service details etc.) related

to staff posted in a station would be stored. The functionality of this application will be further extended to cater to the demands of the Human Resources Management System of the organisation.

2. Webcasting and podcasting services of All India Radio

Under the 11th Plan approved scheme for Provision of Webcasting and Podcasting services of AIR, a single channel audio streaming (URDU service of ESD Services of AIR) has been started as a pilot. It is available through the AIR website www.alindiaradio.gov.in

3. Ainet

An On-line extranet information dissemination application, where-in the circulars/orders/ other important documents issued by PB Sect., AIR & DD Directorates can be uploaded for various offices/ stations of AIR & DD to view and download.

- Various sections of PB, AIR & DD can login and upload their circulars/orders etc. in PDF format.
- Offline packages, Artist Booking System, Payroll, developed by IT Division and other utilities are available for download.

4. Court Case Monitoring System

A web based application for monitoring all the on-going court cases for various departments under Prasar Bharati has been developed. Starting with the entry of a new court case to recording down all proceedings and maintaining the history of each and every case, it

generates a list of proforma reports, as detailed below, for officers to easily refer to the list and pursue the case accordingly.

- a. List of Pending court cases.
- b. List of cases which are likely to be challenged/ or face contempt.
- c. Cases coming up for hearing in next 'N' days.
- d. Various summary reports court wise, subject wise etc.

It has facilities to upload all the documents related to a case, sending email alerts to the concerned officers related to cases coming up for hearing in the next 14 days.

5. Budget Expenditure Monitoring System

An online software application is being developed for submission of monthly expenditure statements online by various offices of AIR. The functionality of this application shall later on be extended to accommodate the allocation of budget to various offices and generate various kinds of reports.

6. Online submission of Annual Property Returns

An online software application is being developed for submission of Annual Property Returns online by various offices of AIR. This information shall be used to display the related information in public domain as required by RTI Act 2005.

Programme Activities

The Programme activities of All India Radio during 2012-13 are:

Live broadcast of the following function was taken up

- Celebration of Public Sector Day and Presentation of SCOPE Meritorious Awards to Central Public Sector Enterprises (CPSEs).
- Inauguration of Silver Jubilee Celebration of Regional Cultural Centres by the Prime Minister Dr. Manmohan Singh from Panchkula, Haryana.
- 59th National Film Awards Presentation Ceremony from Vigyan Bhawan, New Delhi.
- Closing Ceremony of Commemoration of Rabindranath Tagore's 150th Birth Anniversary Celebrations from Vigyan Bhawan, New Delhi.
- 60th Anniversary Function of the Parliament of India from the Central Hall, Parliament House, New Delhi.
- Function of Hindi Sevi Samman for 2008 & 2009 organised by Kendriya Hindi Sansthan, Ministry of Human Resource Development, at Rashtrapati Bhawan, New Delhi.
- Farewell Function organised in honour of Smt. Pratibha Devisingh Patil, Hon'ble President of India by the Members of Parliament from Central Hall of Parliament House.
- Swearing-in Ceremony of Hon'ble President Shri Pranab Mukherjee from Rashtrapati Bhawan.
- Presentation ceremony of Sports Awards by the Hon'ble President Sh. Pranab Mukherjee from Rashtrapati Bhawan, New Delhi.
- Function held to distribute National Awards to Teachers for 2011 from Vigyan Bhawan, New Delhi on Shikshak Divas.
- Inaugural Session of the International Academic Conference on "Economic Growth and Changes of Corporate Environment in Asia" organised by the Indian Law Institute from Vigyan Bhawan, New Delhi.
- Special Function to commemorate the 150th Birth Anniversary of Sh. Motilal Nehru from Vigyan Bhawan, New Delhi.
- Presentation Ceremony of Shanti Swarup Bhatnagar



Chief Minister of Delhi, Smt. Sheila Dixit interacting with public through AIR Programme

Awards and other Awards by the Hon'ble Prime Minister of India Dr. Manmohan Singh from Vigyan Bhawan, New Delhi.

- Inaugural Ceremony of Seventh Meeting of Women Speakers of Parliament from Central Hall, Parliament House, New Delhi.
 - Swearing-in Ceremony of new Members of Union Council of Ministers from Rashtrapati Bhawan, New Delhi.
 - Memorial Concert on the Death Anniversary of Smt. Indira Gandhi.
 - 27th Indira Gandhi Award for National Integration Presentation function from Jawahar Bhawan, New Delhi.
 - Special function from the premises of Broadcasting House on 12th November 2012 on the occasion of 'Public Service Broadcasting Day' to commemorate the 65th Anniversary of Mahatma Gandhi's visit to Broadcasting House.
 - Jawaharlal Nehru Memorial Lecture delivered by Aung San Suu Kyi of Myanmar from Vigyan Bhawan, New Delhi.
 - Inaugural and closing ceremonies of 43rd International Film Festival of India at Panaji, besides daily radio reports on the Festival.
 - Special function for the distribution of National Safety Awards (Mines) for the Year 2008, 2009 and 2010 organised at Vigyan Bhawan, New Delhi.
 - Presentation function of the National Awards for the Empowerment of Persons with Disabilities on the occasion of International Day of Disabled Persons.
 - Function on 13th December, 2012 from Parliament House to pay floral tributes to the martyrs, who sacrificed their lives during a terrorist attack on Parliament.
- Broadcast of Radio Report on the following events :**
- Panchayati Raj Diwas Celebration held at Vigyan Bhawan, New Delhi.
 - 59th National Film Awards Presentation Ceremony held at Vigyan Bhawan, New Delhi.
 - 'International Conference on Science Communication in Hindi organised by Vigyan Prasar, National Institute of Science Communication and Information Resources (NISCAIR) & Department of Science & Technology, Ministry of Science & Technology.
 - Flood situation in Barpeta, Assam.
 - Launch of Saakshar Bharat Abhiyan at Red Fort, Delhi.
 - Saakshar Bharat Awards Ceremony and other programmes organised at Lucknow on the occasion of International Literacy Day.
 - Inaugural session of the Summit of Science Academies of South Asian Countries at Indian National Science Academy, New Delhi.
 - Annual Conference of Directors General/ Inspectors General of Police of States/ Union Territories at Vigyan Bhawan, New Delhi.
 - Indian Space Research Organisation (ISRO)'s 100th Space Mission: the launch of the Polar Satellite Launch Vehicle C-21 from Sriharikota.
 - Vishwakarma Puraskar & National Safety Awards – 2011.
 - Function to mark the 8th Formation Day of the National Disaster Management Authority (NDMA).
 - UN Biodiversity Convention held at Hyderabad.
 - Concluding Session of the UN Biodiversity Summit held at Hyderabad.
 - Functions organized in Delhi in connection with the birth anniversaries of Mahatma Gandhi and former Prime Minister Shri Lal Bahadur Shastri.
 - Exhibition organized by World Crafts Council at Chennai.
 - World Crafts Summit held at Chennai.
 - Inaugural Session of the XIX Conference of CBI and State Anti-Corruption Bureaux held at New Delhi.
 - Function jointly organized by National Disaster Management Authority and National Institute of Disaster Management at Vigyan Bhawan, New Delhi to mark Disaster Reduction Day.

- Inaugural Session of the 7th Annual Convention of the Central Information Commission held in New Delhi.
- Valedictory Session of the 7th Annual Convention of the Central Information Commission held in New Delhi.
- Inaugural Ceremony of 32nd India International Trade Fair.
- Events held at Delhi to commemorate the Birth Anniversary of Smt. Indira Gandhi.

Broadcast of the following recordings was done:

- Prime Minister Dr. Manmohan Singh's Speech delivered during Rio+20 Summit (United Nations Conference on Sustainable Development) held in Brazil.
- Hon'ble President, Smt. Pratibha Devisingh Patil's Address to the Nation on the eve of her demitting office.
- Hon'ble Prime Minister Dr. Manmohan Singh's Address to the Nation in Hindi and English on 21st September 2012.

- **Following programmes were broadcast in connection with the celebration of Independence Day:**

- Hon'ble President Sh. Pranab Mukherjee's Broadcast to the Nation on the eve of Independence Day in Hindi and in English. Regional language versions were also broadcast by concerned AIR Stations.
- Live Broadcast simultaneously in Hindi and English of the Flag



Minister of State (Independent Charge) for I & B, Shri Manish Tewari addressing at the Akkineni Nageswara Rao Award function, in Hyderabad

Hoisting Ceremony and Address to the Nation from the ramparts of Red Fort, Delhi by Hon'ble Prime Minister Dr. Manmohan Singh.

iii) Radio Report on the various functions organised to mark the Independence Day.

The other broadcast were:

- Hon'ble Prime Minister Dr. Manmohan Singh's address at the 16th Non-Aligned Movement (NAM) Summit at Tehran followed by a special live discussion by NSD.

- Repeat broadcast of the recording of the Prime Minister Dr. Manmohan Singh's address delivered at 16th NAM Summit at Tehran, Iran.

- Consolidated Radio Report on the various programmes organized at Lucknow on the occasion of International Literacy Day.

- Consolidated Radio Report on International Academic Conference on "Economic Growth and Change of Corporate Environment in Asia" from Vigyan Bhawan, New Delhi.

- Broadcast of the Special Programme "Mahishasur Mardini" in Hindi on the occasion of Mahalaya.
- Curtain Raiser on 43rd International Film Festival of India 2012 at Panaji, Goa.

Broadcasts made during Assembly Elections in States:

- Gujarat and Himachal Pradesh election updates as per Election Commission Guidelines.
- Programmes supporting Systematic Voter's Education and Electoral Participation (SVEEP) campaign of the



Chief Minister of Andhra Pradesh, Shri Kiran Kumar Reddy and Minister of State (Independent Charge) for I & B, Shri Manish Tewari presenting the ANR award 2012 to Shyam Benegal, at a function, in Hyderabad

Election Commission of India in Himachal Pradesh, Gujarat, Meghalaya, Nagaland and Tripura where elections were due.

Proposed Activities

- Coverage of various important national/international events as and when information is received.

Publicity

1. Regular publicity was given to Flagship Programmes of the government.
2. Suitable Programmes regularly mounted by AIR Stations on price rise of essential commodities and steps taken/being taken by Government to check the price-rise. A weekly report submitted to the Ministry.
3. Publicity of the Citizens Charter, International Day of the Elderly Celebration.
4. Being Annual feature, publicity with regard to Annual Kailash Mansarover Yatra.
5. Publicity with regard to celebration of World Tourism day, World Water Day.
6. Publicity to the National Consumer Day.
7. Broadcast programmes on issues converning “Eradication of Untouchability”.
8. Publicity is given to oil & gas conservation fortnight, every year from 15 Jan. to 31st Jan.

9. Publicity of the DTH Services.
10. Inter-ministerial Committee meeting for National Policy on older persons.
11. Publicity to PM’s New 15 Point Programmes “Welfare of Minorites”.
12. Feedback report of Directorate of Field Publicity.
13. Publicity to observance of 2nd October, 2008 as International Day of Non-Violence.
14. Publicity to Communal Harmony Campaign Coinciding with Quami Ekta Week from 19 to 25 November, 2012.
15. Wide Publicity to Press Releases from Lok Sabha and Rajya Sabha regarding Bill & Amendments.

Farm & Home Broadcast

All India Radio is dedicated to its rural audience for more than five decades. Farm and Home programmes are broadcast by all stations of AIR. Programmes have been designed to cater to the day to day seasonal needs of the farming community incorporating latest information and technology for best agricultural output. These programmes create awareness about the ways & means to improve the quality of life of the country’s farming community. The programmes are broadcast daily in the morning, afternoon and evening with average duration of 60 to 100 Minutes per day for rural women, children & youth.

AIR has expanded its Agriculture Broadcasts with the launch of an exclusive project on Mass Media support to Agriculture Extension entitled ‘*Kisanvani*’ from February 2004, in collaboration with the Directorate of Agriculture & Cooperation, Ministry Of Agriculture, to keep local farmers informed about the daily market rates, weather reports and day to day information in their respective areas at micro level. Presently *Kisanvani* is being broadcast and relayed from identified 96 AIR stations across the country. Broadcast on a narrow casting mode, the programme is mostly interactive in content involving field based recordings of farmers and studio dial outs and dial ins with experts and farming community which are quite popular with the target audience.

Stations mounted publicity to the free demonstration of Soil testing & DNA finger printing technology for seed testing organized by the Ministry of Agriculture at their pavilion during the India International Trade Fair -2012 held in New Delhi.

Special publicity campaigns were mounted by the stations to create awareness about the protection of plant varieties and farmers’ right authority set up by the government. Livestock Census launched by the Department of Animal Husbandry, Ministry of Agriculture, was given extensive publicity by all AIR stations.

Workshops

AIR also conducted six Appraisal and Refresher workshops for its,

Kisanvani programme producers in collaboration with Department of Agriculture and Cooperation, Ministry of Agriculture. The workshops held at Guwahati, Chennai, Ahmedabad, Bhubneshwar, Chandigarh, and Lucknow aim to improve the quality and content of the programme. The workshops were attended by representatives from the Ministry of Agriculture, National Informatics Centre and various State Agriculture Departments & Universities.

Radio Kisan Diwas

Farmers, who got benefited by the information disseminated through agricultural programmes on AIR, share their experiences with other fellow farmers in their regional language/dialect. All India Radio observes 15th February as Radio Kisan Diwas over all its stations by mounting special programmes on the occasion. Besides, campaigns on National Food Security Mission, crop advisories, draught situation, Bird Flu etc. got suitably addressed by all AIR Stations in their daily broadcasts.

Environment

In view of its importance, wildlife and forest conservation is treated by AIR as a challenge and emphasis is given on development activities as well as social rituals. AIR projects the success of governmental initiatives, which take place in forestry, wildlife conservation and ecological balance. As such, AIR is broadcasting programmes on themes such as wildlife and animal care through its various special audience programmes.

World Environment Day was observed by stations on 5th June 2012 by mounting special programmes to create awareness about preservation of environment with emphasis on the year's theme of preserving biodiversity. Issues of social forestry, preventing land degradation and desertification, ozone hole depletion, climate change, water harvesting and noise pollution were also addressed suitably in the programming schedules. Special coverage has been provided to the launch of Biodiversity Express-the interactive mobile exhibition launched by the Ministry of Environment which is scheduled to traverse 25 States and 100 stations upto 22nd December 2012 .

All the AIR stations are giving wide publicity to the legal factors concerning environment and forestry. These programmes are monitored regularly by the Directorate, through monthly statements sent by AIR stations.

Health & Family Welfare

Health programmes are regular broadcasts of AIR. The subject covered in regular broadcast of health programmes 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 terminal of pregnancy, promotion of institutional legal provisions, management of reproductive tract infections (RTIs) and sexually transmitted infections (STIS),

Pre-Natal Diagnostic Techniques (Regulations and Prevention of Misuse) Act- 1994, AIDS, drug abuse, breast feeding, child right, child labor, girl child, disability, TB, Leprosy and reproductive child health etc.

Wide publicity is being given to blood donation and eye donation. Suitable programmes have also been mounted against Drug abuse, tobacco consumption, illicit trafficking, and AIDS and create awareness about the rehabilitation and facilities s being provided to the leprosy affected persons/ families.

Special programmes in various formats were broadcast from AIR Stations across the country to create awareness about the adverse child sex ratio and to alter the Negative mindsets leading to abortion of girl child foetus. Publicity was also given to the Pre- Natal Diagnostic Techniques act and the penalties contained therein to create public opinion against violation of its provisions.

Special efforts have been made to create awareness on global iodine deficiency disorders. All AIR Stations are giving wide publicity of IEC- campaign against malnutrition. Stations have also mounted maximum possible suitable programmes on Dengue and Chikungunia under "Arogaya Bharatam". Keeping in mind the slogan "Aging and Health", programmes on eye care and for persons with disabilities have been broadcast.

Children

All AIR stations broadcast programmes for children on regular

basis. Programmes for children are done under three categories: (1) Children between 5 to 7 years (2) between 8 and 14 years (3) Special programmes for rural children.

Some of the programmes are broadcast on weekly basis. Plays, short stories, features, choral singing, interviews, stories from epics etc are part of these broadcasts.

Children's Day was celebrated on November 14th as Bal Diwas with special activities for children, like stage shows and invited audience programmes on the theme of "Bacche Swasth - Gyanwan, Nirbhik Bharat Ka Nirman." And for 19th Nov. 2012 the theme was "Hamari Beti Desh Ka Samman."

Women

Programmes for Women in AIR 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, women empowerment, gender issues etc.

Special programmes focusing on the status and importance of the girl child are being broadcast throughout the year to create social awareness, to welcome the girl child's birth. These programmes also aim at creating social awareness about the rights and privileges of women through the propagation of legal literacy. Different traditional folk forms are used to communicate with the rural audience.

International Women's Day and Week is observed in the month

of March every year with special programmes on women related issued in different formats.

Music

Hindustani

Performances by the following eminent and promising artists were broadcast from April 2012 to Dec 2012.

In the National Programme of Music and Ravivasariya Akhil Bharatiya Sangeet Sabha :- Mandira Lahiri (Vocal), Zohar Ali (Violin), Jaya Sri Ranade (Li. Cl.Vocal), Ramjilal (Pakhawaj), Soumalya Chakravorty (Sitar), Ustad Zamir Ahmed Khan (Tabla), Nishad Bakre (Vocal), Aaftab Ahemd (Tabla), Jaydeep Ghosh (Sarod), Aslam Khan (Vocal), Kalyani Rai (Sitar), Arup Chatterjee (Tabla), Rattan Bharti (Guitar), Satyaranjan Gangle (Tabla), Kalyani Desmukh (Vocal), Madhu Bhatt Telang (Dhrupad/ Dhamar), Vidya Kathade (Vocal), Bahaudin Dagar (Rudra Veena), Devi Prasad (Sarod), Smt. Subhra Guha (Vocal), Rajesh Geetesh Mishra (Vocal Duet), MorMukut - Manoj Kedia (Sarod/ Sitar Jugalbandi), Shri. Damodar Hota (Vocal), Shri. Nilladri Kumar (Sitar), Shri Prabhakar & Deevakar (VocalDuet).

Akaskvani Sangeet Sammelan Concerts were held at 24 stations all over the country on 29th Sept 2012 featuring artists of Hindustani and Karnatic music.

The following eminent artists of Hindustani music

participated in these concerts:-

Balchandra Nakod (Vocal), Abhishek Lahiri (Sarod), Meeta Pandit (Vocal), Dr. Pramod Prabha Shankar Gailwad & Party (Shehenai), Ustad Moinuddin Khan (Sarangi), Vid. Manjari Alangoankar (Vocal), Prof. Ritvik Sanyal (Dhrupad/ Dhamar), Pt. Ajay Prasanna (Flute), Dharam Nath Mishra (Lt. Cl. Vocal), Prof. Sahitya Kumar Nahar(Sitar), Pratima Tilak (Vocal), Pt. Ramswaroop Rationia (Tabla Solo), Vid Sumitra Guha (Vocal), Mohit Kumar (Guitar), Pt. Deenanath Mishra (Vocal), Pt.Kartik Kumar (Sitar), Ganpati Bhatt (Vocal), Pt. Ulhas Bapat (Santoor), Pt. Yash Paul (Vocal), Kailash Patra (Violin), Pt. Swapan Sinha (Tabla Solo), Dr. Suhasini Koratkar (Vocal), Vid N. Rajam (Violin), Pt. Devi Prasad Chatterjee (Sitar), Vidushi Savita Devi (Lt.Cl. Vocal), Ustad Mahmood Mirza (Sitar), Pt. Brij Narayan (Sarod), Ustad Iqbal Ahmed Khan (Vocal), Ritesh & Rajneesh Mishra (Vocal Duet).

The recordings of these concerts were broadcast from 20th Oct 2012 to 30th Nov 2012 in the national hook up of AIR .

AIR introduced regional Folk and Light Music festival at par with Akashvani Sangeet Sammelan. It was held on 23 July 2012. The purpose of this festival was to project, promote and propagate the rich folk cultural heritage of our country.

AIR music competition is a regular feature to reach and scout new talent from among the youth. For

the year 2012 this competition was held at Delhi and Chennai for Hindustani and Carnatic Music respectively.

Carnatic

The year commenced with the Trinity and other Vaggeyakara Music Festival which was held at Bengaluru from 20th to 22nd April, 2012. In this festival both young and prominent artists featured to enrich the occasion. Tyagaraja Compositions were rendered by Smt. Gayatri Sankaran, Padams, Javalis and Tillana were rendered by Sri Malladi Suribabu, Shyama Shastri & Annaswamy Sastry Compositions by Adoor Sri P Sudarsanan, Tamil Compositions by Thiruvaiyaru Smt. BV Jayasri, Muthuswamy Dikshitar Compositions by Smt. R Chandrika, Dasa Compositions by TN Ashok. These programmes were broadcast in the National Programme of Music from June to July, 2012. A special concert featuring Compositions on Lord Krishna rendered by Kum. Lalita & Smt. Haripriya on the eve of Janmashthami was broadcast.

- Another notable event that closely followed was the prize distribution function of AIR Music Competitions 2011 (Carnatic Music) with Concert performance by the prize winners held before the invited audience at Vijayawada & Chennai.
- The National Folk & Light Music Festival 2012, held at Kozhikode, Mangalore, Tirunelveli and Warangal featured

Malayalam Light songs by Kavalam Sri N Sreekumar (Thiruvananthapuram), Malayalam Folk songs by Smt. Vadaman Devaki Amma (Thiruvananthapuram), Tamil folk songs by Sri TAR Nadi Rao & Party (Tiruchirapalli), Kannada Light songs by Smt. BR Geetha (Bengaluru), Telugu Folk songs by Sri Bala Brahmachary (Hyderabad) and others.

- Another Major event in this year was Akashvani Sangeet Sammelan concerts. This year Akashvani Sangeet Sammelan Concerts were held at 24 venues on 29th September, 2012 out of which Carnatic Music featured at 12 places across the country presenting eminent and promising artists. To mention a few, Sri MK Sankaran Namboothiri (Vocal), Smt. RA Ramamani (Vocal), Sri S Sundar (Veena), Smt. V Krishnaveni (Violin), Smt. Sukkanya Ramgopal (Ghatam ensemble) participated in the concerts.
- The Thyagaraja Aradhana Music festival concerts were relayed live from Thiruvaiyaru on 27th January 2013 on the National hook-up and also on 31st January 2013 in the morning. There was live coverage of Pancharatna Gosthi Ganam to mark the 166th Aradhana Celebrations of Saint Composer Thyagaraja.

Sports

During the year 2012-13, All India Radio provided appropriate and effective coverage to the various

National/International Sporting events.

Wide publicity of the radio coverage of all events was given in advance over all AIR channels and networks and on its Facebook page.

London Olympics 2012

All India Radio provided extensive coverage to the 30th Summer Olympics 2012, held in London from 27th July to 12th August 2012, as per the details given below:

Cricket

Running commentaries on the following Cricket matches were broadcast:

- India – West Indies Test Matches and ODI Cricket Series 2011 played in India.
- India- Australia Test Matches and T/20 Cricket Series played in Australia.
- Common Wealth Bank Triangular ODI Cricket Series -2012 held in Australia.
- Asia Cup -2012 ODI Tournament played in Bangladesh.
- 2nd Qualifier and the Final Match of IPL -2012 Tournament played in India.
- India – Sri Lanka ODI and T/20 Cricket series played in Sri Lanka.
- India – New Zealand ODI and T/20 Cricket Series played in India.
- ICC T/20 Cricket World Cup – 2012 played in Sri Lanka.



Saina Nehwal - interviewed by AIR during Olympics

Football

Running commentaries on the following Football matches were broadcast:

- Final Match of 52nd Subroto Cup Football Tournament played in Delhi.
- India specific, Semi Finals and Final Matches of the 9th SAFF Championship – 2011 played in Delhi.
- India – Bayern Munich Football exhibition match played in New Delhi.
- Semi-finals and Final match of the 66th National Football

Championship for Santosh Trophy - 2012 played in Cuttack.

- India-specific and Final Matches of 15th Nehru Cup Football Tournament – 2012 played in New Delhi.
- Final Match of 53rd Subroto Cup – 2012 played in New Delhi.

Hockey

Running commentaries on the following Hockey matches were broadcast:

- Final Match of 116th Beighton Cup Hockey Tournament played in Kolkata.
- Final Match of the 48th Nehru Senior Hockey Tournament played in Delhi.
- Final Match of the 29th Surjit Hockey Tournament – 2012 played in Jalandhar.
- Final Match of the 2nd National Senior Women's Hockey Tournament – 2012 played in Bhopal.
- Goodwill football matches held in Jammu & Kashmir between J&K XI and Mohan Bagan

of Kolkata (at Jammu and Srinagar).

Tennis

Running commentaries on the following Tennis matches were broadcast:

- Final Match of Chennai Open Tennis Championship – 2012.
- Davis Cup Asia/ Oceania Zone Tennis Match played in Chandigarh.

Badminton

Running commentaries on the following Badminton matches were broadcast:

- Final matches, Men's Singles, Women's Singles, Men's Doubles, Women's Doubles and Mixed Doubles matches of India Open World Super Series Badminton Championship -2012.
- Final match of 77th Senior National Championship – 2012 played in Srinagar.

Kabaddi

- Radio Report on First World Cup Women's Kabaddi Championship – 2012 played in Patna in March, 2012.

Chess

- Daily voice-casts on the World Chess Championship held at Moscow in April, 2012. Grandmaster Vishwanathan Anand defended World Championship beating Boris Gelfand.

Table Tennis

- Radio Report on 73rd Senior National and Inter State Table Tennis Championship – 2012 played in Lucknow in January, 2012.

Aquatic

- Radio report on 66th Senior National Aquatic Championship held at Pune in October, 2012.

Wrestling

- Consolidated Radio Report on Inaugural Indian Wrestling Grand Prix – 2012 held in New Delhi in May, 2012.

NEWS SERVICES DIVISION

The News Services Division (NSD) of All India Radio disseminates news and information to listeners in India and abroad. The Division broadcasts 651 bulletins per day for a total duration of nearly 55 hours in about 90 languages/dialects in Home, Regional, External and DTH Services. About 312 news headlines on hourly basis are being mounted on FM mode from 41 AIR Stations. In addition, 1405 news based programmes are also broadcast every month from the NSD and its Regional News Units (RNUs). News based programmes focus on issues related to common man and development initiatives taken by the government.

The NSD also provides news through News-on-Phone (NOP), SMS and Electronic Display Board. Latest news headlines are

made available to listeners-on-phone from 14 AIR Stations in ten regional languages besides English and Hindi.

Regional News Units (RNUs):

Regional News Units are AIR's windows to take the news to the common man in the remotest areas of the country in their own languages and dialects. 44 RNUs across the nation work like an extended arm of the News Services Division to fulfil its objective to give news in most objective, fair and analytical manner to the listeners. While each State has at least one RNU, some states have 2 or more RNUs. Maharashtra has the maximum number of four RNUs. Though AIR Kargil does not have an RNU, news bulletins are being broadcast from there since 2008.

These Units mount 172 regional news bulletins a day in 76 regional languages/dialects for over 21 hours duration in home services and 10 news bulletins in six languages in external services for over one hour duration. Three new Bulletins in Marathi from RNU Aurangabad have been initiated from 1st April, 2012. Besides, RNUs also broadcast 290 Headline bulletins on FM Rainbow and other frequencies for a total duration of over 10 hrs. Around 1019 news based programmes are also broadcast every month by RNUs. Special bulletins and live programmes are mounted during Assembly elections.

Website: The News Services Division maintains a multilingual news website www.newsonair.nic.in to reach out to a cross-section of people in the world including the Indian diaspora living abroad.

Besides getting access to latest state, national, international, business and sports news, visitors to the site can also listen to the audios of 182 news bulletins/ news-based programs in 28 regional languages including English and Hindi. Scripts of over 100 news bulletins in 27 languages are available on the website. The website also provides a huge archive of News and Audio Bulletins/ programmes in searchable format which is useful for the general public. Rich Site Summary (RSS) feeds are provided for each of the news items on the website. Podcasting facility is also available for visitors who can access audio bulletins on their handsets/ computers. In order to further strengthen the USP of NSD website, audios of 12 more regional bulletins were added to the website between April to November 2012. These include 2 Ladakhi, 1 Sindhi,

3 Kannada, 2 Konkani, 1 Hindi, 2 Telugu and 1 Nepali bulletins. Script of 10 regional bulletins were also introduced during the said period which include 1 Nepali, 4 Konkani, 3 Telugu, 1 Odiya, and 1 Hindi bulletins.

The popularity of the website has increased during the aforesaid period as average number of daily hits increased by 44 per cent from 26,000 in April 2011 to 37,549 in November 2012. It is among the top 10 government websites occupying the 6th position. The Website Cell has redeveloped website with the support of NIC to provide additional features and further enhance its security. The redesigned website will be launched once its security audit is over replacing the earlier one. Appropriate action was also taken on the feed back received from the

listeners by giving regular reply to them. Some of the suggestions given by the visitors were taken on board and incorporated in the website.

Youtube: Recently, the NSD has started uploading news bulletins and news based programmes on the Ministry's link on Youtube also.

News Based Programmes: Apart from regular bulletins, News Services Division also organises daily and weekly programmes on news, and other issues relating to common people. Generally, the NSD covers the information about policy programmes and initiatives for the welfare of the people to popularise them with the masses. It acts like a catalyst for social change. The daily programmes broadcast on such themes are Spotlight/News analysis/Samayaki. The weekly programmes include Money Talk,



Minister of State (Independent Charge) for I & B, Shri Manish Tewari addressing at the inauguration of the Broadcast Engineering Society (India) Expo- 2013 and 19th International Conference & Exhibition on Terrestrial and Satellite Broadcasting, organized by BES (India), in New Delhi

Public Speak, *Charcha Ka Vishay Hai, Vaad Samvad, Surkhiyon Se Parey*, Current Affairs, Human Face, Interview of the Week etc.

Commercial Wing of AIR

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 Centers located in different parts of the country, 10 Marketing Divisions at Mumbai, Delhi, Chennai, Bengaluru, Hyderabad, Kolkata, Kochi, Thiruvananthapuram, Guwahati & Jalandhar has been able to augment the overall commercial

revenue of the organization year-after-year along with maintaining its basic identity as a Public Service Broadcaster.

A prescribed Code of Conduct governs the programmes as well as commercials, broadcast on All India Radio. While strictly adhering to the Broadcast and Commercial Codes and facing budgetary & staff constraints at almost all the AIR



Advisor to the PM on Public Information Infrastructure & Innovations, Planning Commission, Shri Sam Pitroda presenting the BES (India) Special Recognition Award to the Ministry of Information and Broadcasting. Secretary, Ministry of I & B, Shri Uday Kumar Verma receiving the award at the inauguration of the Broadcast Engineering Society (India) Expo- 2013 and 19th International Conference & Exhibition on Terrestrial and Satellite Broadcasting, organized by BES (India), in New Delhi in the presence of Minister of State (Independent Charge) for I & B, Shri Manish Tewari

Stations including CBS Centers, 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 Hindustan Lever Ltd., Idea Cellular Ltd., Nirma Ltd., Vicco Laboratories, P&G Home Products, Vodafone Essar Spacetel Ltd, Emami Ltd., Gillette (I) Ltd., and Johnson & Johnson Ltd. From the Government and the Public Sectors, some of the main clients have been the Ministry of Rural Development, Ministry of Health & FW, Directorate General of Health Service., Ministry of Home Affairs etc.

To face the competition prevailing in the market, Commercial Wing is in the process of revising / rationalizing its tariff card suitably to make it more client friendly as well as competitive. Special Package Rates for FM Channels as well as for Vividh Bharati Channels are being worked out and will be introduced very soon. With a view to bring professionalism and to enhance the sale of commercial airtime, Prasar Bharati has allowed cross channel publicity on AIR and Doordarshan which would form a part of the commercial deal by either extending similar facility of equivalent value or providing revenue generation for the Corporation.

Commercial Wing has continued 1:1 Bonus Schemes for spot-buys bookings on 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. Marketing Divisions and CBS Centers provide cost-effective media plans for their clients giving maximum opportunity of publicity to their products / services within their available budget.

The Commercial Wing of All India Radio has been equally involved with other executive sections/wings of All India Radio in giving support / strategic feed back to the policy makers in the Programme Wing in order to make the radio broadcasts more effective in the current competitive media environment. In fact, the onus for generating 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.

Marketing Division

To step up in-house marketing and the need for a more strategic way of earning revenue, paved the way for opening up of Marketing Divisions by Prasar Bharati in major cities. The first Marketing Division was established in Mumbai and at present Marketing Divisions are functional at New Delhi, Chennai, Bengaluru, Hyderabad, Kolkata, Guwahati, Kochi, Thiruvananthapuram & Jalandhar. The Divisions located in Delhi, Mumbai, Kolkata and Chennai are designated as zonal hubs. The overall revenue generation of Prasar Bharati has been growing

remarkably ever since these divisions came into being way back in late 90's.

Some of AIR's major clients include Ministry of Agriculture, Ministry of Consumer Affairs, Ministry of Drinking Water and Sanitation, Ministry of Minority Affairs, Rural Development, Ministry of Health & Family Welfare, National Aids Control Organization, Ministry of Human Resource Development, National Disaster Management Authority, Ministry of Home Affairs, PCRA & Private clients such as Tata Docomo, Coca cola, Perfetii, Airtel, Vodafone, Dabur, Hindustan Lever & Hero Honda etc.

With the continuous and concrete efforts of these divisions, All India Radio has been able to earn overall revenue of ₹ 359.65 crores in the year 2011-12 and in the Year 2012-13, the overall revenue is ₹ 188.89 crores till September 2012.

At present approvals from the Ministry of Overseas Indian Affairs, NACO, Ministry of School Education and Literacy, Ministry of Rural Development & Ministry of Road Transport and Highways etc are expected.

With the kind of projects in the pipeline AIR hopes to get good revenue and achieve its targets successfully.

Transcription & Programme Exchange Service

The Transcription Service was started on 3rd April 1954 and entrusted with the main function of preparing transcription of speeches

of dignitaries with special reference to the President and Prime Minister of India. This unit was also performing the duty of processing of vinyl discs labeled “AIR-TS records” for preservation of recordings for future broadcast. The designation of service was changed to “Transcription & Programme Exchange Service” on 1st 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 organised activity, the job was assigned to this unit later.

Sound Archives

The Sound Archives of All India Radio can be called the National Audio Archives as it is a treasure house of precious recordings of more than 16500 hours containing music and spoken word recordings 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 the first and the last prayer speeches of Mahatma Gandhi. The only broadcast of Mahatma Gandhi from AIR Delhi on 12th November 1947 is also preserved. 3000 analogue tapes of the recordings of Pt. Jawahar Lal Nehru are also preserved in AIR Archives.

Voice recordings of other eminent personalities like Dr.Rajendra Prasad, Dr.Radha Krishnan, Gurudev Rabindranath Tagore, Subhash 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 are more than 252 recordings of eminent personalities from various walks of life. During the period, AIR has recorded autobiographies of eminent personalities like Ibrahim Alkaji, Pandit L.K.Pandit, Rajendra Gangani, Pandit Surinder Singh etc.

Archives Digital Library

A special project was launched to digitise all Archival recordings in 2001 and the project was completed in 2005. By this Akashvani has become 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 16400 hours.

In the Second Phase of the digitisation, which began in 2008, approximately 500 hours of recordings have been digitised. There are approximately 5000

hours of programmes in analog tapes that are to be transferred to the digitized format in this Phase.

Digital Sound Archives

Transcription & Programme Exchange Service has taken up a mega project of digitizing all the analogue content. Major steps have been taken in this direction. Under the Chairmanship of CEO Prasar Bharati, a special committee of experts in the field of archiving, both technical and content management has been formed. This ‘Technology & Options Committee’ is guiding the Digital Sound Archives in adopting best practices. AIR participated in a big way in the 6 day Annual conference of International Association of Sound Archives (IASA). International experts visited the Archives and appreciated the facilities and gave valuable inputs for modernising.

Highlights of the Year

- Expansion of Transcription unit.
- Forming Archives Appraisal Committee in every AIR station.
- Creation of work flow for analogue and digiborn content.
- New Archive gallery showcasing writers, artists, events, instruments etc.
- Upgrading storage facilities by providing 24 hrs. A/C and safehousing the Archival material..
- Creating guidelines for selection of Archival content for preservation and dissemination.

Programme Exchange Library

The main purpose of this unit is to exchange good quality programmes among the stations as per their requirements. In the library approximately 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 the library is also preserving the Language Lessons in Bangla, English, Gujarati, Kannada, Malayalam, Marathi, Oriya, Sanskrit, Tamil and Telugu. It has a separate reference library of Folk and Tribal Music in all principal languages and dialects of our country.

Programme Exchange Library circulates radio serials to identified radio stations. These radio serials are produced under software development project of PP&D unit of the AIR Directorate. Monthly chain plays produced by the Central Drama unit of the AIR Directorate are also circulated to identified radio stations after being fed through regular RN channel chunk.

Transcription Unit

The main function of this unit is to transcribe the recording of speeches delivered by President and Prime Minister and preserves 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 from various concerned AIR stations. The bound volumes of all transcription are prepared and kept in the archives. All the speeches of President and Prime Minister are preserved in the CD form with detailed data entry.

Refurbishing Unit

In order to refurbish the vintage music recordings in Archives, this unit was installed some years back with the assistance of United Nations Development Programme. Hundreds of hours of recording of music and recordings of Mahatma Gandhi, Pandit Nehru etc. were refurbished here. At present this unit takes care of the audio quality of the recordings released by AIR and Doordarshan Archives.

Releases from AIR Archives: “Akashvani Sangeet”

All India Radio has got the opportunity to record, broadcast and preserve the rendering of all the major musicians over a period of time. Today it has a rich repertoire of Indian Classical Music both Hindustani and Carnatic. AIR Archives has started releasing selection from its precious music collections under the banner “Akashvani Sangeet”. List of albums released so far from Central Archives is available on <http://allindiaradio.gov.in>.

External Services Division

ESD of AIR, a window to the world, is trying its best to project eternal India with focus on encounters between India, which is the largest democracy of the world (and one of the emerging economic super powers of 21st Century), its

civilization, culture and traditions and rest of the world and how these encounters have impacted or influenced the all concerned.

The aim of the Service is to foster a greater understanding of India and its foreign policy concerns. It highlights India’s ancient civilization, its rich cultural heritage, innovative entrepreneurial spirit, dynamic economy and vibrant democracy and also its secular ethos. It also propagates India’s growing role in global affairs, its approach to UN reforms, WTO, World Bank, IMF, Climate Change, Disarmament etc.

In addition to countering anti-India propaganda by hostile elements from across the border, ESD tries its best to influence public attitudes in a manner that they become supportive of India’s foreign policy and its national interests.

ESD covers more than 100 countries in 27 languages. The languages in which it reaches its foreign audience are English, French, Russian, Swahili, Arabic, Persian, Pashtu, Dari, Baluchi, Sinhala, Tibetan, Chinese, Thai, Burmese, and Bhasha Indonesia. The Services in Hindi, Nepali, Tamil, Telugu, Malayalam, Kannada and Gujarati are directed to overseas Indians, while those in Urdu, Punjabi, Sindhi, Saraiki and Bengali are meant for listeners in the Indian sub-continent.

This year ESD’s different language units, mounted several important programmes. It’s General Overseas Service (GOS English) broadcast a special talk entitled “Buddhism – the concept of interdependence

and harmony” by Prof. Geshe Ngawang Samten, C.C, Central University of Tibetan Studies, Sarnath, Varanasi. This was first delivered before an invited audience to mark Buddha Purnima. Besides, GOS also broadcast an interview with Sh. R.S. Butola, CMD, Indian Oil Corporation. This unit also broadcast a 10 episode series of programmes entitled “History of Indian Cinema” (on centenary of feature films).

In its Hindi Service it broadcast an interview with Mr. Mark Tully, renowned BBC broadcaster of yesteryears. Other broadcast were: interview with Ms. Ranjana Kumari, well known social activist, Sh. Dadi Pudumjee, famous puppet artist, Dr. Vishwanath Prasad Tripathi, eminent writer, Sh. M.S. Sathyu, noted film maker, Sh. Bhanu Bharati eminent theatre director and Ms Himani Shivpuri, well known theatre and TV artist. The Hindi Service also mounted a series entitled “*Humari Vishwa Dharohar*” to commemorate 150th anniversary of Archaeological Survey of India (ASI).

Besides, ESD’s Urdu Service also broadcast a number of talks, features interviews, discussion, plays etc. during the year in which Indian art, culture and literature were highlighted. The interviews of Intezar Hussain – an eminent writer and Ustad Shafqat Ali Khan – visiting classical singer – both from Pakistan are worth mentioning. The said service which is already on DTH has now been put on Internet.

An interview with Mr. Hedi Ben Abbes, Minister of State for Foreign Affairs, Tunisia was

broadcast from ESD's Arabic Service.

International Relations Unit

International Relations Unit handles matters relating to foreign broadcasting and media organizations which concern All India Radio. It coordinates and processes the proposals relating to foreign deputations, trainings abroad, participation in the international media conferences and events, international radio competitions, in-country workshops, implementation of Cultural Exchange Programmes (CEP) signed between India and other countries and SAARC related activities, concerning broadcasting.

Major activities/achievements of the Unit during the year were:

Training

Four skill-building in-country training workshops were organised with the support of UNICEF for the AIR programmers of different states. Over 100 programmers participated in these workshops.

International Awards

Four entries of AIR were shortlisted as finalists in different categories in the 12th International Radio Festival of Iran. The producers of these shortlisted entries were invited by the host to participate in the festival held at Zibakenar, Iran, in May, 2012. AIR’s programme produced by Sh. Biju Mathew, Programme Executive, AIR, Thiruvananthapuram, titled ‘Pen Kunju’ (The Girl) in Malayalam Language, won the 1st Prize in the

category of ‘Mini Feature’, in this Festival. He was awarded with a trophy, plaque, a cash prize of 1500 US Dollars. Sh. Biju Mathew and Sh. R Sudarsan, Programme Executive, AIR, Chennai were invited as Speakers in the ‘4th International Radio Forum’ held on the sidelines of the festival. Sh. Biju Mathew was also invited by the Asia-Pacific Broadcasting Union to serve as a Jury in the final judging of the ABU Prizes 2012 (Radio), held from 5th to 7th September, 2012, in Kuala Lumpur, Malaysia.

Collaboration with Foreign Countries

Under the Cultural Exchange Programmes (CEP) signed between Government of India and other countries, External Services Division of AIR, contributed a 30 minute music programme every quarter to concerned countries for broadcast by their respective radio networks. One programme received from Radio Bulgaria for broadcast by AIR on the occasion of Bulgaria’s Slavonic Letters and Bulgarian Education & Culture on 24th May 2012 was broadcast from AIR Delhi.

All India Radio entered into an agreement with Tunisia Radio for cooperation in the field of radio broadcasting. Similar agreements were also signed by Prasar Bharati with the Korean Broadcasting System (KBS), Republic of Korea and with the Australian Broadcasting Corporation (ABC), Australia, for cooperation in different field of broadcasting.



Photograph from National Photo Awards

Felicitation of All India Radio

Government of Bangladesh formally recognised contributions made by All India Radio in its war of liberation in a special public function held in Dhaka on the occasion of the Ceremony to Commemorate Bangladesh's War of Liberation. Shri Leeladhar Mandloi, Director General received the commemorative trophy

and plaque on the occasion on behalf of All India Radio.

Election of AIR to the ABU Administrative Council

A high level delegation of Prasar Bharati led by Shri Jawhar Sircar, CEO, Prasar Bharati participated in the 49th ABU General Assembly and Associated Meetings, held in Seoul, Republic

of Korea from 11th to 17th, October 2012. During the Assembly, All India Radio was elected to the seat in the ABU's Administrative Council for a three year term. The Council has 15 elected members.

Foreign Deputations: Six programme officials participated in different broadcasting related events held abroad during the year.

Staff Training Institute (Technical)

Staff Training Institute (Tech.) at Delhi caters to the training needs of engineering personnel of Prasar Bharati. Regional training institutes are set up at Bhubaneswar, Shillong & Mumbai to augment the training facilities.

The institute at Delhi was established in 1948 and has since

grown into a centre of excellence for technical training in electronic media. Well-organized library, a fully equipped computer center, computer networking lab with advanced multi-media equipment and broadcast related jigs are part of this institute.

The institute conducts training courses for departmental candidates as well as for foreign Broadcasters on demand. Workshops at

different field offices are also held regularly. The institute conducts examination for direct recruitment of Engineering Assistants and also holds departmental competitive examinations for promotions in the subordinate engineering cadres. The regional institutes conduct training courses as per their approved training calendar for the engineer personnel of AIR & DD.

Details of Training Courses & Number of Persons Trained

a. April to December 2012

Name of training institute	Course conducted	Courses under progress	Staff trained	Staff training projected for under progress courses
Staff Training Institute (Technical), Delhi.	39	28	915	200
Regional Staff Training Institute (Technical), Bhubaneshwar	13	14	674	150
Regional Staff Training Institute (Technical), Shillong	2	04	30	50
Regional Staff Training Institute (Technical), Malad, Mumbai.	NA	NA	NA	NA

b. For the period from January to March 2013

Name of training institute	No. of Courses to be conducted	No. of staff trained (Expected)
Staff Training Institute (Technical), Delhi.	19	285
Regional Staff Training Institute (Technical), Bhubaneshwar	14	150
Regional Staff Training Institute (Technical), Shillong	04	50
Regional Staff Training Institute (Technical), Malad, Mumbai.	—	—

c. Outside courses conducted by STI (T) faculties at various Centers / Kendras are 16 up to 25th October 2012 and proposed outside courses from 1st December 2012 to 31st March 2013 are 23.

d. International participation :

A workshop on “Training of Trainers was organized in collaboration with AIBD. Fourteen Faculty members from SIT (T), RSTI (T) and STI (P) attended this course. Mr. David Mould professor, OHIO University, USA conducted this workshop as a resource person from AIBD.

- e. Summer training for Diploma/Degree Engineering Students for six weeks was conducted by STI (T) and was attended by 204 Engineering Students on payment basis.

Revenue generated by STI (T) Delhi

Revenue to the tune of ₹ 6,13,395/- was earned by conducting training courses for students of degree and diploma in Engineering during June-July 2012.

Activities of 'AIR Resources'

- Prasar Bharati had started 'AIR Resources' as an independent center to generate revenue by providing consultancy and turnkey solutions in the field of broadcasting and utilizing the vast resources of All India Radio & Doordarshan hardware, human resource and technical expertise. It has provided consultancy & turnkey solutions to IGNOU for establishment FM Transmitters for their *Gyanvani* stations at 37 places in the country. It has also leased out land, building and tower to IGNOU stations. Prasar Bharati has also undertaken the operation and maintenance of these FM Transmitters.
- Infrastructure like land, building and tower is being shared with private FM broadcasting on license fee basis. Presently under the

Phase-I scheme of private FM broadcasting of the Ministry of I&B, 9 private FM Channels in three cities are operational. Under the Phase-II scheme, 227 FM Channels are operational in 87 cities. The cellular mobile operators are also sharing Prasar Bharati infrastructure for their services.

- Prasar Bharati is also earning revenue by providing on site and institutional training in various disciplines of broadcasting.
- 'AIR Resources' has generated gross revenue of ₹ 17.50 crore during the period April to October 2012.

Research Department, AIR & Doordarshan

The Research Department of All India Radio & Doordarshan is a premier National R&D institute involved in research and development oriented technical activities involving Broadcast Engineering. The following are the main Achievements of this office for the current year.

Achievements during April to December 2012

- Circuit has been designed & fabricated for measuring the AM modulation with Telemetry System for MW Transmitters. The circuit is tested in the lab for satisfactory working. Further modifications were carried out in the hardware and software for

incorporating the Modulation measuring circuitry.

- Process for procurement of various electronic & electrical components and material for fabricating the interfacing units in respect of Telemetry System for MW Transmitters is under progress as per the budgetary funds allocation.
- Work has been started for development of software modules for TCP/IP protocols for LAN / Broadband based application in the FM and AM Telemetry system and is under progress.
- Monitoring of DRM transmission in full DRM/ Simulcast/Multicast mode is done as and when required.
- Reception Survey of AIR and other private FM operators in Vadodara, Ahmedabad and Surat has been carried out to study the adjacent channel separation and capture effect.
- Propagation studies on MW DRM are in progress.
- Design work and related specifications of the components for co-axial rigid line splitter related to 20 KW to 40 KW High Power FM antennas have been completed.
- Antennas fabricated for fixed as well as mobile DRM reception.
- Various acoustic measurements of AIR stations, testing and evaluation (NRC, STC etc) of acoustic materials, evaluation of electro-acoustic transducers etc.

Activities planned during the period 1st Jan. 2013 to 31st March 2013

- Study in respect of hardware (Microcontrollers and allied peripherals) & software for developing the Advance Telemetry System for Broadcast Transmitters will continue. Training in this regard to enhance the technical skill will be imparted to staff.
- Process for procurement of various electronic. & electrical components and material for fabricating the interfacing units in respect of AM & FM Telemetry System will continue.
- Modification work in application software of AM & FM telemetry System using latest software technology (Microsoft technology) will continue.
- Field testing of SMS based FM Remote Monitoring for 100 Watt FM Transmitter at AIR Mathura will be carried out.
- Fabrication process of 16 nos. of Telemetry System for MW Transmitters will be initiated.
- Procurement for RF Coaxial splitter of 20 KW to 40 KW high power FM antenna will be taken up.
- Fabrication work of propagation measurements and reception survey system for Digital Radio Transmission on mobile van will continue.
- Propagation studies on SW, MW and FM transmission will be carried out as and when required.
- Procurement work on project for Low Power DRM Transmitter in 26 MHz SW band will continue.

Up-gradation/Improvement of hostel facilities

Total 80 rooms (single or double) with attached bathroom have been upgraded with A/c facility. Rest 44 rooms are single (with common bathroom). One A/c dining hall and modern kitchen facilities with R/O water plants is functioning well. The mess is also functioning well with very subsidized rates like



Vice President, Shri Mohammad Hamid Ansari at the "Annual Sardar Patel Lecture" on "Physical Integration and Emotional Inconsonance", organized by AIR, in New Delhi. Minister of State (Independent Charge) for I & B, Shri Manish Tewari, Secretary, I & B, Shri Uday Kumar Varma; Smt. Mrinal Pande, Chairperson, Prasar Bharati; Shri Jawhar Sircar, CEO, Prasar Bharati; Shri L. D. Mandloi, DG: AIR are also seen in the picture.

Rs. 80/- per day (per person) for lunch and dinner with different menu every day.

The all renovated rooms are now provided with TV and A/C facilities except 44 rooms with common toilet. New blankets, bed-sheets and pillows were purchased for providing good services to occupants. 12 refrigerators were also provided in delux rooms. The intercom facility has been provided to all rooms this year. The TV hall at hostel has been provided new sofa-sets and 32" LCD TV for entertainment of trainees.

It is under consideration to provide Wifi facilities to hostel premises so that occupant can access the internet facilities in their rooms. It is also planned to provide the extended Library counters of STI (T) & STI (P) at hostel. Modern kitchen facility are also planned to provide in the next financial year.

The adjoining lawns are also well maintained. Besides, lodging & boarding facilities to the trainees, other facilities like cloth washing, taxi on demand and consultant medical officer, on payment basis are also being extended.

Staff Welfare activity

- i) A TV Room at hostel with new furniture and a TV of bigger screen has been provided for the welfare of the participants attending various training courses at STI(T) & STI(P).
- ii) Covered parking bay has also been extended to accommodate more vehicle of office building.

- iii) Four new computers are provided in Internet room at hostel.
- iv) Comfortable Steel benches has been provided in lobby of the hostel and outside the class rooms in STI(T).

Proposed

- 1) Wi-Fi connectivity is proposed to be provide to trainees coming with their own laptops in hostel.
- 2) For 24 hours power supply, it is proposed to provide ageneratorat hostel.
- 3) The badminton court which was under extensive use by the trainees is proposed to be re-constructed at hostel.
- 4) Replacement of worn out doors & windows in various rooms of hostel are proposed to be replaced.
5. Renovation & modernization of books library facilities.

STI(T) has fully computerized library with air-conditioning. Library has more then 6000 technical books including manuals, video cassettes, CDs etc. Reading room facility is also available in the library. New editions & books are being added regularly.

Approximate 100 new technical books including Hindi books are to be purchased up to March 2013. New library with 40 technical books has been established in the hostel, this library is also utilized by the users during their stay at hostel.

Up-gradation & Rewiring of Server & Computer Networking

Computer Networking lab

- One new projector (make-EPSON) has been installed in computer lab.
- Networking lab has been shifted in new hall with additional lecture hall facility & also with more capacity of network port.
- One new projector has also been installed in new N/W lab.

ii) Classrooms

- Two new TFT monitor (make-DELL) have been installed with VGA splitter in addition to projectors in classroom no. 217 & 319 respectively.

Radio Lab/Studio

- One digital site master/spectrum analyzer (model-5332E) make-Anirutsu has been issued & installed in radio lab for necessary measurments.
- One Vector Impedance meter (VIM) 9model-TE1000) make-Trewnace has been issued & installed in radio lab for necessary measurments.
- One field strength meter (FSM) (model-MS2711D) make-Anirutsu has been issued & is under testing for practicals.
- One of UPS-5kva (UNILINE) has been installed in control room for uninrpted supply for switching console D-75.

January to March 2013

Radio Lab/Studio: Digitalization of radio studio is almost complete & digitalization of control room is under progress.

TV Lab/Studio: Digitalization of radio studio is almost complete & digitalization of control room is under progress.

Examination

Holding of examinations for recruitment as well as for promotions has been temporarily postponed till further orders from the Directorate.

Staff Training Institute (Programme)

The Staff Training Institute (Programmes) being the training wing of Prasar Bharati situated at Kingsway Camp, Delhi is responsible for training of in-service personnel working in various stations of All India Radio & Doordarshan. It was declared as a subordinate office of DG, AIR, New Delhi with effect from 1st January 1990. Subsequently other six Regional Training Institutes namely, STI(P).Bhubaneswar & RTI(P) at Ahmedabad, Hyderabad, Lucknow, Shillong & Thiruvananthapuram came into force in different zones covering the entire region of the country with a module to impart training to the staff of AIR & Doordarshan. The regional centers are controlled by the STI(P), Delhi for coordination of various training programmes.

Training

There were 156 in-house workshops & training courses scheduled for the year 2012 for all the STI(P)'s/RTI(P)'s. Amongst these, four Coordinated courses were also scheduled for Programme officers of AIR to be conducted in coordination with the Staff Training Institute (Technical) & were based on 'Hard disc Based Recording System/Digital Audio Production & Editing and Virtual Studio.

Outside Paid Courses

VANI Certificate Course

All India Radio is the first electronic media in the country where Announcers/Presenters/Comperes and News Readers have set the style in presentation. Based on this unique expertise, Staff Training Institute (Programme) has specifically designed courses for the performers in broadcast media. VANI Certificate Course is one such course which is helpful in honing the skills of Presenters, etc.

The five day VANI (Voice Articulation and Nurturing Initiative) Certificate Course is conducted by AIR Stations. Candidates for this course are selected after auditions at each station and then trained. Total no. of courses conducted during the period was 68 in which 1115 participants were trained.

Mass Communication (Practical Training)

Internship (Practical training) is imparted to the students of mass

media of recognized institutes/universities on payment at Capital/Regional Stations.

Air India

STI (P), Delhi executes Voice Culture Training Programme for Cabin Crew of Air India with a view of developing competence that has become a crucial issue for establishing a smart work force that can achieve competitive success. A four/five days' comprehensive programme based on myriad aspect of Voice Culture involves both theory and practical exercises helping trainers to hone their skills. The revenue of Rs. 12, 52,960/- (Twelve Lakhs Fifty Two thousand & Nine hundred sixty) was earned through these courses in the year January to December 2012.

IGNOU

STI (P), Delhi in collaboration with IGNOU, conduct practical training for the students of IGNOU undertaking PGDAPP (Post Graduate Diploma in Audio Programme Production) and PGDRP (Post Graduate Diploma in Radio Prasaran). These practical trainings are conducted at various identified stations of All India Radio. During the reporting period 100 students were imparted training in 7 batches at 7 AIR Stations.

Revenue Earned

STI(P), during January to December 2012 has earned net revenue of ₹ 53,69,685.

Details of the courses

Institute	Scheduled			Conducted			% of conducted courses			Total Invited			Total Trained		
	Prog.	Admin.	Total	Prog.	Admin.	Total	Prog.	Admin.	Total	Prog.	Admin.	Total	Prog.	Admin.	Total
STI(P), Delhi	17	11	28	13	10	23	77%	91%	83%	437	301	738	228	162	390
STI(P), Bhubaneswar	13	10	23	6	10	16	46%	100%	73%	144	323	467	90	172	262
RTI(P), Ahmedabad	16	7	22	5	7	12	31%	100%	65%	82	207	289	54	135	189
RTI(P), Hyderabad	10	11	21	2	6	8	20%	54%	37%	59	104	163	39	65	104
RTI(P), Lucknow	15	8	23	5	5	10	33%	62%	48%	101	125	226	50	63	113
RTI (P), Shillong	9	9	18	2	7	9	22%	78%	50%	43	128	171	24	93	117
RTI(P), Thi'puram	12	8	20	6	7	13	50%	88%	69%	91	183	274	59	128	187
Grand Total	92	63	155	39	52	91	42%	83%	63%	957	1371	2328	544	818	1362

Audience Research Unit

All India Radio has been the pioneer in Audience research. It has a wide network of Audience Research Units across the country operational since 1946. It provides programme feedback to programme producers to plan, design, and modify the programmes according to the needs, tastes and aspiration of the target audience. Apart from this, programme ratings/listenership data are provided to sponsors, advertisers and marketers to fulfill their commercial objectives. Audience Research Unit also functions as data bank and reference section for the organization. During the calendar year 2012-13, following audience research activities/studies were carried out:

1. Indian Radio Audience Survey 2012 on FM Rainbow and Gold Channels, conducted at 25 places across the country.
2. Survey on *Ankhein Hain Anmol* sponsored by Ministry of Health was conducted at 20 places across the country during August 2012.
3. Indian Radio Audience Survey 2012 on Primary Channels, conducted at 30 places across the country during January to March 2012
4. Survey on Drama festival 2012 at AIR Cuttack during September 2012.
5. QFS on AIR Indore programmes during September 2012.

Future Studies Planned

1. Radio household enumeration.
2. A survey on Vividh Bharati Channel at 37 places across the country will be conducted during 2013.
3. Radio Audience Survey on Primary Channel at 64 places across the country will be conducted during January to February 2013.
4. Indian Radio Audience Survey 2013 on FM Channels, across the country will be conducted during May to June 2013.

Administration Wing

Reservation for SCs/STs/OBCs

Prasar Bharati has taken all requisite measures for implementation of reservation for SCs/STs/OBCs categories. All relevant policies, directions, and instructions issued by Nodal Ministries /Departments for giving reservation and other benefits to SCs/STs/OBCs in Government services and personal matters were circulated to all the offices and field units of AIR for necessary compliance. Liaison officers for SCs/STs to oversee implementation of statutory instructions for safeguarding the interest of the concerned staff, in pursuance of O.M. No. 36038/1/2008-Estt. (Res.) dated 14th January 2009 were initiated. All the capital stations have been instructed to nominate Liaison Officer for SC/ST. Most of the Capital Stations have nominated Liaison Officer.

Work to be undertaken from January to March 2013

A copy of DOP&Ts O.M. No.36068/1/2008-Estt (Res.) dated 28th July 2011 regarding Re-Launch of Special Recruitment Drive for filling up backlog reserved vacancies for Scheduled Casts, Scheduled Tribes and Other Backward Classes has already been circulated to all heads of AIR, Capital stations including zonal CE/DDGs, all staff sections of the Directorate including P&D Unit, CCW, AR Unit, ESD and NSD with a request to fill up remaining backlog reserved vacancies of SCs, STs and OBCs by 31st March 2013. The field stations have informed that vacancies could not be filled up as SSC is not entertaining their recruitment requests stating that Prasar Bharati is an autonomous body. The matter is being taken up with the Prasar Bharati and Ministry to resolve this issue.

Public Grievance and Redressal Mechanism

Grievance redressal and access mechanism has been set up at the station level, Zonal Headquarters level and the Central Headquarter level in accordance with the guidelines of Department of Administrative Reforms & Public Grievances. Information and Facilitation counters has been set-up at all offices of AIR. Regular status reports on disposal of grievances are being submitted to the Ministry of I&B. For the period 1st April to 31st December 2012, i.e. total Grievances received are 354 through CPGRAM website till 11th December 2012 out of which

267 were disposed of & remaining 87 are under process from which 15 belongs to pension category and 72 are of general category.

Implementation of Right to Information Act 2005

All AIR Stations have broadcast a number of programmes in different formats to inform the people regarding various provisions of the Right to Information Act, 2005 in order to empower people and contribute to transparency and accountability in governance. Programme Heads of all AIR Stations have been asked to highlight the salient feature of this Act in the programme. This Act has also been covered under Flagship Programme since September 2008. AIR will continue with the publicity of this Act in future also.

In AIR 60 CPIOs and 6 Appellate Authorities in Directorate and 295 CPIOs and 20 Appellate Authorities at field level have been designated for implementation of RTI Act. In the year 2012 (from 1st April to 31st December 2012) 466 RTI applications were received and were replied within the stipulated time. 196 appeals were received by the Appellate Authority during the period (from 1st April to 31st December 2012) and all were disposed off.

Women Empowerment

AIR has a vast network consisting of 320 stations/offices spread all over the country. There are about 17666 personnel working in three streams viz. Programme,

Engineering & Administration in AIR.

In All India Radio, the percentage of the women in group A, B & C is above 24.6%.

The Chairman of Prasar Bharati is a lady. There is a female officer working as Director (A) in Admn. Wing in DG AIR besides many lady officers in SAG, JAG, STS & JTS, levels of Programme and Engineering in AIR.

All AIR Stations/Offices have been instructed to set up Women Cell to look into the grievances/complaints of sexual harassment vide this Directorate's Circular No. 1/29/2008-WC/WL dated 23rd September 2008. The Women Cell has been set up at all AIR Stations/Offices accordingly.

Welfare activities for Women employees

- a) A number of the offices of AIR are located in the buildings owned by Prasar Bharati. There is adequate arrangement for their sitting, drinking water etc. The work place is adequately illuminated. Proper toilets are available to the staff, with a provision for separate toilet for women employees, where necessary,
- b). At many places AIR has its own staff quarters. These are allotted to the staff as per All India Radio (Allotment of Residential Quarters) Rules.
- c). In accordance with the instructions of the Department of Personnel

and Training, appointment on compassionate grounds is offered to the close relatives of AIR employees who die while in service and includes female members of the family of the deceased.

- d). AIR Staff like Technicians, Sr. Technicians, Engineering Assistants, Sr. Engineering Assistants etc. are shift duty staff. For them shift duty is incidental to their service. To the extent possible arrangements are made for dropping of employees including women employees during late night shift duty at odd hours.
- e). The staff (men and women alike) is paid the pay scales approved by the Government. AIR employees including female employees are granted leave in accordance with the government rules on the subject.
- f). AIR employees including female employees are entitled to Terminal Benefits at par with the government employees.
- g). At places where Central Government Health Scheme is working, AIR employees are entitled to obtain its services. At other places, AIR employees are given the benefit of Central Services (Medical Attendance) Rules. Under these Rules even private medical practitioners are appointed as Authorized medical attendants for the employees and their families. Wherever requested separate authorized medical

attendants are appointed for women.

- h). AIR has its system of encouraging and providing incentives to its employees by way of grant of Akashvani Annual Awards for Programmes as well as for Technical excellence and a number of women are awarded prizes under this scheme.

Accepting the recommendations of the Committee on Empowerment of Women a new category of Awards i.e. Best Women's Programme has been introduced under Akashvani Annual Awards from 2009. A majority of producers of the Women Programmes are women. So ultimately the women may be benefitted through this new category of awards.

Reservation for Persons with Disabilities

The Constitution of India ensures equality, freedom, justice and dignity of all individuals and implicitly mandates an inclusive society for all including persons with disabilities. The Government of India enacted "The Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995", in the effort to ensure equal opportunities for persons with disabilities and their full participation in nation building.

Prasar Bharati has taken all requisite measures for implementation of reservation

for PWD. All relevant policy directions and instructions issued by DOP & T from time to time are being followed.

BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED (BECIL)

BECIL was incorporated on 24th March 1995 to provide consultancy & turnkey solutions to all agencies including Government departments in Broadcasting and related fields.

BECIL provides consultancy services of international standards including turnkey solutions in the specialized fields of terrestrial & satellite broadcasting, (MMDS), Cable and various IT related fields, data broadcasting studios including acoustics & audio-video systems.

BECIL also undertakes the operation and maintenance of broadcast stations of all types and descriptions. BECIL has a pool of in-house expertise and vast reservoir of experts drawn from various fields. 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 undertakes placement technicians, engineers and experts to various departments in India and abroad for development as well as operation of broadcasting projects of all types.

BECIL has many firsts to its credit like establishment of first teleport in India, first to establish all private FM broadcasting station at Bengaluru, first to set-up multi channel FM transmission stations

in India combining up to 7 FM channels, first to design and establish HDTV studio set-up for Presidential Secretariat and Lok Sabha TV, to name a few.

Highlights For The Year

1. Highest Turnover since incorporation of ₹ 146.95 Crores in financial year 2011-12.
2. Supply of 1000 KW MW transmitters for AIR Rajkot and AIR Chinsurah for external services.
3. Supply of broadcasting equipment and setting of TV Channel for Bangladesh Television, Dhaka.
4. Supply of VMAS I & II to M/s. Antrix Corporation and Defence Electronics Research Laboratory,
5. SITC of TV studio setup for Consortium of Educational Consultants, Electornic Media Monitoring Research Centre-Hyderabad & Electornic Media Monitoring Research Centre -Patiala,
6. Supply of Broadcasting Equipment to Lok Sabha Television.
7. Upgradation of TV Studio at Jamia Milia Islamia.
8. Supply of C-band Satellite Uplink Project at Maldives National Broadcasting Corporation.
9. Establishment Of Audio Studio At National Institute of Open Schooling.

10. Supply of LCD/TFT Monitors to Doordarshan.

Future Business Activity

Television Business

The company has already signed an agreement with Rajya Sabha Secretariat for establishing their TV Channel. Besides this in the current financial year BECIL has signed an agreement with Consortium of Educational Consultants, AJK MCRC Jamia Millia Islamia, National Institute of Open Schooling (NIOS), EMMRC Roorkee, Jodhpur, and Indore for setting up studio facilities. Management is expecting that in the current financial all the projects will be commissioned and also expecting new projects from various educational institutions.

FM Phase-III

After the success of FM Phase - II, in which 245 channels were operationalized in a span of 12-24 months, the Government has issued new policy guidelines for Phase - III on 25th July, 2011. Phase - III would be a very ambitious scheme offering 830 channels in 290 cities across the country. The e-auction for these channels is expected to take place in 2 batches, the first batch of which is likely to include among others, 152 vacant and additional channels of Phase-II in 72 cities where Common Transmission Infrastructures (CTIs) have already been created by BECIL. Without waiting for the e-auction process to commence, BECIL has already initiated system design process for these channels so that these channel can be brought

up in the shortest possible time-frame.

Phase -III would bring into ambit 218 new cities. Unlike Phase-II Scheme, Prasar Bharati's Land & Tower Infrastructure (LTI) is not likely to be available at many places. In order to overcome this shortcoming, BECIL has taken advance action to identify LTIs of other Government organizations and has already signed MOUs with a PSU for large number of cities included in Phase - III. With these initiatives, BECIL has kept itself in readiness to take up the Phase - III Scheme and serve the public through private radio broadcasters participation including its old clients and prospective new ones with zeal through a single window approach.

Project related strengthening internal security of the country

The another Project Group of BECIL has been actively involved in providing Internal Security related end to end solutions on turnkey basis to various law enforcing agencies in the country. In this regard BECIL has successfully integrated and implemented a VSAT Monitoring and Analysis System. Additionally, BECIL has developed competencies in the areas of Cellular Surveillance System including Interception, Monitoring and Analysis. BECIL has cooperation with some of the best original equipment manufacturers in the areas of Signal Intelligence and Electronic Warfare Systems. BECIL has been able to establish itself as a reputed system integrator and a single point solution provider for all kinds of internal security related and access control requirements.

Technical Audit / Certification of Cable Head Ends and CATV Training

Telecom Regulatory Authority of India (TRAI) has authorized BECIL to conduct technical audit of the Conditional Access System (CAS) and subscriber management system (SMS) of the digital cable TV distribution Head-Ends and issue certification on behalf of Government of India. Management is expecting handsome business from this activity. The management is hopeful that with start of training activity, it will be able to generate good business in this area. For more information please visit www.becil.com

ELECTRONIC MEDIA MONITORING CENTRE (EMMC)

Government of India, Ministry of Information & Broadcasting, has established a state-of-the-art Electronic Media Monitoring Centre (EMMC) to effectively monitor and record the content of various TV channels beaming over the Indian territories for any violations of codes framed under the Cable Television Networks (Regulation) Act 1995. EMMC is a revamped form of the former Central Monitoring Services (CMS) which has been instrumental in the collection of Open Source Intelligence and also in the monitoring of news and news-based programmes of foreign radio stations in India. One of the youngest among the government owned media units, EMMC in its present form was set up on 9th June, 2008.

Figure 1 : Graphical representation of violations (category wise)

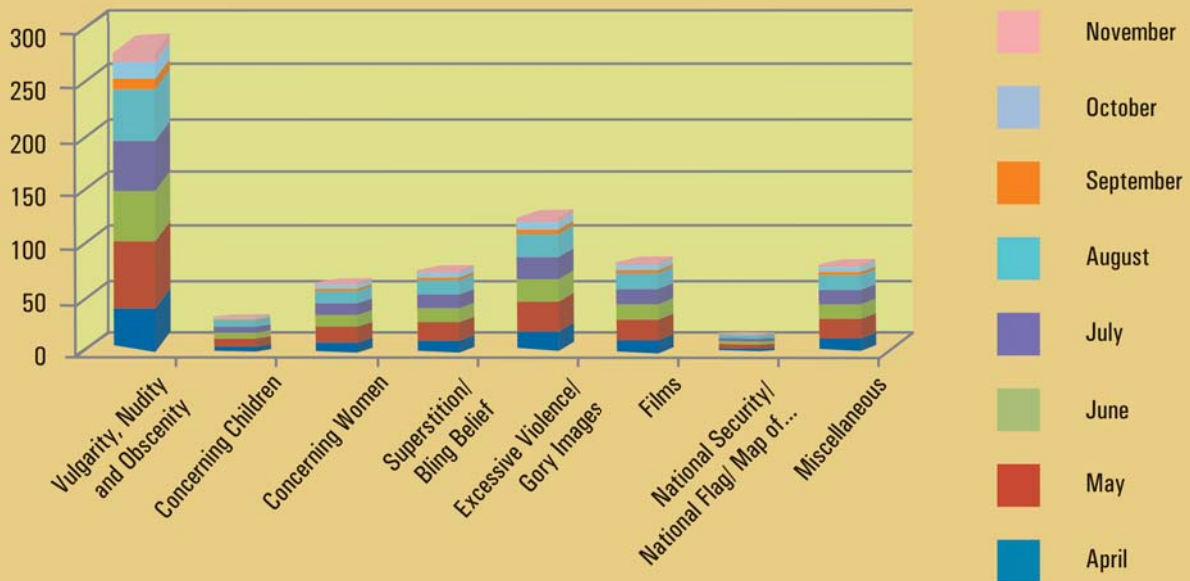
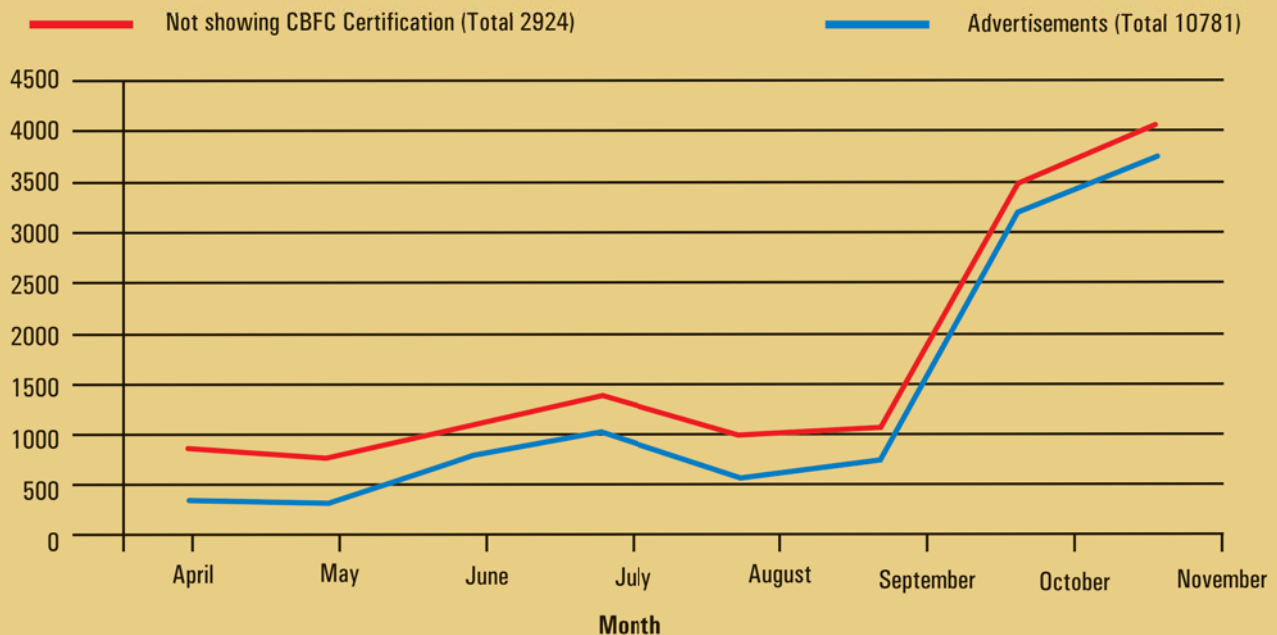


Figure 2 : Graphical representation of violations in 'not showing CBFC Certification' and 'Advertisements' (month-wise)



As the Centre has been entrusted with the work of monitoring the contents of (a) All TV channels up-linking and down linking in India to check the violations (b) Any other such work relating to monitoring of contents of broadcasting sector assigned by the Government from time to time, EMMC, presently, records around 300 TV channels and monitors

about 180 channels on a 24x7 basis for the above said purpose.

Technical Infrastructure for Monitoring

EMMC has been equipped with Satellite Dishes, Satellite TV Monitoring System comprising Loggers, Editing system, Servers

and Channel Monitoring set up, and Data Storage Facility. It readies the Centre to store the broadcast-content of TV channels for 90 days and review the same as and when required. This technical infrastructure also facilitates the creation of metadata to assist reporting, retrieval and archiving of the logged footage and content.

Monitoring & Scrutiny of Violations

EMMC provides reports on violations along with the recorded clips to the Scrutiny Committee. The Scrutiny Committee examines those violations and forwards its findings to the Ministry of I & B and other bodies for further action. In the period under report, EMMC has reported around 43,076 rough violations under the Cable Television Networks (Regulation) Act 1995. Out of these, 14403 violations have been submitted before the Scrutiny Committee. Till December 2012, the Scrutiny Committee has met 5 times.

EMMC identifies topical matters of immense public importance and generates daily reports to the Ministry for evaluation and for taking action, if necessary. In addition, the Centre helps other ministries and organizations of Government of India to assess public opinion on issues of national and international importance. Such feedback system helps the Government take decisions in public interest.

Over the years, EMMC has been evolving as a model monitoring unit that assists the Ministry of I & B to effectively regulate the violations in electronic media. EMMC has enabled the Ministry to initiate action without depending on the recordings provided by the channels. Thus EMMC has been carrying out efficiently the entrusted duty to strengthen the broadcast-content regulatory system and has reduced the time period required for taking action in case of violations.

Significant Activities

Inauguration of New Monitoring Hall

During the period, the infrastructure at EMMC has been upgraded with the inauguration of state-of-the-art Monitoring Hall by the Secretary, Ministry of I & B, Shri Uday Kumar Varma on 22nd October 2012. In the function, Secretary also soft-launched the Centre's new website, www.emmc.gov.in.

Special Reports

EMMC also identifies and flags the discrepancies monitored if any in the dissemination of public campaign of flagship programmes. EMMC has submitted Special Reports on the coverage in various television channels of relevant issues and events that concern the Government. In addition, reports on the publicity campaign of digitalization of TV channels and the advertisement of 'Bharat Nirman' were prepared and sent to the Ministry.

Human Resource Management

As a measure to improve the quality of human resource, the Centre runs a One Week Orientation Programme to train the newly inducted staff. Besides, a Refresher Programme is being conducted to enhance the expertise and upgrade the skills of the existing personnel. Demo lectures on the use of technical set up and on the application of Programme Code and Advertisement Code

are given to the newly inducted employees to develop their monitoring skills. Performance Appraisal of Monitors, Senior Monitors, Content Auditors, Shift Managers, and Technicians has been undertaken with relevant parameters. Best performers have been identified by the Performance Appraisal Committee and have been given Certificate of Appreciation by Secretary, I & B.

National Integration Week

EMMC celebrated the National Integration Week (19th to 24th November 2012) – Quami Ekta – with special homage to Shri Rabindranath Tagore, as part of the year-long celebrations to commemorate the 150th birth anniversary of the Nobel Laureate.

Future Plans

- Upgrading Technical Infrastructure.
- Monitoring & Regulation of broadcast content of Private FM Radio.
- Increase the number of TV channels monitored to 1500.
- Establishment of EMMC Research and Analysis Wing (RAW).
- Establishment of Training Cell.
- Collaboration with other Media Institutions.



Cinestar Akshay Kumar lighting the lamp to inaugurate the 43rd International Film Festival (IFFI-2012), in Panaji, Goa on November 20, 2012. The Governor of Goa, Shri Bharat Vir Wanchoo, the Minister of State (Independent Charge) for Information & Broadcasting, Shri Manish Tewari, The Chief Minister of Goa, Shri Manohar Parrikar and the Secretary, Ministry of Information & Broadcasting, Shri Uday Kumar Varma are also seen in the picture.

ACTIVITIES UNDER FILMS SECTOR

FILM INDUSTRY

1. An amount of ₹ 400 lakhs had been earmarked for 2012-13 in respect of the Plan Scheme "Participation in Film Festivals/Markets in India and abroad". Under the Scheme, the Ministry has participated in Cannes Film Festival, 2012 and Film Bazaar on the sidelines of International Film Festival of India (IFFI) 2012 at Goa. The objective of the scheme is to provide Indian Film makers a platform for marketing their films in overseas markets as well as to promote India as film shooting destination.
2. Films arriving in India for participation in film festivals are provided exemption from customs duty subject to fulfilment of certain conditions. During the period from April to December 2012, exemptions were given to several foreign films which participated in ten film festivals organized in India.
3. This Ministry also issues permission for shooting of foreign feature films in India, subject to fulfilment of certain conditions. Requests for grant of permission to 5 foreign feature films were received from April to December 2012. Permission was granted to 14 foreign feature films for shooting.
4. India signed Audio-Visual Co-production Agreement with Poland and Spain during 2012. The Ministry already has agreements with

the Governments of Italy, Germany, Brazil, UK, France and New Zealand.

FILMS DIVISION

(www.filmsdivision.org)

The Films Division has been motivating the broadest spectrum of the Indian public with a view to enlisting their active participation in nation building activities. It has maintained a record of Indian history on celluloid. The aims and objectives of the Division, focused on national perspectives, are to educate and motivate people in the implementation of national programmes and to project the image of the land and the heritage of the country to Indian and foreign audiences. The Division also aims at fostering the growth of the documentary film movement, which is of immense significance in the field of national information, communication and



integration. In the year 2012 Films Division organized the 12th Mumbai International Film Festival for Documentary, Short & Animation Films (MIFF-2012) at National Centre for the Performing Arts (NCPA), Mumbai in cooperation with the Government of Maharashtra.

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 Bengaluru. The Division caters to nearly 6000 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 organizations. The documentaries and newsreels of State Governments are also featured in the Division's release on the theatrical circuit. Films Division also sell 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 & other cine equipments to private film makers.

Various Wings of Films Division

The organization 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.

(1) 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 centers of the Division are located at Bengaluru, Kolkata and New Delhi.

The theme and topic of documentary films covers almost all the issues of national importance.

Normally, the Division reserves certain quota of its production schedule for allotment to independent film makers from all over the country with a view to encourage 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 organizations in producing documentary films.

Newsreel Wing of Films Division encompasses a network spread over main cities and towns including State and Union Territory capital 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. This coverage is used for making the news magazines and also in compilation of archival material.

Cartoon Film Unit of Films Division has also become high-tech with computer animation replacing cell or classical animation. Equipped with 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.

(2) Distribution Wing

The Distribution Wing is headed by the Officer-in-charge of Distribution and control 10 Distribution Branch Offices situated in Bengaluru, Chennai, Hyderabad, Kolkata, Lucknow, Madurai, Mumbai, Nagpur, Thiruvananthapuram and Vijayawada. These branches are responsible for the supply of

approved film to all the cinema theatres (required under the Central Cinematograph Act, 1952) execution of agreement, issue of Films Division Certificate as well as collection of 1% rent from the exhibitors. Distribution wing has made the Film Festivals a regular activity at state and district level. It also distributes prints of selected films of Film Division to Indian Missions abroad.

(3) Administration Wing

The Administration Wing consists of Finance, Personnel, Stores, Accounts, Factory Management and General Administration. This Wing is under the control of Senior Administrative Officer.

Details of Staff Strength / Staff in position in respect of Films Division as on 30th November 2012:

Sr. No.	Category	Sanctioned Strength	Staff in Position	No. of posts vacant
A	B	C	D	E
1	Group 'A'	44	17	27
2	Group 'B'	259	202	57
3	Group 'C'	518	409	109
	Total	821	628	193

Representation of SC, ST & OBC in the Service

Government orders/ instructions regarding representation of SC, ST & OBC candidates in service is followed and the prescribed reservation roster are maintained.

Details of Representation of SC, ST, OBC & Women Employees as on 22nd November 2012:

Group of Post	Total Employee in position	SC Emp.	% of SC Emp.	ST Emp.	% of ST Emp.	OBC Emp.	% of OBC Emp.	Women Emp.
Group A	14	4	28.57	Nil	Nil	4	28.57	2
Group B	202	47	23.26	16	7.92	20	9.90	33
Group C	409	123	29.99	27	6.58	61	14.91	80
Total	628	174	27.71	43	6.85	85	13.53	115

Details of backlog vacancies for SC/ST/OBC in as on date:

Sr. No.	Category	Sanctioned Strength as on 30.11.12	Staff in position as on 30.11.12	Number of Posts vacant	Backlog in SC	Backlog in ST	Backlog in OBC
1	Group A	44	17	27	1	1	2
2	Group B	259	202	57	4	1	10
3	Group C	518	409	109	8	4	20
	Total	821	628	193	13	6	32

Persons With Disabilities

Following posts have been identified to be filled up from amongst the physically handicapped persons:-

Group C	Group D (now upgraded as Group 'C')
Assistant Layout Artist, Artist Grade I, Artist Grade II, Asstt. Editor Grade I, Asstt. Editor Grade II, Asstt. Recordist, Assistant, Lower Division Clerk	Peon, Packer

(4) Film Library Section

The Film Library of Films Division is a treasure of valuable archival material of India's contemporary history and its rich heritage and artistic traditions. It is in great demand by 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 of 8344 titles which include original picture negatives, dupe/inter negatives, sound negatives, master /inter positives, saturated prints, pre-dub sound negatives, 16mm prints, library prints, answer prints, etc. The films are categorized based on the archival value as Most Precious, Precious and Normal films.

Mumbai International Film Festival (MIFF)

The 12th MIFF was organized successfully during 3rd to 9th February, 2012 at National Centre for the Performing Arts (NCPA), Mumbai in cooperation with the Government of Maharashtra. The aim of the MIFF is the 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 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 and intellectuals, students from India and other parts of the world. Nearly, 35 countries with more than 700 entries participate in every edition of the festival.

Highlights of The Year (April to December 2012)

- Films Division produced 69 documentary films, with 17 films produced departmentally and 52 films through Outside Producers.
- Films Division released 7084 prints of 30 approved films of the Division in cinema houses throughout the country.
- Films Division films entered into 6 National/International Film Festivals.
- Films Division has conducted/organized eleven film festivals in collaboration with Schools/colleges & various institutions through its branch offices within India and 71 films on various subjects/issues were screened in these Festivals.

- Films Division screened 131 films on different subjects in 21 Special Screenings organized by various organizations / Institutions/ Schools/ Colleges etc.
- Films Division conducted special screening of 63 films of the Films Division and outside producer's films in FD Zone every Saturday.
- Twenty students from six different institutions & studios visited Films Division to gain information about film making and to learn & understand how exactly people coordinate and work behind the cameras.
- A special screening of 32 Milestone Documentary films curated by Films Division was held at 43rd IFFI, Goa.
- An exhibition depicting the history of 100 Years of Cinema was organized at Kala Academy at 43rd IFFI, Goa as part of Centenary Celebration of Indian Cinema.

New Initiatives

(1) Setting up of National Museum of Indian Cinema

Films Division has envisaged to establish a National Museum of Indian Cinema at the Films Division Complex, Mumbai:

- To encapsulate the socio-cultural history of India as revealed through the evolution of cinema;
- To develop a research centre focusing on the effect of cinema on society;

- To exhibit the work of noted directors, producers, institutions etc. for the benefit of visitors/ film enthusiasts;
- To arrange seminars, workshops for upcoming film makers;
- To generate interest in the future generation in the field of documentary film movement.

The Museum will be set up at an estimated cost of ₹121.55 crore. The work relating to construction of the museum is in progress.

(2) Production of Films

Under the plan scheme, Films Division has produced 69 documentary films during the period 1st April to 20th November 2012.

(3) Webcasting and Digitalization of the Films by the Division Film

Over a period of 60 years Films Division has accumulated a collection of 8131 films including archival footage, news reel, Nnws magazine, documentary, Animation and short films. Films Division has digitalized 7443 films so far. A sum of Rs 90 Lakhs has been earmarked for the year 2012-13 for webcasting of Films Division's films.

Public Grievances Redressal Mechanism

In accordance with the instructions/ guidelines issued by the Government on the issue mechanism for redressing public grievances has been established.

The Director General has been nominated as Public Grievances Officer for Films Division

Cinema Mayur Pankhi; Mib Tableau on 100 Years of Indian Cinema

2013 is a significant year for Indian culture, art, entertainment, and the people of India. It marks the completion of 100 years of India's most cherished form of story telling – the Indian Cinema.

What began as a form of story telling and entertainment has transformed over the years into a platform for social change.

The Ministry is undertaking several initiatives to share and celebrate this milestone with the people of India and also with people across the globe. As part of the Centenary Celebrations, the Ministry commissioned the National Film Development Corporation Ltd. (NFDC) to design and create a Tableau to commemorate 100 years of Indian Cinema, that participated in the Republic Day Celebrations, 2013.

The Central theme of the Tableau was Cinema – Mayur Pankhi – a symbolic re-interpretation of the mythological flying bird-boat. It represents Indian Cinema as a carrier of the nation's collective imagination; with gigantic celluloid sails, suggesting how the vision of directors through the ages, harnessed on film, has propelled the nation's imagination forward.

The deck divided in two parts - represented love and hope. The first had the ubiquitous mustard

fields with the dancing duo from 'Dilwale Dulhania Le Jayenge' - symbolizing mainstream cinema's depiction of 'utopian love' that conquers all opposition. The second part symbolized parallel cinema's quest to portray 'hope amidst strife' - through two iconic scenes from Indian Cinema (*Apu* and *Durga* from *Pather Panchali* and *Radha* from *Mother India*)

The Peacock, our National bird, stands for beauty and fantasy. The silver colour is symbolic of the silver screen, with names of landmark movies from across the country embedded on it. The names are robbed of colour and therefore their individual identity, as if to say that no individual film is larger than Indian cinema.

The Tableau was led in front by the ubiquitous Indian way of beginning a film shoot; by the breaking of a coconut, with marigold flowers and green leaves representing colours of the Indian tricolour.

The circular portholes paid homage to the Indian music tradition, legendary music directors and playback singers who have created evergreen and memorable melodies.

The Tableau paid homage not to any individual or any one film but to the Indian Cinema and to the iconic characters that have captured the nation's imagination over the years. Costumed marchers pay tribute to landmark characters from Indian Cinema.

A one-minute audio track accompanied the Cinema Mayur Pankhi as it went across the Rajpath on the 26th. The voice over was done by the renowned

Indian film actor Irfaan Khan to connect with millions of viewers not just in India but across the world.

The Tableau symbolized 100 years of love and hope...Indian aspirations and dreams - brought alive on the Indian screen.

CHILDREN' FILM SOCIETY, INDIA (CFSI)

(www.cfsindia.org)

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.

Organizational setup

Budget: ₹ 12 crore has been provided to CFSI under plan schemes 'production of children's films' and 'exhibition of children's films in schools' for the year 2012-13. ₹ 1.55 crore has been provided to CFSI under non-plan for the year 2012-13 which is meant for salary.



Production Activities (April to December 2012)

Films under production:

1. **Gopi Gawaiya Bagha Bajaiya:** (Hindi Animation)
Dir: Shilpa Ranade
2. **Kaphal/Hindi Feature**
Dir: Batul Mukhtiar
3. Dubbing and Subtitling of films is also undertaken.

Marketing Activities (April to December 2012)

CFSI shoulders a huge responsibility of catering to the children audience all over India through its film exhibition activity. From 2007, CFSI films are exhibited free 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
A.	District Level Film Festivals/Summer Bonanza	1,915	8,80,001
B.	Individual Shows.	32	16,000
A.	LCD shows in schools for rural & Tribal children	6,878	16,07,700
	Total	8,825	25,03,701

CFSI's marketing division with its Head Office at Mumbai & Zonal Offices at Delhi and Chennai is trying to reach out to the targeted audience. The small unit of marketing could reach out to a record number of **25, 03,701** children by arranging free screenings of CFSI's films. CFSI organised **8,825** shows during the period. Eight films of CFSI were telecast on National Network.

CFSI's Film 'Gattu' was released commercially on 20th July 2012 in 55 cities. The film has been a charm to the audiences and has won accolades all over the world. It was the only official entry from India at the Berlin International Film Festival, where it earned a Special Mention Award by International Jury for Generations Berlin International Film Festival 2012.

Activities Planned (January to March 2013)

- A. District Level Children's Film Festivals in collaboration with District Administration.
- B. LCD shows in schools through NGO's & Nehru Yuva Kendra.
- C. State Level Children's Film Festivals in North East in collaboration with Cultural Department.



Children Film Show by CFSI at Oasis E.M. School, Santhi Nagar, Tirupati

FILM & TELEVISION INSTITUTE OF INDIA, PUNE

(www.ftiindia.org)

The Film Institute of India was set-up in Pune by the Government of India in 1960 under the Ministry of Information & Broadcasting. Following the addition of Television Wing in 1974, the Institute was re-designated as Film and Television Institute of India (FTII). The Institute was registered as a Society in 1974 under the Registration of Societies' Act, 1860. The FTII Society consists of eminent personalities connected with Film, Television, Communication, Culture, Alumni of the Institute and Ex-Officio Government Members. The Institute is governed by a Governing Council, headed by a Chairman, the current Chairman being renowned Scriptwriter and Director, Shri. Saeed Mirza. The academic policies 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 Wing and the TV Wing. It offers courses in both Film and Television. The three year courses lead to award of Post Graduate Diploma in Direction; Cinematography; Sound Recording & Sound Design; and Editing. The Institute also offers Two Year Post Graduate Diploma Courses in Acting and Art Direction and Production Design; One Year Post Graduate Certificate Course in Feature Film Screenplay Writing and One and Half Year Certificate Course in Animation and Computer Graphics. The television courses consist of One Year Post Graduate Certificate Course in Television with specializations in Direction, Electronic Cinematography, Video Editing, Sound Recording & TV Engineering.

FTII provides higher and professional education and technical expertise in the art and technique of film-making and television production. In-service training is also provided to the officers of all grades of Doordarshan, since

1974. Short-Term courses are also conducted in specialized areas for the Doordarshan staff, IIS Probationers etc.

Highlights of the Year

As a part of the celebrations of 100 Years of Indian Cinema, FTII and All India Radio, Pune organized a programme on 'Classical Music in Indian Cinema' at the main theatre of the Institute. Renowned Flute exponent, Padma Vibhushan Pt. Hariprasad Chaurasia, Veteran Music Director, Pyarelal (Laxmikant – Pyarelal fame), noted Classical singer Padmabhushan Pt Rajan & Pt Sajan Mishra interacted and shared their experiences with staff and students. The event also saw a lecture-cum-demonstration by Shri Pankaj Rag, Music Researcher focusing on various trends of classical music featured in Indian films over the years.

FTII along with NFAI scheduled a showcase of films and biopics on eminent personalities who have



Artists performing regional traditional dance at the inaugural ceremony of the 43rd International Film Festival of India (IFFI-2012), in Panaji, Goa on November 20, 2012.

been honoured with prestigious Dadasaheb Phalke Award. The function was inaugurated by veteran film maker Sai Paranjpe. The first film screened on the occasion was Achhut Kanya (Dir. Franz Osten, Hindi, B&W, 1936), dedicated to & featuring Devika Rani and Ashok Kumar followed by screening of a documentary film 'Dream Takes Wings' (B&W, 1970, 18min, Films Division) by Gajanan Jagirdar. This was made by Phalke Birth Centenary Committee on the occasion of Birth Centenary of Dadasaheb Phalke.

Community Radio of FTII (Radio FTII), along with UNICEF conducted a four day workshop near Aurangabad, in Maharashtra for a group of 23 adolescent girls identified by UNICEF. In continuation, second workshop was conducted at Yavatmal for the adolescent girls. During both the workshops, audio content was created by the girls that would be disseminated from Community Radio of FTII as well as from other community radios through UNICEF.

Shri. Sandeep Chatterjee (Professor, Film Direction) and Shri Naveen Padmanabh (Final year Direction student) visited "Taiwan National University of Arts" in Taipei on an invitation through the Government of India (DFF) for 'A week on Indian Cinema' celebration by the University. They represented a selection of films from FTII and Professor Sandeep Chatterjee delivered an introductory lecture on "Post Independence Indian Cinema". They also visited two other film schools in Taipei and Hong Kong.

FTII Films at National Film Awards and International Film Festival of India

FTII bagged two 59th National Film Awards. Gautam Nair won Best Audiography for 1, 2 (Direction Prantik Basu) with Rajat Kamal and a cash prize of Rs. 50,000/-. Airawat (Direction Renu Savant) was honored with Special Mention Certificate.

Deola a feature film directed by Umesh Kulkarni (Ex-FTII

student) bagged the Swarna Kamal and cash prize of Rs.2, 50,000/- for Best Film under Feature Film Category.

Student films 'Afterglow' (Dir. Kaushal Oza) and 'Allah is Great' (Dir. Andrea Iannetta) were selected in the Non-Feature films Section of Indian Panorama, 2012 for 43rd International Film Festival of India, (IFFI), Goa.

59 FTII films under two separate packages (apart from two FTII diploma films which were selected under Indian Panorama Section) were specially screened at the 43rd IFFI. One of those packages was curated by GRAFTII, the association of alumni FTII students.

'Anhey Ghorhey Da Daan' a feature film directed by Gurwinder Singh (ex-FTII student) bagged the Golden Peacock and cash prize of ₹ 40 lakhs for Best Film.

Other Awards

'Rizwan' a diploma film by Deepti Khurana won Special Jury Mention at 5th International Short and



The Director, IFFI, Shri Shanker Mohan felicitated the International Jury members at the inaugural ceremony of the 43rd International Film Festival of India (IFFI-2012), in Panaji, Goa on November 20, 2012.

Documentary Film Festival of Kerala held from 8th to 12th June, 2012

Three student of FTII have won the Cinematography awards in Fujifilm – Indradhanush Film School Competition. The Film *Rizwan* (Cinematographer – Akash Agrawal) has won in the Diploma Section while *Prabhat*

Nagari (Cinematographer – Srijit Basu) has achieved similar accolade in the Short Film Competition. Besides, *Kaun Kamleshwar* (Cinematographer – Rangoli Agrawal) and *Moon Stars Lovers* (Cinematographer – G. Balakrishna Sharma) are the specially acknowledged films by the jury members.

Afterglow (Dir. Kaushal Oza) won Patton Award for the Best Indian Film at 10th Kalpanirjhar International Short Fiction Film Festival, Kolkata.

Chumbak (Dir. Gaurav Shimpi) won Special Jury Award in the Kyoto International Student Film & Video Festival.

Participation of FTII Student Films in various Film Festivals

Sr. No.	Name of the Film	Name of The Festival	Name of the Student
1	One, Two	12th Mumbai International Film Festival for Documentary, Short & Animation Film, SIGNS 2012, Federation of Film Societies of India – KERALAM	Prantik Basu
2	Khara Karodpati	12th Mumbai International Film Festival for Documentary, Short & Animation Film	Piyush Thakur
3	Fish	SIGNS 2012, Federation of Film Societies of India – KERALAM, 4th Jaipur International Film Festival (JIFF)	Pranjal Dua
4	Moksh	4th Jaipur International Film Festival (JIFF)	Bijaya Kumar
5	Stolen Dreams		Phurba T. Lama
6	Ru 3		Satindar Bedi
7	Airawat		Renu Sawant
8	Delek Tashi		Sanyukta Sharma
9	Samvaad		Ameya Gore
10	Memories		Gayatri Joshi
11	Open Café v2.5		Naveen Padmanabhan
12	Ate Roll	17th Split Film Festival (International Festival of New Film)	Jessica Sadana
13	Golden Mango	International Student Film and Video Festival of Beijing Film Academy (ISFVF).	Govinda Raju
14	Chumbak	Kyoto International Student Film and Video Festival, 10th Kalpanirjhar International Short Fiction Film Festival, Kolkata	Gaurav Shimpi
15	Allah Is Great	River to River - Florence Indian Film Festival, Italy, 43rd International Film Festival of India (IFFI), Goa	Andrea Iannetta
16	Afterglow	River to River - Florence Indian Film Festival, Italy, 10th Kalpanirjhar International Short Fiction Film Festival, Kolkata, 43rd International Film Festival of India (IFFI), Goa	Kaushal Oza

Sr. No.	Name of the Film	Name of The Festival	Name of the Student
17	Green Balcony Aunty	River to River - Florence Indian Film Festival, Italy	Faisal Rahman
18	Rizwan	10th Kalpanirjhar International Short Fiction Film Festival, Kolkata	Deepti Khurana
19	Shabda	10th Kalpanirjhar International Short Fiction Film Festival, Kolkata	Indranil Kashyap
20	Cat People	10th Kalpanirjhar International Short Fiction Film Festival, Kolkata 12th Osian's Cinefan Film Festival, New Delhi	Kuriakose Saju Vaisian
21	Kaatal	20th Rio De Janeiro International Short Film Festival - Curta Cinema 2012, Brazil.	Vikrant Pawar

Course Wise Total Number of Students on Roll as on December 2012

Batch	Three Year Diploma	Acting	Art Direction	Animation	Certificate Course In Tel.	SPW	Total
2007	42	-	-	-	-	-	42
2008	50	-	-	-	-	-	50
2009	47	-	-	-	-	-	47
2011	59	21	08	11	-	-	99
2012	48	12	10	-	48	11	129
	246	33	18	11	11	367	

Finance

The total grant-in-aid under Plan of ₹ 700 Lakh (Grant-in-Aid for Creation of Assets ₹ 600 Lakh and grant-in-aid General of ₹ 100 Lakh) has been proposed in the Annual Plan for the year 2012-13 initially. The same has been proposed in the Revised Estimate 2012-13.

Actual expenditure of the Institute for the Financial Year 2011-12

(₹ in lakhs)				
		Revised Estimates	Final Grant	Actual Expenditure
Plan	Grant-in-Aid for Creation of Assets	746.00	746.00	812.51*
	Grant-in-Aid General	186.00	186.00	121.75
	Global Film School	20.00	11.13	8.87
	Sub-Total (A)	952.00	943.13	943.13

*(The excess expenditure incurred from the Grant-in-Aid-General).

The final grant of ₹ 943.13 lakhs under the Plan has been fully utilized.

(₹ In lakhs)				
Non - Plan		Revised Estimates	Final Grant	Actual Expenditure
	Grant-in-Aid for Creation of Assets	5.00	5.00	6.65
	Grant-in-Aid for Salaries	1445.00	1445.00	1253.00
	Grant-in-Aid General			398.65
	Sub-Total (B)	1450.00	1450.00	1658.30**
	Total (A+B)	2402.00	2393.13	2601.45**

** (The excess expenditure incurred from the Revenue Receipt).

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

(<http://srfti.gov.in>)

Satyajit Ray Film and Television Institute (SRFTI), Kolkata was established by the Government of India as an autonomous educational institution under the administrative control of the Ministry and was registered under West Bengal Societies Registration Act, 1961. SRFTI is the second national level film training institute named after the legendary film maestro Satyajit Ray.



Workshop on Film Appreciation for school children to celebrate 100 years of Indian Cinema

Management & Organizational Framework

SRFTI, an autonomous academic institute is run by a Society constituted by the Government of India. The Society headed by a President, runs the Institute through a Governing Council (GC) that is constituted with select members of Society. The Governing Council at the behest of the Society, functions as the Apex Body for all policy formulations of the Institute. It also sets up different committees/bodies as deemed necessary viz. Academic Council, Standing Finance Committee etc. The Government is represented in the Society, Governing Council and Standing Finance Committee through ex-officio members who are officials of the Ministry of Information & Broadcasting, Government of India and various media units. The Director of the institute, appointed by Government of India, discharges the responsibilities of Chief Executive Officer of the Institute, who is assisted by the Dean for academic and Registrar for administrative activities.

1. Activities:

The institute offers three-year regular Post-Graduate Diploma courses in Direction & Screenplay Writing, Cinematography, Editing & Audiography. Apart from these courses, the institute also undertakes short and medium term courses on areas related to film and television.

In addition to regular academic programmes in 4 major areas of film making i.e. Direction & Screenplay Writing, Motion Picture Photography, Editing and

Audiography, the Institute has embarked upon introduction of 2 new disciplines i.e. Production Management and Animation.

In view of the growing demand of specially trained manpower in the field of Production Management, the Institute has started a three-year Post-Graduate Diploma course in Production Management with an intake of 10 students in each batch, with an existing potential to fill up 12 seats. This Department has commenced functioning w.e.f. 26th November 2012

The Institute is scheduled to start a 2-year post graduate diploma course in animation from the academic year 2013. In this two year course, students will learn traditional animation techniques as well as computer aided animation using the advanced 2D and 3 D software.

2. Modernization:

- a) Major functional activities have already been computerized by the use of different modules for payment, procurement, production costing, academic routine generation and Stock maintenance. This Computerization is expected to help the Institute in managing the major activities in a better coordinated manner through integration of major functional areas.
- b) Library automation by using RFID technology is likely to be implemented in near future.
- c) Open source-based digital library and document

management system have already been implemented.

- d) Procurement of new equipment is done regularly in all Departments to keep pace with the contemporary pedagogic methodologies in the field of cinema and digital platform.

3. Policy for Persons with Disabilities:

SRFTI being an educational Institution has got limited/ specified role to play in the Society. However, during the admission process, effective campaign is undertaken on regular basis to ensure equal rights for Persons with Disabilities. All the facilities like Auditorium, Hostel, Medical etc. are equally accessible to the Persons with Disabilities [except persons with visual and hearing impairment as the Institute is for visual media]. Internet room and Library are situated in the ground floor to enable easy and proper access to the Persons with Disabilities. Regular workshops and discussions are held by the students and faculty to promote awareness among the public. SRFTI ensures reservation policy of the Government in admission and employment.

4. e-Commerce

Receipt of grants-in-aid from the Ministry is received through ECS. Some of the remittance & payments i.e. telephone bills etc. are paid through ECS. Various Ministerial correspondences are forwarded through e-mail. Admission Notice, Tender Notice etc. are displayed in the website of the Institute.

5. Community Radio Station:

SRFTI runs a Community Radio from Monday to Friday during the normal office hour for broadcasting regular programmes for the community.

6. Rajbhasha:

Official Language Programmes for the year 2012-13 are implemented by this Institute under the guidance of Chairman, OLIC, SRFTI. Apart from this, regular training programmes & workshops are also held. Various competitions are organized during each workshop and cash prizes are distributed among the winners. *Hindi Pakhwara* was organized at SRFTI from 14 to 28 September 2012 in which large number of employees participated in various competitions

like essay writing, noting and dictation, recitation etc. During the closing ceremony of Hindi Fortnight, a cultural programme was also organized. Regular Quarterly meetings are organized in the chairmanship of Head of the Office to ensure proper implementation of the Official Language Policies, as instructed by the Government of India, from time to time.

7. Finance

Budget Grants: Details of grants-in aid sanctioned under Revenue (Plan & Non Plan) and Capital (Plan) and actual expenditure during 2010-11 and 2011-12 are given below:

Year	(Rupees in Lakhs)			
	Sanctioned Grants in aid/Grants Received		Actual Expenditure	
	Non Plan	Plan	Non Plan	Plan
2011-2012	739.00	880.00	729.80	879.98
2012-13 (upto 31.12.12)	644.03	600.00	644.00	480.00

Note : Statutory audit of the accounts of the Institute for the year 2011-12 has been duly carried out by the CAG nominated Chartered Accountants Firm. Further, the office of the CAG has also audited the accounts of the Institute for the year 2010-11.



Director, SRFTI lighting the lamp in the presence of Secretary, I & B, Shri Uday Kumar Varma and noted film makers Shri Basu Chatterjee & Shri Girish Kasaravalli at the inaugural ceremony of 'CLAPSTICK' 2012

8. Vigilance Report

a) Vigilance Officer/Activities:

- i) The Registrar of the Institute is the ex-officio Chief Vigilance Officer of the Institute.
- ii) The Institute presently having no branch or field offices.
- iii) The Institute regularly observes vigilance related programmes like observing vigilance awareness week, campaign against corruption and the Ministry has always been intimated about such activities taking place from time to time.

b) Preventive vigilance activities:

- i) Number of regular inspections conducted during the period 2
- ii) Number of surprise inspections carried out during the period 1

c) Surveillance and detection activities:

- i) Details of the areas selected for keeping surveillance All
- ii) Number of persons identified for being kept under surveillance Nil

9. Achievement / Planning of SRFTI

- i) The Short documentary project 'Panchbhuta' directed

by Shri Mohan Kumar Valasala, a student of this Institute, was selected for screening at the 62nd Berlin Film Festival, Germany in February, 2012. Similarly, Ms. Torsha Banerjee, another student was invited by the VGIK Internal Affairs, Department., Yaroslav, Russia to join summer school workshop in July, 2012. Smt. Banerjee, the only Indian participant has also been awarded the trophy for the best Director for her short film produced there.

- ii) 'Clapstick', the International Students' Film Festival 2012, was held from 1st to 3rd June 2012, where Hon'ble Secretary, Ministry of Information & Broadcasting, was the Chief Guest and eminent film personality Padma Bhushan Shri Girish Kasaravalli was felicitated by the Institute. Students' films of 06 schools from the country and 13 schools from abroad had been screened in the said festival. Besides screening of international students' films, there were Master class, Seminar and Open forum organized in the three day programme.
- iii) 'Take One', the quarterly News letter of SRFTI was also released by the Secretary, Ministry of I&B, Govt. of India in the opening ceremony of the 'Clapstick', 2012.

iv) SRFTI has organized a Film Appreciation Programme for the students of Bharatendu Natya Academy, Lucknow, from 18th June to 10th August 2012.

- v) On 10th October 2012, a selection of SRFTI students' films were screened at Kuan-Du Film Festival, organized by the Department of Filmmaking, Taipei National University of Atrs (TNUA), Taiwan, where Prof. Amaresh Chakraburty, and Shri Mohan Kumar Valasala, were present. After completion of the screening Prof. Chakraburty, delivered a lecture on pre-independence Indian Cinema followed by a lengthy Q & A session. The SRFTI students' films were much appreciated by audience in TNUA.

In addition to introduction of postgraduate courses in Production Management and Animation, the Institute has planned to open new courses in the disciplines of Documentary Filmmaking and Acting. During the 12th Plan, the Institute has also planned to set up a Centre of Television, to cater to the increasing demands of qualified professionals in the TV industry.

Selection at International Festivals and Awards by the Students

S/N	Name of the film	Awards Won/Participate International Film Festival	Director/ Cinematographer
1	Thug Beram	Sonje Award 16th Busan International film Festival	Venkat S Amudhan
2	Sita Haran & Other stories	Best Music Vidio in International documentary & Short Film Festival, Kerala	Anusha Nandakumar

Films Selected at different festivals

S/N	Name of the films	International Film Festival	Director/ Cinematographer
1	Falling Awake Mera Jivan Saathi	4th International Kerala Film Festival	Director: Ryan Demello Director: Rajdeep Paul
2	Karayukai.Inc	Munich International Festival of Film School	Director: Dominic Megam Sangma
3	Bagher Bachcha	World Cinema Amsterdam	Director: Bishnu Deb Halder
4	Boxing Ladies Rahale's Little Theatre Falling Awake	South Asian Film Festival Seattle	Director: Anusha Nandakumar Director : Dominic Megam Sangma Director: Ryan Demello
5	Panchabhuta	Berlin International Film Festival International Film Festival, Tampere Busan Institute. Short Film Festival 20th Curtas Vila Do Conde IFF 5th International Documentary & Short Film Festival ,Kerala Director: Mohan Kumar Valasala	
6	Raat Kota Holo	5th International Documentary & Short Film Festival, Kerala	Sandip Chatterjee
7	Birds of Passage	TAU International Student Film Festival	Director: Ashim Sekhar Paul
8	Beauty	Mumbai International Film Festival	Director: Torsha Banerjee

NATIONAL FILM ARCHIVES OF INDIA

(www.nfaipune.gov.in)

The importance of preserving cinema as an 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 a permanent set-up, the confidence of the film industry and adequate resources and expertise. Thus, the National Film Archive of India was established as a 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 ensure

the cultural presence of Indian cinema abroad.

During the 48 years of its existence NFAI has been making rapid strides in achieving its goals.

During the period NFAI added to its collection over 33 films (22 fresh, 3 duplicates and 8 films received on LTL basis) 147 DVDs, 416 books, 1134 scripts, 1107 stills, 80 song booklets, 814 wall posters and 34 film folders/pamphlets.

Some of the important fresh film titles/prints added to the Archives' collection during the period under report are given in Annexure – A



Secretary, I & B, Shri Uday Kumar Varma felicitating film actress Tabu and actor Irfan Khan, during the inaugural ceremony of the 43rd IFFI-2012, in Panaji, Goa

Film Acquisition

During the period under report, 500 reels of picture and sound negatives were received from Film Laboratory and other private parties. Significant titles received as free deposits during the year included Marathi, Punjabi, Bhojpuri and Gujrati titles along with Hindi titles for storage and preservation in the Archive during the year.

A detailed statement of acquisition is given at Annexure-B.

Dissemination of Film Culture

Screen Education

Another important activity under dissemination of film culture is screen education scheme comprising of long and short term appreciation courses, conducted in collaboration with FTII and other educational and cultural institutions.

National Film Archive of India participated in the World Book Fair-2012 organized by the National Book Trust, New Delhi. One day workshop on writing and film appreciation in two sessions 'Screening in the Indian Context' and 'How to read a film' were conducted by Shri Anil Zankar and Shri Anupam Siddhartha.

A Film Appreciation Course was conducted by the Institute of Mass Communication and Media Technology, Kurukshetra University, Haryana, wherein Director, NFAI delivered a lecture on Digitization and Restoration of films. About 200 students attended the course.

NFAI organized a Children's Film Appreciation Course for children in the age group of 13 to 18 years from 15 to 21 May 2012 at Pune. Lectures on Animation, Digital filmmaking, choreography in Film Music and Cinema were included for the first time in the course.

A workshop on Restoration of films was jointly organized by NFAI, FTII and Arsenal Archive, Berlin at Pune on 28th May 2012. Co-Director, Arsenal Archive, Berlin, Mr. Stefanie Schulte Strathaus addressed the audience on the occasion.

37th Annual course in Film Appreciation was held in Pune from 4 to 30 June 2012. 64 participants from across the country, including one each from Sri Lanka, Bangladesh and Iran attended the course. The course is primarily designed to meet the needs of film related professions like teachers of film studies, communication, journalism, film society organizers, film critics, researchers, Govt. officials handling films, and technicians and others interested in films.

4th short Film Appreciation Course was held at Macquinz Palace, Entertainment Society of Goa, Panaji from 16 to 23 July 2012 under the auspices of the National Film Archive of India, Film & Television Institute of India, Pune and the Entertainment Society of Goa, Panaji. 70 participants from Goa and other parts of the country including one each from Nepal and Holland participated in the course.

A short Film Appreciation course in Marathi was jointly organised in association with Federation of Film Societies of India (Maharashtra

Chapter), Ashay Film Club, V. Shantaram Foundation and NFAI, Pune from 2 to 8 September, 2012 at NFAI, Pune in which 70 participants attended the course. Former Sheriff of Mumbai Dr. Kiran Shantaram was the chief guest at the closing function on 8 September 2012.

Events to commemorate Centenary of Indian Cinema

A special Website was launched on 13th July 2012 with an intention to invite the articles from the general public to participate in the centenary celebrations of Indian Cinema. Eminent Assamese film maker Shri Jahnu Barua inaugurated the website. Dr. Rajat Moona, Director General of C-DAC was the guest of honour. "Adaminte Makan Abu" Malayalam film was screened during the occasion.

In order to commemorate, the Indian Cinema Centenary, the first Centenary film festival at state capitals was held at Puducherry by Directorate of Film Festival, National Film Archive of India in collaboration with Government of Puducherry from 24 to 26 August 2012. The festival was inaugurated by Chief Minister of Puducherry Shri N. Rangasamy. The Chief Secretary Smt. M. Sathiyavathy, IAS and Tamil Film Director Bharathirajaa were present. NFAI contributed two films '*Sant Tukaram*' and '*Subarnarekha*'. NFAI also organized an exhibition of posters of landmark films of Indian Cinema at the venue 'Adlabs Multiplex'. Senior Director and Producer Shri Mani Ratnam attended the screening of his film



Artists performing regional traditional dance at the inaugural ceremony of the 43rd International Film Festival of India (IFFI-2012), in Panaji, Goa on November 20, 2012.

'Roja' (Tamil). A fifteen minute media interaction with Mani Ratnam was conducted by Director, NFAI at the auditorium.

To commemorate the Centenary of Indian Cinema, NFAI released a DVD of three Indian silent films on 31st August 2012 with specially composed music of the two surviving reels of "Raja Harishchandra" (1913), DG Phalke's master piece "Kaliya Mardan" (1919) and an excellent comedy film "Jamai Babu" (1931) by Kalipada Das which is the only Bengali silent film available. Release of DVD programme was done at the hands of Shri P.K. Nair, former Director, NFAI, Pune. The music of silent films was composed by musician Shri Rahul Ranade.

A book launch programme titled "Dadasaheb Phalke 1870 – 1944 the Silent Film" was released at the hands of Ms. Sharayu Phalke Summanwar, great-grand neice of Dadasaheb Phalke on 21st August 2012 organized by NFAI in association with India Connect. Clippings of Dadasaheb Phalke's films on DVD format were screened on the occasion.

On the occasion of Centenary a special programme "Towards Century of Indian Cinema" organized by NFAI, FTII and Ashay Film Club showcasing the films and biopics on the eminent Phalke Award winning personalities was held on every 2nd and 4th Monday of the month. This programme ran for nine months and was inaugurated at the hands of Smt. Sai Paranjape, veteran film Director on 13th August 2012. Inaugural

film "Dream Takes Wing's" documentary on DG Phalke and first Phalke awardee recipient Devika Rani's film "Achhut Kanya (cast Devika Rani, Ashok Kumar both Phalke awardees) were screened. On 27th August 2012 Satyajit Ray's documentary and feature film "Apur Sansar" of Phalke awardee Satyajit Ray and Soumitra Chatterjee were screened on the occasion.

National Film Archives of India participated in *Suhana Safar-Ranchi Film Shatabdi Samaroh* organized by Department of Information and Public Relations, Government of Jharkhand from 12 to 15 September 2012 to commemorate centenary of Indian Cinema. The first silent Indian feature film 'Raja Harishchandra' was screened along with the other landmark Indian films. 60 film posters on Indian cinema were also exhibited as part of the poster exhibition during the festival.

A film poster exhibition was organized by NFAI at Centenary Film Festival held from 2 to 4 November 2012 at Port Blair.

A film poster exhibition was organized by NFAI during the Kolkata International Film Festival held from 11 to 17 November 2012.

A film poster exhibition was organized by NFAI as a part of Centenary Cinema Celebration at Kolhapur International Film Festival held at Kolhapur from 20th to 23rd December 2012.

A film poster exhibition was organized by NFAI as a part of Centenary Cinema Celebration at Bengaluru International Film

Festival held at Bengaluru from 20 to 27 December 2013. NFAI also supplied 7 Blue Ray DVD format films and 1 film in 35mm.

Supply of films for various programmes

NFAI's activities to disseminate film culture in India are manifold. Its Distribution Library has about 30 active members throughout the country. The Archive also supplies films for various screening programmes.

Major events with NFAI facilities

The National Film Archive of India and Vishwa Scientific & Khagol organized first Science Film Festival from 20 to 22 January 2012 at NFAI, Pune auditorium to spread awareness about science among the masses. 20 films made by research centres and amateurs from India and abroad on scientific subjects were screened during the festival.

Australian Musician Mr. Gerhard Gruber performed the live music programme on two silent films "Throw of Dice" directed by Franz Osten and Australian film "Sodom and Gomorrah (1922).

Womens' Film Festival with a concept 'Womens Liberation in Retrospect' on the occasion of International Women's Day was jointly organized by NFAI, Ashay Film Club and Aayam Creation, Pune from 8 to 11 March 2012.

A film titled "What About Columbus" a special documentary was screened on 10th March 2012 at NFAI auditorium organized by Director Lander Camarero



(Spanish ex-FTII student).

NFAI organized a European Film Festival from 3 to 9 April 2012 jointly with Max Mueller Bhawan, Alliance Francaise, Pune and British Council. Seventeen films were screened during the festival.

The film titled "Artist" an Oscar Award winning French silent film was shown on 17th April 2012 at the NFAI auditorium. A second show of the film was held for FTII students.

A "Raja Paranjpe Film Festival" was organized by NFAI in collaboration with Raja Paranjpe Pratishan from 16 to 19 April 2012 in which 4 films from the Archives' collection were screened during the festival held at NFAI, Pune.

A "Prayatna Film and Dance Festival" was jointly organized by Max Mueller Bhawan, Alliance Francaise, Centre for Contemporary Dance and NFAI to celebrate the International Day of Dance and NFAI gave support of two feature films held at NFAI auditorium from 27 to 29 April

2012. Seventeen short films were screened during the festival.

A festival of biopics & short films on Indian Cinema and Indian Film makers titled "Towards Century of Indian Cinema" was jointly organized by NFAI, Ashay Film Club, FFSI and Films Division and UTV have provided films for the same. The festival was held from 3 to 5 May 2012.

A festival titled "Late Jagdish Khebudkar Mahotsava" was organized by Shabdaprabhu



Jagdish Khebudkar Pratisthan in collaboration with NFAI, Nehru Yuva Kendra and Ministry of Youth Affairs and Sports, Govt. of India held in Pune from 10 to 11 May 2012.

A festival of short films and documentaries made on veterans in the world of music, including Indian classical and film music was organized to mark the centenary year of the Indian Film Industry was organized jointly by Ashay Film Club, DSK Group, supported by Rang Events and

Entertainment, NFAI, Films Division, FTII and Gandharva Mahavidyalaya. The festival was inaugurated by Pandit Sajan Mishra.

The first Buddhist Film Festival titled 'The Inner Path' was jointly organized by Pune International Centre, Network For the Promotion of Asian Cinema, Devaki Foundation and National Film Archive of India held from 1 to 3 June 2012. Actor and Director Kabir Bedi inaugurated the festival, ten films and documentaries from the Asian and western countries were shown during the festival. NFAI film "Light of Asia" was screened at the festival.

On the occasion of the birth Centenary Celebration of noted flute player Pandit Pannalal Ghosh NFAI organized a film screening programme titled 'Andolan' on 18th August 2012 at NFAI auditorium.

"Pasch Gennext 4.0 Film Festival 2012 was jointly organized by Max Mueller Bhawan and National Film Archive of India at NFAI auditorium specially for school and college students from 12 to 14



September 2012. Four feature films and short films including 'Raja Harishchandra' were screened during the festival.

"Bangladesh War of Liberation on Celluloid Film Festival" was jointly organized by NFAI and Pune International Centre from 12 to 14 October 2012. Shri Mahbub Hasan Saleh, Bangladesh Deputy High Commissioner and noted film maker Smt. Sai Paranjpe and other dignitaries were present during the inauguration of the festival.

Seven Islands International Film Festival was held at NFAI auditorium from 26 to 29 October 2012 organized by APNA Group.

2nd Pune Short Film Festival was organized by Marathi Chitrapat Pariwar at NFAI auditorium from 29th October to 1st November 2012, short films of 52 countries were screened during the festival.

"Pulotsav" was organized by Ashay Film Club, Pune from 4 to 8 November 2012 in NFAI auditorium.

- The Archive also organized a series of festivals showcasing films from France, Germany, UK, Iran, Argentina, Poland and other European countries in collaboration with Alliance Francaise, Max Mueller Bhavan, British Council and Cultural Centre of Russia, Mumbai.
- 149 films were shown under various programmes apart from the regular screenings for the film Circle members and the students of FTII. In addition, screening of documentary films on every

second Saturday of the month were started from August 2009, for the benefit of the film circle members and others interested in documentary films. Documentaries from Films Division are presented in this programme.

- Students of various mass media and journalism institutions visited NFAI as part of the educational tour.

NFAI in Film Festivals

PIFF, Pune

Tenth Pune International Film Festival was held from 12 to 19 January 2012 and NFAI gave programme support to the event by lending the auditorium and 20 archival films on usual terms and conditions.

INTERNATIONAL FILM FESTIVAL OF INDIA – 2012, GOA

The National Film Archive of India presented 13 landmark Indian films as part of the Cinema Centenary package at the International Film Festival of India held at Panaji, Goa from 20 to 30 November 2012. Franz Osten's '*Achut Kanya*' produced by Bombay Talkies in 1936 and '*Sant Tukaram*' produced by Prabhat Film Company in 1936 – both milestones in the history and development of cinema were screened during the festival. Some of the other films screened were '*Kalpana*' by dance maestro Uday Shankar Raj Kapoor's '*Awara*', Satyajit Ray's '*Pather*

Panchali', Ritwik Ghatak's '*Meghe Dhaaka Tara*' and Malayalam film '*Chemmeen*' by Ramu Kariat was also screened. Besides the centenary package 11 Indian films and 3 foreign films were screened during the festival. A DVD of three silent films, with specially composed music and few poster prints of popular films were sold for the first time at the counter of NFAI at Panaji, Goa.

Important among the other programmes for which NFAI supplied special packages during the year under report were:-

- NFAI supplied five films to Nirzar Film Society, Nagpur for 3rd International Nagpur Film Festival held from 24th February 2012 to 1st March 2012.
- Four films were sent to 4th Nasik International Film Festival held from 23rd to 25th March 2012.
- Two films were sent to Enlighten Film Society, Mumbai for Satyajit Ray Film Festival held in May 2012.
- Five films were sent to 12th Filca International Film Festival, Thiruvananthapuram held from 20 to 26 July 2012.
- A package of five films was sent to Habitat Film Centre, New Delhi for Waheeda Rehman's retrospective held from 22 to 29 July 2012.
- Three films were sent to 12th Osian's Cinefan Festival, New Delhi held from 27th July to 5th August 2012.
- Two films from the Archives'



Minister of State (Independent Charge) for I & B, Shri Manish Tewari addressing the inaugural ceremony of the 43rd IFFI-2012, in Panaji, Goa

collection were sent to Directorate of Film Festival, New Delhi for Rajesh Khanna's retrospective held in August 2012.

- Five film prints and 4 films in DVD format were sent to Films Division Mumbai for Mahatma Gandhi's 143rd Birth Anniversary Celebration held in September, 2012.
- Three films were sent to Mumbai Academy of Moving

Images (MAMI) for the 13th Mumbai Film Festival held from 18 to 25 October 2012. Eleven silent films were screened with live music accompaniment at the festival.

- Four films were supplied to Cine Central, Kolkata for the 18th Kolkata International Film Festival held from 2 to 9 November 2012.
- A number of films were also supplied for joint screenings

held by FFSI at Mumbai, Kolkata, Chennai, Bengaluru, Hyderabad and Cochin.

Films sent for International Film Festivals and other Special events

NFAI sent Satyajit Ray's short film "Bala" (Bengali) in DVD format for screening at the Ete Indien Film Festival held in Paris in July, 2012.

Prabhat Film Company's Marathi film "*Kunḳu*" in DVD format was supplied by NFAI to Reina Sofia Museum, Madrid for Festival of Indian Cinema held in August, 2012 which was also supported by Embassy of India, Madrid, Spain.

Two films "*Raja Harishchandra*" and "*Song Of Buddha*" were sent to Bangkok for the Centenary Film Festival held in Bangkok from 18 to 21 October 2012.

Three films "*Light Of Asia*", "*Amrit Manthan*" and "*Mahal*" were sent to Toronto International Film Festival, held in Canada in October 2012.

Poster Exhibitions

A number of Poster Exhibitions were also organized during the period under report:-

Pune : NFAI organized an exhibition of posters and photographs titled "Saluting the Stalwarts of Indian Cinema in memory of those artists and technicians who passed away in 2011. The exhibition was organized during the Pune International Film Festival held from 12 to 19 January 2012 at Pune which was inaugurated by noted film maker Shri Subhash Ghai.

As a part of 'Heritage week of Pune' NFAI collaborated with Janavani/Virasat by putting up an exhibition of 80 exhibits of Pre-1950 films in the two halls of Jayakar Bungalow on 21st April 2012.

100 exhibits of landmark Indian films were displayed on the occasion

of Cinema Centenary Celebrations at Pune at Aba Bagul Garden, Sahakar Nagar on the occasion of 30th April being 142nd birth anniversary of Dadasaheb Phalke a week long festival held from 29th April to 3rd May 2012.

The festival was inaugurated by actress Wahida Rahman and Asha Parekh and actor Prem Chopra.

An exhibition of 30 film posters at the Pune Book Fair was organized by NFAI from 7th to 11th November 2012.

Mumbai: NFAI organized an exhibition of posters and photographs titled "An evolution of the Indian Documentary films" during the Mumbai International Film Festival for Documentaries and Short Films at the NCPA held from 3 to 9 February 2012. All images were sourced from the collection of NFAI. This was the first time that NFAI organized an exhibition devoted exclusively to the development of the documentary genre. 65 exhibits were designed in-house and every exhibit had a different design which enriched the panels. The exhibition highlighted the birth and growth of Indian Documentary. The exhibition was inaugurated by H.E. Governor of Maharashtra Dr. K. Shankaranarayanan.

179 exhibits were supplied to Whistling Woods International, Mumbai for inclusion in their student film festival. The exhibition entitled Saluting the DG Phalke awardees was held from 1 to 3 June 2012.

An exhibition of 60 film posters on Indian Cinema was organized at Juhu, Mumbai in collaboration with

Shri Kuldeep Sinha (Indian Film and Video Technology) and Shri Biswajeet (Sarbojanin Durga Pooja Charitable Trust) to commemorate the centenary of Indian Cinema held from 20 to 24 October 2012.

New Delhi: NFAI participated in the World Book Fair 2012 held in New Delhi from 25th February to 5th March 2012 by providing images of posters for display in the Theme Pavilion and helped in the compilation of a catalogue on the International Rights Exhibition Books on Indian Cinema.

Haryana: NFAI supplied 44 film posters to Kurukshetra University, Haryana for their Media International Film Festival 2012, held in April 2012.

Theatre Facilities

NFAI has three multi-purpose theatres. A preview theatre of 35 seats and main theatre of 330 seats in the main campus and state of the art theatre of 200 seats at Kothrud. Apart from NFAI's own programmes and FTII's academic screenings, the facilities were also availed by other institutions for their screening programmes, lectures, seminars etc.

Max Mueller Bhavan, Alliance Francaise and British Council in Pune also organized 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 464 programmes.

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 films are stored in a controlled environment with temperature of about 14°C and relative humidity of 50%, which is ideally suited to preserve black and white films. NFAI also has specialized sixteen vaults for color films.

Facilities to Producers/ Copyright Owners

NFAI is rendering services to producers/copyright owners in respect to supply of films for repairing their original negatives,

preparation of duplicate copies and video copying for telecast purposes. A number of celluloid classics being telecast on the national and satellite networks were collected from its collection.

Plan and Non-Plan Programmes

Plan Outlay

NFAI has a budget provision of ₹ 5 crores during 2012-13 for two Plan Schemes. During the period 1st April to 31st December 2012 NFAI acquired 33 films (22 fresh and 3 duplicates) 8 films on LTL basis, 147 DVDs, 416 books, 1134 Scripts, 34 film folders/pamphlets, 1107 stills, 80 song booklets and 814 wall posters.

A statement showing Plan performance during 2012-13 is enclosed at Annexure-C.

Budget provision for North East region and Jammu & Kashmir

Considering the nature of activities of NFAI it was not considered feasible/possible to provide any budget provision for North-East region and Jammu & Kashmir.

Indication of the programme of work for 1.1.2013 to 31.3.2013

About 25 important feature films will be added during the period under report. Statement showing the Budget for Plan and Non-Plan are given below:

2012-2013	Budget Estimates 2012 - 2013		
	(₹ in Crores)		
	Plan	Non-Plan	Total
Major Head "2220" - Information & Publicity Revenue Section & Capital	5.00	4.68	9.68
Total	5.00	4.68	9.68
	Revised Estimates 2012 – 2013		
Major Head "2220" - Information & Publicity Revenue Section & Capital	5.00	4.31	9.31
Total	5.00	4.31	9.31
2013-14	Budget Estimates 2013 – 2014		
Major Head "2220" - Information & Publicity Revenue Section & Capital	5.00	4.62	9.62

Administration

Organizational set up

With headquarters in Pune the NFAI has three Regional Offices at Bengaluru, Kolkata and Thiruvananthapuram. These regional offices are primarily engaged in the task of diffusing film culture in the respective areas through film societies, educational institutions and cultural organizations. The functioning of the regional offices is overseen by the Director with the help of the Deputy Director-cum-Curator who is heading the technical and administrative wings at the headquarters. At present the post of Deputy Director-cum-Curator is vacant. Director, PIB, Pune has been given the additional charge of Director, NFAI, Pune. The present staff strength of NFAI inclusive of the three Regional Offices is 49. (26 in the administrative wing and 23 in the technical wing.)

Budget provisions with regard to Tribal Sub-Plan/Special Component Plan for SCs and STs.

Considering the nature of activities of NFAI it was not considered feasible/possible to provide any budget provisions with regard to Tribal Sub-Plan/Special Component Plan for SCs and STs.

FIAF

NFAI has been a member of the International Federation of Film Archives (FIAF) 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

Due care is taken to provide benefits and welfare for the employees belonging to SC/ST/OBC, as per the norms amended from time to time.

Use of Hindi as Official Language

Hindi fortnight was celebrated with an inauguration function on 22th September 2012 wherein poetry reading competition, an essay competition and translation was held in which all the employees participated. On 24th September 2012 a workshop was conducted by Mrs. Seema Deshpande, Assistant Director, Official Language, CDA, Southern Command on how to do office work effectively in Hindi. A prize distribution was held on 27th September 2012 and prizes were given away to the winners of all the competitions for employees.

Departmentalized Accounts

NFAI follows the departmental accounting system introduced in 1976. Under this arrangement of NFAI's Pay and Accounts are controlled by PAO, FD, Mumbai. Director, NFAI as the Head of Department has been designated as DDO and has delegated these powers to the Administrative Officer, NFAI.

Pending Audit Objections

All efforts are also being made to settle the pending audit objections.

RTI Act – 2005

NFAI has implemented the Right to Information Act, 2005 as notified by the Govt. of India. 24 applications were received by NFAI for the period from 1st April to 31st December, 2012 and necessary information was provided to the applicants as per the rules. There was no appeal application from any of the applicants. This Act has brought transparency in the functioning of the organization.

Grievance Cell

Director, NFAI being the Head of the Department has been designated as Grievance Officer. All grievances have been redressed as per the government rules and norms.

Citizens' Charter

Citizens' Charter is hosted on NFAI's website. Citizens can visit our website

(www.nfaipune.gov.in) and obtain necessary information. Information on Citizens' Charter is updated from time to time.

Implementation of Action Plan

The proposal for upgradation of infrastructure at NFAI was sent to the Ministry for approval which is one of the New Plan Scheme of NFAI for the 12th Five Year Plan.

Modernization, Computerization and e-governance/e-commerce

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 forms for film appreciation courses and schemes were available on the website. Public queries are mostly attended through e-mail (nfaipune@gmail.com). NFAI has internet, fax and scanning facility. A Facebook page has also been introduced.

Vigilance Activities

The information on vigilance activities during the year under report is as under :-

1. Details of vigilance set up of the organization at Headquarters and in field offices:
This office does not have the post of Chief Vigilance Officer and as such the Director as Head of Department has been designated as the Vigilance Officer.
2. Preventive vigilance activities during the period:
 - i. Number of regular inspections conducted during the period : Ten
 - ii. Number of surprise inspections carried out during the period: Nine
3. Surveillance and detection activities during the period:
 - i. Details of the areas selected for keeping surveillance: Security and copying of films.
 - ii. Number of persons identified for being kept under surveillance: Nil
4. Punitive activities (number to be indicated against 4 (i) to (x) where the appointing authority is other than President):
 - i. Number of complaints/references received during the period: Nil
 - ii. Number of cases in which preliminary inquiry was conducted: Nil
 - iii. Number of cases where preliminary inquiry report were received: Nil
 - iv. Number of cases in which charge sheets for major penalty were issued : Nil
 - v. Number of cases in which charge sheets for minor penalty were issued: Nil
 - vi. Number of persons on whom major penalty was imposed: Nil
 - vii. Number of persons on whom minor penalty was imposed: Nil
 - viii. Number of persons placed under suspension: Nil
 - ix. Number of persons against whom administrative action such as issuance of warning etc. was taken : Nil
 - x. Number of persons prematurely retired under relevant provisions of rules: Nil

Some of the important fresh titles / prints added to the archive

He (An Image in the water)	Raja Chinnal/Bhojpuri
Paa	R.Balki /Hindi/2009
Ra-One	Anubhav Sinha /Hindi/2011
3 Idiot	Rajkumar Hirani /Hindi/2009
Stanley Ka Dabba	Amol Gupte /Hindi/2011
Deool	Umesh Kulkarni /Marathi/ 2011
Shala	Sujay Dabake/Marathi/ 2012
The Dirty Picture	Milan Luthra /Hindi/2011
Chillar Party	Nitesh Tiwari,V.Bahl/Hindi/2011
Zindagi Na Milegi Dobara	Zoya Akhtar /Hindi/ 2011/
I Am Afia Megha Abhimanyu Omar	Onir /Hindi/ 2011
Naukadubi	Rituparno Ghosh /Bengali/2011
Heda Hoda (The Blind Camel)	Vinod Gonatra /Hindi/2003
Abohomaan	Rituparno Ghosh/Bengali/2010
Anhey Ghorhey Da Daan	Gurvinder Singh/Punjabi/2011
Alexendar	Kayar/Tamil/1966
En Anan	P. Neelakantan/Tamil/1970
Airport	Joshi/Tamil/1993
Maya Bazar	K. V. Reddy/Tamil/1957
Kadhal Mannan	Saran/Tamil/1998
Veera	S. Krishnan/Tamil/1994
Cheeni Kum	R. Balakrishnan/Hindi/2007
English Vinglish	G. Shinde/Hindi/2012

Archival acquisition as on 31st December, 2012

Items	As on 31.03.2012	1.4.2012 to 31.12.2012	As on 31.12.2012
Films	18,684	25	18,709
Video Cassettes	2,798	---	2,798
DVD	2,007	147	2,154
Books	27,615	416	28,031
Scripts	36,651	1134	37,785
Pre-recorded audio cassettes	1,098	---	1,098
Stills	1,38,536	1107	1,39,643
Wall Posters	21,048	814	21,862
Song Booklets	13,530	80	13,610
Audio Tapes (oral history)	191	---	191
Press Clippings	2,05,619	---	2,05,619
Pamphlets/folders	8,716	34	8,750
Slides	8,576	---	8,576
Disc records	3,214	--	3,214
Audio Compact Discs	155	--	155
Digitization of ancillary film material	3,70,220	--	3,70,220

Plan Performance 2012-2013

(₹ in Crores)			
Programme/Schemes	S.B.G. 2012- 13	R.E. 2012- 13	Actual Expenditure upto 31.12.2012
NEW SCHEMES			
1) Acquisition of Archival films and Film Material.	2.00	2.00	0.73
2) Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library.	3.00	3.00	0.00
Total	5.00	5.00	0.73

Statistics in Respect of All Important Activities of NFAI

S.No.	No. of Reels	16mm	35mm
1.	Detailed checking of films	-	944
2.	Routine checking of films	18	17,574
Dissemination of film culture			
1.	Distribution Library Members		30
2.	No. of films supplied to Distribution Library Members		50
3.	Films supplied for special occasions		84
4.	Joint Screenings		06
5.	Films supplied for Film Appreciation Courses		50
6.	Films supplied to Producers/copyright owners for video copying		28
7.	Viewing facilities extended to research workers		08
8.	Films supplied to FTII for academic screenings		107
9.	No. of films shown at NFAI		93
10.	No. of readers who availed of book library services		869
11.	No. of research workers who availed of the services of Documentation Section		1915

DIRECTORATE OF FILM FESTIVALS

(www.dff.nic.in)

The Directorate of Film Festivals (DFF) was set up under the Ministry of Information & Broadcasting in 1973 with the objective of promotion of Indian films and cultural exchange. The activities of DFF towards achieving these objectives are -

- (i) The National Film Awards.
- (ii) Organising annual International Film Festival of India (IFFI)
- (iii) Participation in Cultural Exchange Programmes with various countries and organizing screening of Indian films through our Missions abroad.

- (iv) Selection of films for Indian Panorama.
- (v) Participation in International Film Festivals abroad.
- (vi) Organizing special film expositions such as retrospectives, Indian Panorama films screenings and National Awards winning films screening.
- (vii) Collection, preservation and documentation of prints of Indian Panorama films for non-commercial screenings.

These activities provide a unique opportunity for encouraging the production of films of aesthetic / technical excellence and social relevance contributing to the understanding and appreciation of cultures of different regions of the country in cinematic form, thereby also promoting unity and integrity

of the nation. They provide a great opportunity for exchange of ideas, culture and experiences between India and other countries in the field of cinema. These activities also provide a powerful platform for Indian Film industry and opens up commercial opportunities for them. The latest trends in global cinema are made accessible to the film industry, students and general public through International Film Festival of India and other festivals organized through cultural exchange.

National Film Awards

The National Film Awards, now in the 59th year, the largest and prestigious awards in the field of Indian cinema continue to underline cinematic excellence. The awards have over the years brought the best talent in Indian Cinema to national



Vice President, Shri Mohammad Hamid Ansari presenting Rajat Kamal Award to Shriya Sharma for Best Child Artist in the film Chillar Party at the 59th National Film Awards function in New Delhi. The then Minister for I & B, Smt. Ambika Soni, the then MoS, I & B, Shri Jagathrakshakan & Shri Chowdhury Mohan Jatua & Secretary I & B, Shri Uday Kumar Varma are also seen



Shri Chowdhury Mohan Jatua, the then Minister of State for Information and Broadcasting; Shri Rajiv Shukla, the Minister of State for Parliamentary Affairs and Smt. Dimple Kapadia at the inauguration of a 'Retrospective of Rajesh Khanna', in New Delhi on August 18, 2012.

limelight. In its over a half a century long history, the National Film Awards have nurtured numerous talent in the country who are now national icons and also known internationally.

To commemorate the release of the first Indian Feature Film, Raja Harishchandra on 3rd May 1913, It has been decided to confer the National Film Awards on 3rd May of every year. Accordingly the 59th National Film Awards were given away on 3rd May 2012.

59th National Film Awards for the year 2011

The various categories of the 59th National Film Awards were

decided by a two-tier feature film jury headed by Smt Rohini Hattangadi, renowned actress, non-feature film jury headed by Shri Ramesh Sharma and Best Writing on cinema jury headed by Smt Vijaya Mulay. There were 118 awards for films in 13 Indian languages and dialects. The Awards were presented to the award winners by the Hon'ble Vice- President, Shri M. Hamid Ansari at Vigyan Bhavan, New Delhi.

Feature Films Section

The top honour in the Feature Film category, the Best Feature Film was shared by two films, Deool (Marathi) produced by Abhijeet

Gholap & directed by Umesh Vinayak Kulkarni and Byari (Byari language) produced by T.H. Althaf Hussain & directed by Suveeran.

The Best Actor award was presented to Girish Kulkarni for the film Deool (Marathi) and the award for Best Actress went to Vidya Balan for the film *The Dirty Picture* (Hindi). *Azhagarsamiyin Kuthirai* (Tamil) won the Wholesome Entertainment Award, *Chillar Party* (Hindi) won Best Children's Film award, Best Director award was won by Gurvinder Singh for his Punjabi film *Anhey Ghorhey Da Daan*. Shri Anand Bhatte was adjudged as the Best Playback Singer (male) for Marathi film *Balgandharva* and

Ms. Roopa Ganguly as the Best Female Playback Singer for the Bengali film *Abosheyshey*. Shri Kumararaja Thiagarajan won the Indira Gandhi Award for Best Debut film of a Director.

Non-Feature Film Section

The film *And We Play On* (Hindi & English) directed and produced by Pramod Purswane was adjudged the Best Non-Feature Film. The award for the Best First Non-Feature Film of a Director was presented to Borun Thokchom for the film *The Silent Poet*.

Best Writing on Cinema

In Best Writing on Cinema category the Best Book on Cinema Award was given to the book titled 'R.D. Burman – the Man, the Music' written by Anirudha Bhattacharjee & Balaji Vittal, published by Harper Collins, India. Shri Manoj Barpujari from Assam was awarded Best Film Critic Award.

Dadasaheb Phalke Award for the year 2011

The prestigious Dadasaheb Phalke Award for the year 2011 was presented to renowned veteran Bengali Actor Soumitra Chatterjee for his commendable contribution to Indian Cinema. The public screening of National award winning films (National Film Festival) was organized in New Delhi from 1st to 10th June 2012.

Centenary Film Festivals In India And Abroad

To celebrate 100 Years of Indian Cinema, the Directorate of Film

Festivals organized a series of events in various cities in India in collaboration with the State Governments and National Film Archives of India (NFAI) by screening landmark films which have won National Film Awards, selected in the Indian Panorama Section or won critical acclaim over the years. These events were held in the presence of well-known film personalities who were invited by the Directorate. An exhibition of posters and photographs of Indian Cinema since the beginning was organized by NFAI at the venues of the screenings during the festival. Similar events were organized abroad as well in collaboration with Indian Missions and film organizations. The 15-min restored version of India's first feature film "*Raja Harishchandra*" by Dada Saheb Phalke was screened before the inaugural film at all these events. The following centenary film festivals were organized by DFF during the period August to December 2012.

Pondicherry (UT) (24 to 26 August 2012), attended. Nine films were screened and an exhibition on Centenary of Indian Cinema was organized by NFAI with the help of DAVP.

Ranchi, Jharkhand (11 to 16 September 2012), In two auditoriums, 21 films were screened.

Dhaka, Bangladesh (1 to 8 Sept 2012) The first ever Indian Film Festival along with the Retrospective of the Bengali Actor Soumitra Chatterjee was inaugurated 15 films were screened during this event.

Bangkok, Thailand (18 to 21 October 2012), Ten films were provided by DFF. A press conference, organized prior to the festival, was attended by top Thai directors like Nonzee Nimibutr, Choyanop Boonprakot, Prachya Pinkaew. Ambassador of India to Thailand was the Chief Guest on the opening day of the festival.

Warsaw, Poland (5 to 10 November 2012), The festival organised in collaboration with Polish Film Institute showcased a selection 12 films in various languages from different decades in the Indian Cinema.

WTO/ WIPO Headquarters Geneva (3 to 7 December 2012), The festival was hosted by World Intellectual Property Organization (WIPO). Shri Uday Kumar Varma, Secretary I & B and Shri Anurag Basu, Director of the opening film BARFI and Sh Rajeev Kumar Jain, Director, DFF attended the festival. This was the first ever film festivals hosted by the UN agency at its premises.

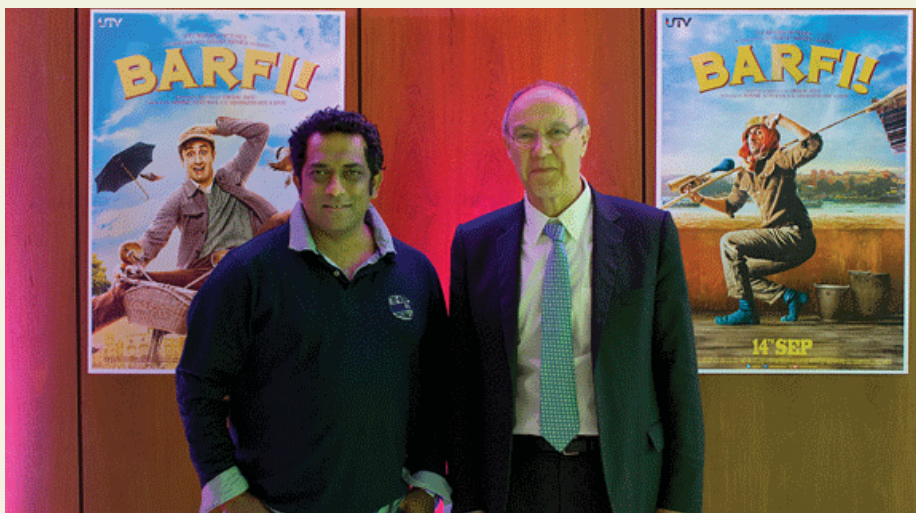
The following festivals were supported by DFF by providing the package of landmark films under the section "Centenary of Indian Cinema" -

Ladakh International Film Festival, Ladakh; Delhi (PHD Chamber of Commerce); Delhi (Indian Trade Promotion Organization); Open India Festival at Arkhangelsk, Russia; Jagaran Film Festival, Delhi; Seven Islands Film Festival, Chennai; Port Blair, Andaman Nicobar; Delhi International Arts Festival; Kolkata International Film Festival; Regional Film Festival, Delhi; Kolhapur Centenary and



Joint Celebration of Indian Cinema Centenary and Bangladeshi Cinema along with Retrospective of Soumitra Chatterjee

Secretary, Ministry of I & B Shri Uday Kumar Varma and WIPO Director General Francis Gurry



WIPO Director General Francis Gurry (right) and Indian filmmaker Anurag Basu at the opening of the Indian Film Festival in December 2012, at its Geneva headquarters to mark 100 years of Indian cinema

Indian Panorama Film Festival; Bangalore International Film Festival; 9th Ete Indian Festival, France; Fiji Film Festival, Fiji National University; Kuandu Film Festival, Taiwan and Film Festival at Bali, Indonesia.

Participation in Film Festival in India and Abroad

In addition to 20 centenary film festivals, DFF also organised/ participated in 34 festivals from January till December 2012 both in India and abroad under the Plan Scheme ‘Participation in Film Festival’ and ‘Cultural Exchange Programme’, these were :

Tenth Pune International Film Festival [PIFF]; 7th International Film Festival of Thrissur [IFFT]; Panorama of Contemporary Indian Cinema-Auroville [Tamil Nadu,

near Puducherry]; Roop Kala Kendro Kolkata –International Social communication cinema conference; 8th National Film Festival of Kerala; SRFTI-Kolkata; Film Festival in Russia to mark 65 years of diplomatic ties between India and Russia; SRFTII-Kolkata; Retrospective of “Dr. Bhupen Hazarika” organized by Trade Promotion Organization in Shankuntalam, New Delhi; 11th Edition Imagine India International Film Festival, Madrid , Spain; SAARC Film Festival, in Colombo; New York Indian Film Festival –USA; South Asian Film Festival in Washington DC- USA; Honouring Shyam Benegal with Excellence in Cinema Award-NFTI, British Film Institute and Indian High Commission; Indian Film Festival of Australia-Melbourne; “Cinema Out of the Box” - Entertainment Society of

Goa; 6th Habitat Film Festival at India Habitat Centre, Delhi;

Indian Film Festival – Munich and Hamburg in Germany –days of India in Germany; 12th Ocean’s –Cinefan Film Festival, Delhi; Indian Film Festival in Serbia, including Belgrade; SRFTII-Kolkata; Spirit of Freedom Film Festival , Goa; Retrospective of “Rajesh Khanna”; Pondicherry-IP festival; Toronto International Film Festival's Bell Light Box; 13th Pyongyang International Film Festival; Tagore Film Season in Brussels –Belgium; 9th Ete Indien Film Festival, France; SRFTII-Kolkata; 2nd Indian Film Festival, The Hague, Netherlands; International Film Festival of Fiji (Suva, Auto & Labara); Sermonic, 57th International Film Week of Valladolid, Spain; Global Film Festival, NOIDA and Festival Des 3 Continents, Nantes -France.



Lamp Lighting ceremony of Centenary Film Festival at Ranchi by Jharkhand Chief Minister Shri Arjun Munda

Awards/Recognition to The Entries of DFF in the Film Festivals Abroad

SAARC Film Festival, 2012, Colombo

Best Feature Film National award for the year 2011 and Indian Panorama, 2012 winning film "Byari" in the language section directed by Mr. Suveeran won the bronze medal in the feature film category in SAARC Film Festival, 2012 from 16th to 20th May, 2012 at SAARC Cultural Centre Colombo.

Fiji Film Festival, Fiji National University - Two films in the Competition section – 3 Idiots and Kurmavata won Best Director and Special Jury Award respectively.

RTI

A unit for entertaining and replying on RTI application has been set up under the charge of Deputy Director (Administration) in the Directorate. For the speedy reply to RTI cases all Deputy Directors have been appointed as the CPIOs of their respective area of work. This unit is fully functional in the Directorate.

Report on Work in Hindi Language

The Directorate has taken action for usage of Hindi in official matters. A *Rajbhasa Karyanvayan Samiti* has been set up under the Chairmanship of Director, DFF with heads of wings as its member.

This Directorate has also published bilingual daily news bulletin during the 43rd IFFI 2012. Besides, all the publications relating to 43rd IFFI 2012 was also published bilingual like hoarding, banners and all publicity material etc.

Towards promoting use of the official language, employees are encouraged to do considerable amount of original work in Hindi. Hindi workshops were arranged during the year. Meetings of Implementation Committee for Hindi were also organized on Quarterly basis. Celebrated 1st working day of every month as Hindi Diwas. Organized *Hindi Pakhwara* in the month of September 2012 by arranging various competitions in Hindi.

Upgradation of DFF Website

The website of DFF, www.dff.nic.in, is being upgraded and updated periodically. All important information and guidelines are available on the website of this Directorate. The information relates to rules and regulations regarding National Film Awards, Indian Panorama, International Film Festivals of India and the guidelines for providing grants-in-aid to film festivals. All tender documents are being uploaded on DFF website regularly. Sirifort auditorium booking has now been made online.

43rd International Film Festival of India-2012

The 43rd International Film Festival of India, conducted jointly by the Ministry of Information & Broadcasting and Government of

Goa, successfully concluded on 30 November 2012, after ten days of film screenings, discussions, master classes and other events. The edition was a special one, as it commemorated the Centenary of Indian Cinema.

The festival saw the participation of delegates from across the country and showcased the work of filmmakers from around the globe. The event also brought together filmmakers and film enthusiasts on a common platform in order to foster dialogue and disseminate of creative ideas. While the film screenings were naturally the focus of the festival, IFFI also organized several interactive platforms such as master classes, panel discussions, workshops that encouraged young film students and filmmakers to engage with the craft of filmmaking.

International Jury

An International Jury headed by eminent film director Mr. Goutam Ghose, and the other members – Dr. Malani Fonseka (Sri Lanka) Mr. Derek Malcolm (UK), Mr. Lech Majewski (Poland) and Ms. Anamaria Marinca (Romania), chose the winners from 15 films that had been shortlisted for the International Competition section.

Celebration of Centenary of Indian Cinema

This edition of IFFI also introduced a special award commemorating one hundred years of Indian cinema. This award has been instituted to honour a film for its artistic, aesthetic and technological merit. The award committee, comprising

Budhadeb Dasgupta (Chairman – Indian Panorama Jury), Goutam Ghose (Chairman – International Jury), and Kishwar Desai (Noted Writer and Journalist) chose the award winning film from the nine nominations made out of the sections – Indian Panorama, International Competition and Cinema of the World.

In an attempt to showcase Indian Cinema's journey in the past one hundred years, several sections depicting the growth and development of cinema in India were curated for the 43rd IFFI. The sections – Indian Cinema Centenary, 50 years of the Film and Television Institute of India, Films Division Package on Documentaries and early works of Master film makers gave a glimpse of the milestones of Indian Cinema to the audience. This section opened with the screening of the first film “*Raja Harishchandra*” of Dada Saheb Phalke and Uday Shankar's *Kalpana*. A theatrical performance on Dada Saheb Phalke based on the work of Ms. Sharayu Phalke Sumanwar, the great-grand niece of Dadasaheb Phalke was also presented.

Indian Section

Indian Section also featured the Indian Panorama-2012, where 39 Films (20 feature films and 19 non-feature films) from various regions and languages of India were screened. These were selected by a 10 member feature film jury headed by Shri Buddhadeb Dasgupta, and a 5 member non-feature film jury headed by Shri M.R.Rajan. In addition to the Indian Panorama, the Indian content

also included Retrospectives of Dada Saheb Phalke Award Winner Soumitra Chatterjee, Girish Kasaravalli, Muzaffar Ali, a package focusing the early work of Master film makers like Adoor Gopalakrishnan, Shyam Benegal and K Balachander, a retrospective of student works from the prominent film schools of India, and an Incredible India section featuring foreign films shot in India.

Foreign Section

In the Foreign Section of IFFI, 162 films from 67 countries were screened. Number of filmmakers were invited to present their works. The films from Turkey, Animation section, Soul of Asia section, celebrated various dimensions of cinema from across the world. The Retrospectives and Special Focus sections brought an array of influential films from Denmark, South Korea, and USA, which offered insights into the celebrated filmmakers and their vision.

Master Classes

In addition to the Film Screenings, a series of Master classes were conducted by both Foreign Cinema and Indian Panorama sections.

Eminent film Directors Shyam Benegal and Adoor Gopalakrishnan, Academy Award Winners **Susanne Bier and Resul Pookkuttu conducted the Master Classes.** These Master classes were enjoyed by cinema enthusiasts as they provided opportunities for cinema lovers to interact with the masters of the craft, and engage with their ideas.

Opening Ceremony

Keeping the celebration of 100 years of Indian Cinema in mind, the opening ceremony paid tribute to the rich tradition of filmmaking that has flourished in the country through a cultural programme. The Chief Guest for the Opening Night was renowned actor Akshay Kumar. The Governor of Goa, Hon'ble Minister of State for Information & Broadcasting (Independent Charge), Shri Manish Tewari, Chief Minister of Goa, Secretary, Ministry of I & B graced the occasion. The Life Time Achievement Award was presented to the Polish filmmaker Krzysztof Zanussi, for his contribution in the field of cinema.

The opening ceremony was followed by the Asia Premiere of *Life of Pi*, directed by renowned filmmaker Ang Lee. The cast and crew of the film, which included actors Tabu and Irrfan Khan, were present for the unveiling of the film to the Indian audience. The film received an overwhelming response by the audience that had flocked to watch the film.

Closing Ceremony

The Closing ceremony of IFFI was a grand event, befitting the ten days of film festivities. The Chief Guest for the closing night was Telugu film actor Nandamuri Balakrishna. The Closing function was attended by the Governor and Chief Minister of Goa. Eminent Australian Film maker Paul Cox was the Guest of Honour. The much-awaited Awards for the International Competition section and the newly instituted Centenary Award were

announced at the Closing Ceremony by the Chairperson of International Jury.

The function was followed by the screening of the Closing Film, *The Reluctant Fundamentalist* at Kala Academy, where the cast and crew of the film including director Mira Nair presented the film.

Award Winners of 43rd IFFI

Name of the Award	Award Winner
Special Jury Award	Lucy Mulloy for the Cuban Film <i>Una Noche</i>
Best Actor (Female)	Anjali Patil for the Sri Lankan Film 'With You, Without You'
Best Actor (Male)	Marcin Dorocinski for the Polish Film 'Rose'
Best Director	Kyu-hwan Jeon for the Korean Film 'The Weight'
Best Film	Anhey Ghorhey Da Daan, Directed by Gurvinder Singh, Produced by NFDC
Centenary Award	Mira Nair's film <i>The Reluctant Fundamentalist</i> .

CENTRAL BOARD OF FILM CERTIFICATION

The production and exhibition of films occupies an important place in the field of culture as the most widely appreciated and democratic of the arts. Films play a significant role in shaping public opinion and in imparting knowledge and understanding of the culture and traditions of the people of various regions. Production of feature films in the country is mostly in the private sector.

Our Constitution guarantees freedom of speech and expression as a fundamental right but subjects it to reasonable restrictions. These restrictions are placed in the interest of the "sovereignty and integrity of India, security of the State, friendly relations with foreign States, public order, decency and morality and in relation to contempt of court, defamation or incitement to any offence." Keeping in view these provisions of the Constitution, the basic principles for the guidance of the Board in certifying films for public exhibition in India are laid down in the Cinematograph Act 1952. Further, directions (guidelines) have been issued by the Central Government under section 5B (2) of the Act setting out the principles in further detail for determining the suitability of films for public exhibition.

The Board of Film Censors, which has been re-named as the Central Board of Film Certification from 1-6-1983, has been set up by the Central Government under Section 3 of the Cinematograph Act 1952

for the purpose of sanctioning films for public exhibition. The present Board consists of a Chairperson and twenty-one non-official members, all of whom are appointed by the Central Government. The present Board was nominated on 25th May, 2011.

The Board functions with its headquarters at Mumbai and nine regional offices at Mumbai, Chennai, Kolkata, Bangalore, Hyderabad, Thiruvananthapuram, Delhi, Cuttack and Guwahati. The regional offices are headed by Regional Officers/ Addl. Regional Officer and are assisted by Advisory Panels in the examination of films. The members of the Board and the Advisory Panels represent a cross-section of the society and include people from all walks of life like educationists, social workers, housewives, film personalities, doctors, journalists etc.

Films considered suitable for unrestricted public exhibition are granted "U" certificates. Films which are suitable for unrestricted public exhibition but contain some material which require parental guidance for children below 12 years, are granted "UA" certificates, with a caution to parents to that effect. Films which are found unsuitable for exhibition to non-adults are granted "A" certificates. Those considered unsuitable for the general public, but suitable for exhibition to specialised audiences such as doctors etc. are granted "S" certificates. Films considered unsuitable for public exhibition are not granted certificates.

Work Relating to Certification

During the period April to December, 2012 the Board issued a total 11461 certificates; 1063 certificates were issued to celluloid films, 6172 certificates to video films and 4221 to Digital films. During the period under report, 635 Indian Feature Films, 60 Foreign Feature Films, 1 Indian film other than feature, 327 Indian short films and 35 Foreign short films in 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 Celluloid Feature Films (Indian and Foreign) are also given at Annexures II, III, IV & V.

The Board continued to receive applications for change of category of certificates from “A” to “UA” or “U” for the purpose of telecast on satellite channels and Doordarshan. After examining the re-edited version in video format, the suitability for change of category of certificate is decided by the Board. The Board also continued to certify film songs and trailers in video format for telecast on Doordarshan.

Celluloid

India continued to be one of the major film producing countries in the world. From 1999 onwards there was steady increase with the figures of Indian feature films certified in 1999 being 764 in 2000 – 855 in the year 2001 - 1013 in 2002 to 943, 2008-1325 & 2009-1288. During the period

April to December, 2012 the figure works out to be 635.

Out of 635 Indian Feature Films certified during the period from April to December, 2012, 251 were granted “U” certificates, 277 “UA” certificates, and 107 “A” certificates. Similarly, of the 60 Foreign Feature Films certified in the year, 21 “UA” certificates, 35 “A” certificates and 4 ‘U’ certificates.

The Board certified a total of 327 Indian Short Films during the period from April to December, 2012 of which 274 were granted “U” certificates, 43 “UA” certificates and 10 “A” certificates. In respect of the 45 Foreign Short Films certified in the year, 10 were granted “U” certificates, 30 “UA” certificates and 5 “A” certificates.

Video

A total of 6172 certificates were issued to Video films during period from April to December, 2012. Out of these, there were 560 Indian Feature Films, 796 Foreign Feature Films, 4211 Indian Short Films, 461 Foreign Short Films and 106 Indian long films (other than feature) & 38 Foreign long films (other than feature).

Digital

A total of 4221 certificates were issued to Digital films during period from April to December, 2012. Out of these, there were 654 Indian Feature Films, 3148 Indian Short Films, 176 Foreign Feature films and 238 Foreign short films were issued certificate.

Refusal of Certificates

During the period a total of ___ celluloid feature films (Indian & Foreign) 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.

Board Meeting

The 129th Board Meeting of the members of the Central Board of Film Certification was held on 12th May, 2012 at Mumbai. The meeting was presided over by Ms. Leela Samson, the Chairperson of the Board.

The 130th Board Meeting of the members of the Central Board of Film Certification was held on 17th June, 2012 at Cochin. The meeting was presided over by Ms. Leela Samson, the Chairperson of the Board.

The 131st Board Meeting (extraordinary) of the members of the Central Board of Film Certification was held on 24th July 2012 at Delhi to discuss the issue of conversion of ‘A’ rated films to ‘UA’ for the purpose of satellite release. The meeting was presided over by Ms. Pankaja Thakur, CEO, CBFC who was nominated by majority Board Members to Chair the meeting as Chairperson, Ms. Leela Samson was on tour.

The 132nd Board Meeting (extraordinary) of the members of the Central Board of Film Certification was held on 10th September 2012

at Delhi with the Hon'ble Minister of Information and Broadcasting to discuss the issue of conversion of 'A' rated films to 'UA' for the purpose of satellite release.

Workshops for Advisory Panels

Workshops were arranged for Advisory Panel Members at various regional centers for the benefit of the members of the Advisory Panels and Examining Officers in certification of films. Various issues involved in the examination of the films were discussed at the workshops. The need for observing a code of conduct and discipline was also emphasized.

Important Events

- (a) Meeting with CEO and the Regional Officers of CBFC was called by Joint Secretary (films) on 17th April 2012 regarding standardization of certification process and other administrative matters.
- (b) Meeting with CEO and the Regional Officers of CBFC was called by Secretary, I & B on 30th April 2012 regarding standardization of certification process, computerization and amendment to Cinematograph Rules, 1983.
- (c) Meeting of CBFC with the stakeholders of Mumbai Film Industry was held on 12th May 2012 to discuss UA rated movies on television.

- (d) An interactive session titled "Kerala Konnections" was held on 16th June 2012 at Cochin between the stakeholders of Kerala and the CBFC. This session was attended by Minister of Cinema, Kerala Govt., Shri B. Ganesh Kumar.
- (e) Meeting of CBFC with the stakeholders of Film Industry was held on 19th September 2012 to discuss the certification of "A" rated films for television.

Complaints

Some complaints about certification of films were received from the public. The complaints mainly dealt with the subject of sex and violence on screen. Most of these complaints were general in nature.

Censorship Violations

The incidence of censorship violations at the stage of exhibition of films continued to be reported during 2012 also. Most of the cases of violations that came to the knowledge of CBFC and the Central Government related to interpolations. The censorship violations indulged in by sections of the film industry are broadly of five types viz.

- a) Insertion of the portions deleted by CBFC in films during public exhibition.
- b) Insertion of portion not shown to the Board in a certified film

- c) Insertion of excerpts (bits) of blue films in a certified film.
- d) Exhibition of uncensored films, with forged certificates, and
- e) Exhibition of films without censor certificates.

During the period from April to December 2012 no cases of interpolations in films were detected.

Cine Workers Welfare Fund Act

The Central Board of film certification continued to collect Cine Workers Welfare Cess on Indian Feature Films on behalf of Government of India, Ministry of Labour. These rates are at ₹ 20,000/- for Hindi and English films, ₹ 10,000/- for all other regional language films. CBFC collected an amount of ₹ 1,87,00,000/- towards C.W.W.C.

Cess on imported films dubbed into Indian language came into force vide Ministry's notification dated 18th July 2007.

Certification Fees

An amount of ₹ 4,48,02,348 /- was collected towards certification fees.

Certain categories of films are exempted from the provision relating to certification of films vide Ministry's Order No.807/3/2007 dated 24th September 2007

**CBFC Consolidated Statement Indicating Certified Films from
1-4-2012 To 31-12-2012**

Celluloid					
	U	UA	A	S	TOTAL
Indian Feature Films	251	277	107	-	635
Foreign Feature Films	4	21	35	-	60
Indian Short Films	274	43	10	-	327
Foreign Short Films	10	30	5	-	45
Indian Long Films Other Than Feature	-	1	-	-	1
Foreign Long Films Other Than Feature	-	-	-	-	-
Total	539	372	157	-	1068
Video					
Indian Feature Films	294	261	5	-	560
Foreign Feature Films	227	551	18	-	796
Indian Short Films	2919	1173	119	-	4211
Foreign Short Films	239	203	19	-	461
Indian Long Films Other Than Feature	96	10	-	-	106
Foreign Long Films Other Than Feature	29	9	-	-	38
Total	3804	2207	161	-	6172
Digital					
Indian Feature Films	269	262	123	-	654
Foreign Feature Films	29	72	75	-	176
Indian Short Films	2546	501	101	-	3148
Foreign Short Films	56	161	21	-	238
Indian Long Films Other Than Feature	2	-	2	-	4
Foreign Long Films Other Than Feature	1	-	-	-	1
Total	2903	996	322	-	4221
Grand Total	7246	3575	640	-	11461

**CBFC certified Indian Feature Films
1-4-2012 to 31-12-2012 (Region & Language Wise)**

CELLULOID FILMS											
S. No.	Language	Mum	Kol	Che	Ben	Thi	Hyd	Del	Cut	Guw	Total
1	Hindi	49	-	-	-	-	8	1	-	-	58
2	Marathi	73	-	-	-	-	-	-	-	-	73
3	Gujarati	50	-	-	-	-	-	-	-	-	50
4	Bhojpuri	43	-	-	-	-	-	-	-	-	43
5	Telugu	3	-	18	9	15	34	-	-	-	79
6	Tamil	4	-	38	4	7	17	-	-	-	70
7	English	-	-	-	-	-	-	-	-	1	1
8	Bengali	1	77	-	-	-	-	-	-	-	78
9	Punjabi	9	-	-	-	-	-	-	-	-	9
10	Haryanvi	3	-	-	-	-	-	-	-	-	3
11	Odiya	-	-	-	-	-	-	-	13	-	13
12	Kannada	-	-	-	85	-	-	-	-	-	85
13	Malayalam	-	-	-	-	46	5	-	-	-	51
14	Tulu	-	-	-	3	-	-	-	-	-	3
15	Urdu	2	-	-	-	-	-	-	-	-	2
16	Assamese	-	-	-	-	-	-	-	-	8	8
17	Rajasthani	1	-	-	-	-	-	-	-	-	1
18	Konkani	1	-	-	-	-	-	-	-	-	1
19	Nepali	-	-	-	-	-	-	-	-	1	1
20	Maithili	1	-	-	-	-	-	-	-	-	1
21	Chattisgarhi	1	-	-	-	-	-	-	-	-	1
22	Manipuri	-	1	-	-	-	-	-	-	-	1
23	Khortha	-	1	-	-	-	-	-	-	-	1
24	Banjara	-	-	-	1	-	-	-	-	-	1
25	Mishing	-	-	-	-	-	-	-	-	1	1
	Total	241	79	56	102	68	64	1	13	11	635

ANNEXURE-III

CBFC certified Thematic Classification of Indian Feature from 1-4-2012 to 31-12-2012

CELLULOID											
S.No.	Classification	Mum	Kol	Che	Ben	Tvm	Hyd	Del	Cut	Guw	Total
1	Social	201	71	51	63	57	60	1	12	11	527
2	Comedy	7	1	-	9	-	-	-	1	-	18
3	Devotional	4	-	-	1	-	-	-	-	-	5
4	Action	5	-	3	4	2	-	-	-	-	14
5	Crime	9	2	1	11	7	1	-	-	-	31
6	Thriller	2	5	1	-	-	-	-	-	-	8
7	Horror	3	-	-	4	2	1	-	-	-	10
8	Biographical	-	-	-	1	-	-	-	-	-	1
9	Fantasy	1	-	-	1	-	-	-	-	-	2
10	Action/ Thriller	2	-	-	-	-	-	-	-	-	2
11	Historical	2	-	-	1	-	-	-	-	-	3
12	Fiction	1	-	-	-	-	1	-	-	-	2
13	Children's Film	-	-	-	-	-	1	-	-	-	1
14	Mythological	3	-	-	1	-	-	-	-	-	4
15	Spoof	1	-	-	-	-	-	-	-	-	1
16	Satire	-	-	-	1	-	-	-	-	-	1
17	Social/ Comedy	-	-	-	1	-	-	-	-	-	1
18	Others	-	-	-	1	-	-	-	-	-	1
19	Social/ Crime	-	-	-	2	-	-	-	-	-	2
20	Legendary	-	-	-	1	-	-	-	-	-	1
	Total	241	79	56	102	68	64	1	13	11	635

ANNEXURE-IV

CBFC certified Foreign Feature Films from 1-4-2012 to 31-12-2012

(REGIONWISE – COUNTRYWISE)									(CELLULOID)		
S.No.	Country of Origin	Mum	Kol	Che	Ben	Thi	Hyd	Nd	Cut	Guw	Total
1	USA	42	-	3	-	-	-	-	-	-	45
2	Canada	2	-	-	-	-	-	-	-	-	2
3	Thailand	2	-	-	-	-	-	-	-	-	2
4	China	-	-	1	-	-	-	-	-	-	1
5	UK	2	-	-	-	-	-	-	-	-	2
6	Italy	1	-	1	-	-	-	-	-	-	2
7	Columbia	1	-	-	-	-	-	-	-	-	1
8	Hong Kong	-	-	4	-	-	-	-	-	-	4
9	France	-	-	1	-	-	-	-	-	-	1
	Total	50	-	10	-	-	-	-	-	-	60

**CBFC certified Thematic Classification of Foreign Feature Films
from 1-4-2012 To 31-12-2012**

CELLULOID											
S.No.	Classification	Mum	Kol	Che	Ben	Thi	Hyd	Nd	Cut	Guw	Total
1	Fantasy	2	-	-	-	-	-	-	-	-	2
2	Action	17	-	4	-	-	-	-	-	-	21
3	Thriller	4	-	-	-	-	-	-	-	-	4
4	Social	4	-	3	-	-	-	-	-	-	7
5	Horror	10	-	2	-	-	-	-	-	-	12
6	Adventure	1	-	-	-	-	-	-	-	-	1
7	Comedy	2	-	-	-	-	-	-	-	-	2
8	Sci. Fiction/ Thriller	1	-	-	-	-	-	-	-	-	1
9	Science Fiction	6	-	-	-	-	-	-	-	-	6
10	Crime	3	-	1	-	-	-	-	-	-	4
	Total	50	-	10	-	-	-	-	-	-	60

Finances of the Board

Under the provision of the Cinematograph Act, 1952, the Central Board of Film Certification is a statutory body regulating the public exhibition of films. However, for administrative purpose, the Board is treated as a sub-ordinate office under the Ministry of Information and Broadcasting.

The revenue of the Board is by the way of collection of certification

fee as per the scales provided in the Cinematograph (Certification) Rules, 1983. The Board also levies projection charges in respect of screening of the films done in the Regional Office. The total income accrued during the period April 2012 to November 2012 comes to ₹ 5,03,17,506/-. The revenue collected is credited to the Consolidated Funds of India. The Board does not operate any bank account in this regard.

For the purpose of maintaining the accounts for revenue as well as expenditure, the Board observes the financial year (1st April to 31st March) as per the practice followed by the Government of India. The Board receives grants from the Ministry under Non-Plan and expenditure incurred against these sub-heads from 1st April to 30th November 2012 are furnished below:

Budget Allocation and Expenditure

(₹ in thousands)		
	Non-Plan (BE (2012-13))	Expenditure upto 30th November, 2012
Salaries	42000	25813.216
Medical	450	180.369
OTA	015	0
TE	2000	1904.035
OE	5530	5530.000
PPSS	15000	20064.200
Grant-in-aid	005	0
TOTAL	65000	43491.820

Plan Scheme : Upgradation, Modernization and Expansion of CBFC and Certification Process

The CBFC, under the proposed Scheme “Upgradation, Modernisation and Expansion of CBFC and Certification Process” under the 12th Plan period from 2012 to 2017, proposed to undertake the following activities for which ₹10 crores has been earmarked.

- (1) Software Development for online processing of film application and certification.
- (2) Digital Projection System and Digital Theatres for all offices of CBFC.
- (3) Requirement of additional office space for Regional Offices of CBFC and Headquarters.

Plan Scheme : Training For Human Resources and Development

This is a New Scheme.

CBFC under the Scheme “Training For Human Resources Development” propose to undertake the following activities for which 25 lakh exists.

- (a) Workshop/Seminar/Samvaad for Board Members and Regional Officers at Regional Offices and at Mumbai.
- (b) Training/ Workshop of Advisory Panel Members in each region.

- (c) Training of Group “A” “B” and “C” in Administration, Accounts, Budgeting Maintenance of records, E-governance, IT Skills, Vigilance and RTI matters.

SBG : 2012-13 : ₹ 25 Lakhs

Expenditure as on 30-11-2012 : ₹ 9,84,438/-

NATIONAL FILM DEVELOPMENT CORPORATION LIMITED (NFDC)

(www.nfdcindia.com)

Incorporated in the year 1975, the National Film Development Corporation Ltd. was set up by the Government of India with the primary objective of planning, promoting and organizing an integrated and efficient development of the Indian film industry in accordance with the national economic policy and objectives laid down by the Central Government from time to time. NFDC was reincorporated in the year 1980 by merging the Film Finance Corporation (FFC) and Indian Motion Picture Export Corporation (IMPEC) with NFDC. Since its inception, NFDC has funded / produced over 300 films in more than 20 regional languages, many of which have earned wide acclaim and won national / international awards.

As a film development agency, NFDC is responsible for facilitating growth in areas / segments of the film industry that not only

have a cultural bearing but also in areas which cannot be taken up by private enterprises due to commercial exigencies; thereby facilitating a balanced growth of the Industry. However, even while its role in the Indian film industry is largely developmental, as a Public Sector Enterprise, NFDC also has a corporate mandate and is responsible for generating a healthy balance sheet.

NFDC has further enhanced its forte in production and distribution under the “Cinemas of India” banner, production of advertisement, short and corporate films for government, film exhibition, restoration, Film Bazaar, training in digital non-linear editing, cinematography, sub-titling etc.

The Ministry of Information & Broadcasting executed its Plan Scheme “Film Production in various regional languages” through the National Film Development Corporation (NFDC) during the 11th Five Year Plan. As per the targets laid down in the Eleventh Plan Scheme, NFDC was required to produce 15 films in various regional languages and 3 films in Hindi/English language against a total allocation of ₹ 36 Crores. Against this, NFDC commissioned 23 productions across 12 Indian languages including Tamil, Assamese, Gujarati, Malayalam, Bengali, Marathi, Bhojpuri, Konkani, Rajasthani, Khortha, Punjabi and Hindi and introduced 13 debutant filmmakers in the film sector.

In FY 2012-13, NFDC completed 7 feature films, including Shanghai directed by the acclaimed filmmaker Dibaker Banerji, while 5 films are

in various stages of production. Gurvinder Singh's debut feature film, *Anhey Ghorhey Da Daan*, produced by NFDC, premiered at the Venice International Film Festival, won 3 National Awards and recently won the Golden Peacock Award at the International Film Festival of India 2012. *Gangoobai* a feature film in Marathi/Hindi by debutant feature filmmaker Priya Krishnaswamy was selected along with *Anhey Ghorhey Da Daan* for the Indian Panorama section of the 43rd International Film Festival of India, which was held in Goa in November 2012. *Tasher Desh*, a Bengali feature film directed by Q and co-produced by NFDC, went on to get selected at the seventh edition of the Rome International Film Festival under the newly created Cinema XXI category this year.

NFDC's production & distribution brand Cinemas of India continued to gain momentum with a host of theatrical releases including the Bengali film, *Maya Bazar*, directed by debutant filmmaker Joydeep Ghosh, Gurvinder Singh's *Anhey Ghorey Da Daan*, Bidyut Kotoky's *As The River Flows* and a re-release of the much acclaimed classic *Jaane Bhi Do Yaaro* in its digitally restored version across India. Films in the pipeline for theatrical release up to March 2013 include *Gangoobai* and *Sanskaar*.

Keeping in mind the urgent need to restore filmic material that has undergone immense damage over time due to lack of adequate preservation facilities, NFDC has undertaken restoration of 86 titles in total that underwent sound and picture restoration, including 6 titles

based on Rabindranath Tagore's stories.

Post-restoration, NFDC launched its hugely popular home video segment of cinemas of India and has released 50 titles under the same so far, the promotion of which is being carried out via Facebook, Twitter, and YouTube etc. The company will also shortly be launching a video-on-demand platform for consumption of cinema online.

In terms of overseas promotion of Indian cinema, NFDC has undertaken various initiatives to undertake increased marketing of its new films and the existing catalogue and promotion of Indian films in global networks. With an aggressive outreach program to connect with market players in other countries, the division has built up a network



Photograph from National Photo Awards

of partnerships with private and government players in this business across the world. Further, the division is also screening its films at global festivals, thus enabling a benchmarking with International best practices in film production.

To substantiate the mandate of the exports division, NFDC undertakes initiatives to facilitate increased visibility of Indian cinema and for enhancing distribution avenues globally. The NFDC has been entrusted with the task of promoting Indian Films at various International Film Markets in India and abroad. Under these initiatives the Corporation sets up an India Pavilion- India stand in Cannes Film Festival, France, Toronto International Film Festival,

Canada, MIPCOM, France, American Film Market, USA, European Film Market, Germany and Film Mart in Hong Kong. The Indian Pavilion provides a platform to the Indian participants to organize meetings for networking and to promote their work.

To facilitate the growth of the Indian film sector internationally, and to enable building of collaborations in the realm of production and distribution between the Indian and International film fraternity, NFDC set up Film Bazaar India in 2007 in Goa alongside the International Film Festival of India. From a tentative start of 170 delegates in 2007, the sixth edition in the year 2012 saw an impressive and highly influential

attendance of almost 750 delegates from 32 participating countries comprising an eclectic mix of festival directors of leading film festivals, film programmers, world sales agents, globally acclaimed film critics and a host of first timer international delegates professing their interest in operationalizing co-production treaties with India.

NFDC has recently set up a Training & Development Department, which has been devised to address the gap in the area of mid-career training opportunities in the film sector. It has been established under the brand NFDC Labs to deliver a key output for the Indian film community: training for professional filmmakers, providing workshops



Minister of State (Independent Charge) for I & B, Shri Manish Tewari, Secretary I&B Shri Uday Kumar Varma, Goa Chief Minister, Shri Manohar Parrikar, Polish Cultural Minister, Mr. Bogdan Zdrojewski and NFDC Chairman, Shri Ramesh Sippy at the inauguration of the Indian Panorama, at the FILM BAZAAR, during 43rd IFFI-2012, in Panaji, Goa

and master classes in core disciplines – directing, writing, editing, cinematography and producing.

In continuance of its various training programmes in the technical areas of filmmaking for students under State Government sponsored schemes, NFDC held 13 workshops training 428 candidates in areas namely, digital non-linear editing, digital videography, audio engineering, digital still photography and animation.

During the Financial Year 2012-13, NFDC also produced 30 video spots, 5 corporate films, 104 episodes audio sponsored programs, 01 Video Anthem, 90 short films / documentaries for government clients. Further, 110 spots were dubbed into various languages totalling 1607 spots, 13 and 7 TV series episodes for numerous Ministries, PSU's and other clients.

With its intent of emerging as an agency that can meet 360 degree communication needs of a government client, NFDC undertook its first ever assignment of designing a 'tableau' for the Republic Day Parade on behalf of the National Literacy Mission, Ministry of Human Resource and Development, Government of India. The tableau received the first prize for its theme resonant with *Saakshar Bharat* the 'Adult Literacy Programme of the Ministry of HRD. The creatively fabricated golden tableau that spoke of 'Reaping the fruits of Knowledge and building a bridge towards a golden future' was successful in drawing attention to the core tenets of the literacy mission.





The Ministry's Tableau depicting 100 Years of Indian Cinema at the Republic Day Parade 2013



Minister for Culture and Communication of France, Ms. Aurelie Filippetti meeting the Minister of State (Independent Charge) for Information & Broadcasting, Shri Manish Tewari, in New Delhi

Chapter

7

INTERNATIONAL CO-OPERATION

India and UNESCO

India is among the founder members of UNESCO, one of the specialized agencies of the United Nations. UNESCO's main goal is to promote international co-operation in the field of education, science and technology, social sciences, culture and mass communication. In order to promote communication capabilities of developing countries, the 21st Session of the General Conference of UNESCO in 1981 approved the setting up of an International Programme for the Development

of Communication (IPDC). India played a significant role in its conception and has been a member of the IPDC and also of the Inter-Governmental Council (IGC) of the IPDC. India was elected by acclamation by the General Conference at its 35th Session, to be a member of the IGC for the period 2009-2013.

Shri Uday Kumar Varma, Secretary (I&B) attended the 56th meeting of the Bureau of the Inter-Governmental Council of the International Programme for the Development of Communication (IPDC) held at UNESCO Headquarters from 22nd to 24th February 2012.

The Asia-Pacific Institute for Broadcasting Development (AIBD) in collaboration with IPDC-UNESCO organized Sub-regional Workshop on Training of Journalists on Legal Awareness in an Era of Media Convergence from 23rd to 27th September 2012 in Male, Maldives. Ms. Madhuparna Dhar Chowdhuri, News Editor, AIR (Kolkata) attended the workshop

MoU With Countries

India and Belarus

In a major initiative to build a comprehensive partnership with a Commonwealth of Independent States (CIS) and to strengthen initiatives and enhance partnership in the areas of mass media and publication and broadcasting, India and Belarus signed a Memorandum of Understanding (MoU) on Cooperation in the field of Press and Information on 14th November 2012. The MoU was signed

between Secretary (Information & Broadcasting) and Mr. Sergei Aleinik, Deputy Foreign Minister of Belarus.

The objectives of the MoU are as follows:

- i) To exchange views on bilateral cooperation in press and information;
- ii) feasible ways and forms of its implementation;
- iii) possibility to conclude a bilateral agreement on cooperation in the field of press and information.

India – Pakistan Joint Commission, 8th Technical Level Working Group on Information

Shri Anurag Srivastava, Joint Secretary (I&B) and Shri Chaitanya Prasad, Officer on Special Duty, from the Ministry attended the Eighth Technical Level Working Group on Information from 5th to 8th September 2012 in Islamabad, Pakistan.

The two sides reviewed progress made in the field of Information & Broadcasting since the last meeting of JWG's held in New Delhi in February 2007. They identified the following areas for future collaboration:

- Journalists exchange programme through Press Information Departments
- Seminars / workshops for media professionals
- News exchange between the official news agencies

- Exchange of Television and Radio programmes
- Refraining from hostile propaganda against each other
- Facilitating access of audio/visual and print media to the public
- Easy visa regime for media persons

Cultural Exchange Programmes (CEP) with Countries

The Cultural Exchange Programmes have the aims and objectives to strengthen the relationship and also to promote exchange of ideas between India and other Countries in the spheres of Mass Media, Broadcasting and Films.

Under these Cultural Exchange Programmes, there are identified areas of cooperation in Information, Broadcasting and Film sectors.

During the year 2012-13, the Draft CEP proposals to be executed between India and other countries such as Lithuania, United Mexican States, Nigeria, Bosnia & Herzegovina, Tajikistan, Egypt etc. have been received from the Ministry of Culture for comments of the Ministry.

NAM News Network (NNN)

With the objective of correcting imbalances in the global flow of information, the Non-Aligned Movement had in 1976 set up the Non-Aligned News Agencies Pool (NANAP) for exchange

of news and information among the news agencies of the non-aligned countries. The exchange was to be carried out using leased communication lines of the member agencies with some of these agencies acting as transmission hubs.

But with internet becoming a reliable and cheap mode of communication, it was felt that an internet based arrangement would serve the cause of news exchange among news agencies of the non-aligned countries better than the leased lines network arrangement of NANAP. At the Sixth Conference of Ministers of Information of Non-Aligned Countries (COMINAC VI) held in Kuala Lumpur, Malaysia, in November 2005 it was decided to set up the NAM News Network (NNN) as an internet-based news and photo exchange arrangement in replacement of NANAP.

Under the NAM News Network (NNN), operational since June 2006, national news agencies of the member countries of the 118-member Non-Aligned Movement send news and photo contributions by e-mail to the Malaysian news agency Bernama which is operating the NNN website <http://www.namnewsnetwork.org> from Kuala Lumpur. Bernama uploads these contributions on to the NNN website. Contributions can be looked up by the participating agencies on the NNN website and each agency can download the material relevant for its use. At present, news reports are available on the website in English, Spanish and Arabic languages. Press Trust of India (PTI) is the participating agency on behalf of India.

In tandem with its participation in the NNN multilateral news exchange, PTI has also been undertaking news and photo exchanges with a number of national news agencies on a bilateral basis. During the year 2011 it signed an agreement with the Islamic Republic News Agency of Iran (IRNA) to extend the cooperation between the two agencies to include photos. It also upgraded its news delivery mode to the Namibian Press Agency and the Saudi Press Agency to auto-reception on an internet enabled computer through a PTI fabricated software called News View. NAMPA was earlier getting

the PTI news feed by e-mail and SPA through FTP. It also signed an agreement for news and photo exchange with Middle Eastern News Agency (MENA) in 2012.

India's role with SAARC

SAARC Information Centre works as the Information Hub for the Countries under the SAARC region. The mandate of SAARC Information Centre is to:-

- a. Act as a nodal agency for collection of information of SAARC and its member states;
- b. Work as facilitator in professional matters for print and electronic media;
- c. Coordinate radio and TV productions, facilitate research and conduct training and skill transfer activities;
- d. Act as an Information Bank of SAARC and its member countries;
- e. Forge stronger intra-regional links for cooperation and collaboration among the media of SAARC countries; and



The then Minister for I & B, Smt. Ambika Soni and the Minister of Foreign Affairs and Cooperation, Spain, Mr. Jose Manuel Garcia-Margallo Marfil exchanging an agreement between India and Spain in the Field of Audiovisual Co-Production in the presence of Prime Minister, Dr. Manmohan Singh and the King of Spain, His Majesty Juan Carlos I, in New Delhi

- f. Interact with the SAARC Audio-Visual Exchange (SAVE), SAARC Regional Centres, SAARC Apex and recognized bodies and other programmes within SAARC.

India is an active member of South Asian Association for Regional Cooperation (SAARC). The Information Ministers of SAARC member countries are required to meet annually to discuss matters relating to media. The Ministry of Information and Broadcasting has acted as a Nodal Agency of the government activities in SIC deliberations. The Ministry representatives have participated in various activities and programmes conducted by the centre in the region. Keeping its commitment to the aims and objectives of

SAARC, the following workshops/seminars were held during the year :

- Workshop to develop SAARC orientation module to be included in the syllabi of the National Media Training Institutes in cooperation with Nepal Press Institute (NPI) in Kathmandu was held from 29th February to 3rd March 2012. Shri Shailesh Gautam, Under Secretary (IP&MC), Prof K.M. Shrivastava, IIMC and Ms. Shalini Narayanan, IIS (posted in IIMC) attended the workshop.
- Seminar on “How to increase cooperation among the news agencies of SAARC” was held in Bhutan on 29th to 31st May 2012. Shri Nampi Marinmai, News Editor, NSD, AIR, New Delhi attended the Seminar.
- SAARC Media Internship Programme (SMIP) for the young/media persons of the region was held from 28th July to 2nd August, 2012 in Colombo, Sri Lanka. Ms. Manmeet Kaur, US (IP&MC), Shri Neeraj Kumar, US (IIS) and Shri Vivek Vaibhav, Dy. Director, Doordarshan, Ministry of I & B attended the Programme.
- Eighth Meeting of the Governing Board of the SAARC Information Centre was held on 25th to 26th September 2012 in Kathmandu. Shri Chaitanya Prasad, OSD attended the meeting.



The then Minister for I&B, Smt. Ambika Soni and the Minister of Culture and National Heritage, Poland, Mr. B. Zdrojewski with the copies of the Audio visual Co-production Agreement signed at Warsaw.

International Media Exchange Programme

A new Plan Scheme namely International Media Exchange Programme has been proposed in the XII Five Year Plan with an outlay of Rs.1.50 Crore. An outlay of Rs. 2 lakhs has been kept for the current financial year 2012-13. Various Components of the Scheme include Media Exchange Programme, Joint Working Groups & Agreement on cooperation in the field of Information & Film Sector and International Media Seminars/Workshops. The main objectives of the programme are as follows :

- Recognizing the vital role that Media play in the promotion of better understanding between countries and in enhancing regional cooperation through greater interaction between media persons and for dissemination of information about each other.
- Recognizing the critical role that media plays in the promotion of democratic values and tolerance in societies.
- The broad objective of this scheme is to strengthen the friendly ties with different countries by promoting better understanding in the field of information and print media, inspired by a common desire to establish and develop closer relations with other countries in the field of information and mass media.
- To strengthen the relationship between India and other countries.
- To promote exchange of ideas between India and other countries in the spheres of Mass Media, Broadcasting and Films
- Advanced Media Training
- Crisis Communication
- Social and Multimedia Training



Ministry of Information & Broadcasting
Government of India



“SCHOLARSHIP GAVE ME THE RIGHT TO LEAD A BETTER LIFE.
DID YOU CLAIM YOUR RIGHT?”

dvsp 2211/13/004/1213

- ▶ In the year 2011-2012, 48 lakh students from the scheduled castes got scholarships worth Rs. 2711 crore
- ▶ New scholarship scheme for 9th and 10th class students, Rs. 824 crore will be disbursed during the current year



EMPOWERMENT OF
SCHEDULED CASTES



BHARAT NIRMAN

IT'S IN EVERYBODY'S INTEREST. IT'S EVERYBODY'S RIGHT.

Chapter

8

RESERVATION FOR SCHEDULED CASTES, SCHEDULED TRIBES AND OTHER BACKWARD CLASSES

This Ministry has been making all possible efforts to ensure adequate representation of 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. Efforts are also made to ensure adequate representation of officers belonging to Scheduled Castes, Scheduled Tribes and Other Backward Classes in various training programs. Post based rosters are maintained by all the attached/subordinate offices/PSUs/autonomous bodies under the administrative control of the Ministry.

The guidelines & 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.

As per the instructions of DoP&T, issued vide its O.M. dated 3rd February 2012 information pertaining to the representation of SCs, STs and OBCs as on 1st January 2012 in respect of the Ministry is given on the next page.

The percentage of representation of SCs, STs and OBCs vis-à-vis the total number of employees in the Ministry including all its attached & subordinate offices as on 1st January 2012 is being given.

Category	Group A	Group B	Group C	Group D	Total
SC	15.02%	13.73%	16.31%	25.37%	17.07%
ST	6.13%	6.68%	9.53%	10.29%	8.64%
OBC	3.45%	2.97%	4.83%	4.89%	4.23%

Details of recruitment of Minority Community for the year ending 31.3.2012 under the Prime Minister's 15 Point Programme as per prescribed proforma in O.M. dated 08.01.2007.

	Total No. of employees as on 31st March, 2012	Total no. of persons employed during the year	Minority persons employed during the year	Total No. of employees as on 31st March, 2012	Total no. of persons employed during the year	Minority persons employed during the year
	Group A			Group B		
Ministry/ Department	448	51	5	1033	42	2
Attached/ Subordinate offices and						
Autonomous bodies	1510	15	2	6974	31	3
Total	1958	66	7	8007	73	5
	Group C			Group D		
Ministry/ Department	442	22	2	nil	nil	nil
Attached/ Subordinate offices and						
Autonomous bodies	22012	303	38	7358	120	25
Total	22454	325	40	7358	120	25

A separate cell, for administrative convenience, has been set up in this Ministry in terms of instructions in MHA's O.M.No.27/22/68-Estt(SCT) dated 19.4.1969 to look after the interest of Scheduled Castes, Scheduled Tribes and Other Backward Classes.

The Cell under the supervision of a Liaison Officer of the rank of Dir/DS is functioning for coordinating and monitoring of work relating to implementation of reservation policy and other benefits due and admissible to SCs/STs and OBCs as per the rules in this Ministry and its attached / subordinate offices.



Ministry of Information and Broadcasting
Government of India



Today, we too have our own home



Indira Awaas Yojana

- Financial assistance to construct a permanent house for BPL families
- 1.2 crore houses to be constructed by 2013-14
- More than 27 lakh houses to be constructed during 2011-12



A VISION OF
BHARAT NIRMAN
DREAMS BEING REALIZED



Photograph from National Photo Awards

Chapter

9

REPRESENTATION OF PHYSICALLY DISABLED PERSONS IN SERVICE

The instructions and guidelines regarding Persons with Disabilities issued from time-to-time by the nodal Ministry/Department are always circulated to all Media Units and Administrative Sections in the Main Secretariat of the Ministry I&B for strict compliance. In the Main Secretariat, a Liaison Officer is also appointed to look after the interest of Persons with Disabilities. As per the instructions of DoP&T from time-to-time a special drive is also launched to fill up backlog vacancies in this category. However, all Media Units have been asked to compile information regarding backlog vacancies for Persons with Disabilities category. The representation of Persons with Disabilities in this Ministry (except AIR, Doordarshan, RR&TD, DAVP, PIB, S&DD, NFDC, DFF, DPD and RNI) collectively and in Direct Recruitment and Promotion quotas as on 1st January 2012 is enclosed in the Annexure.

ANNUAL STATEMENT SHOWING THE REPRESENTATION OF PERSONS WITH DISABILITIES IN SERVICE

(As on 1st January 2012)

Ministry of Information & Broadcasting/
(Attached/Subordinate Offices)

Group	Number of Employees				
	Total	In Identified posts	VH	HH	OH
(i)	(ii)	(iii)	(iv)	(v)	(vi)
Group A	897	128	3	1	2
Group B	1272	575	4	4	12
Group C	1888	818	3	4	20
Group D	809	533	4	2	8
Total	4866	2054	14	11	42



Women of Irpa village at an awareness programme on proper nutrition organized by Jagadalpur field unit of DFP, Chattisgarh.

STATEMENT SHOWING THE NUMBER OF PERSONS WITH DISABILITIES APPOINTED DURING THE CALENDAR YEAR 2011 (AS ON 01.01.2012)

Group	Direct Recruitment										Promotion					
	No. of vacancies reserved			No. of appointment made							No. of vacancies reserved					
	VH	HH	OH	TOTAL	In Identified posts	VH	HH	OH	VH	HH	OH	Total	In Identified posts	VH	HH	OH
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Group A	1		1						Nil	Nil	Nil	11				
Group B		2							Nil	Nil	Nil	13	1			1
Group C	1	3	4	1	1			1	1	3	1	1				
Group D	5	2	1	2	2	1		1	1	1						
Total	7	7	6	3	3	1		2	2	4	1	25	1			1

Notes:

- (i) VH stands for Visually Handicapped (persons suffering from blindness or low vision)
- (ii) HH stands for Hearing Handicapped (persons suffering from hearing impairment)
- (iii) OH stands for orthopaedically Handicapped (persons suffering from locomotor disability or cerebral palsy)
- (iv) There is no reservation for persons with disabilities in case of promotion of Group A and B posts. However, persons with disabilities can be promoted to such posts, provided the concerned post is identified suitable for person with disabilities.





Photograph from National Photo Awards



Photograph from National Photo Awards

Chapter

10

USE OF HINDI AS OFFICIAL LANGUAGE

Hindi is the official language of the Union of India. There is a well considered policy of the Government to accelerate the progressive use of Hindi in official work. This Ministry has been emphasizing 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 the Ministry monitors the progressive use of Hindi in the Secretariat as well as in its attached and subordinate offices. The meetings of Official Language Implementation Committee are held regularly to monitor the status of the implementation of the Official Language Policy in the Ministry and its media units/organizations. It also aims to find ways and means to augment the use of Hindi in official work and achieve targets under the annual programme as fixed by the Department of Official Language.

To provide necessary assistance in translation, implementation and monitoring of the Official Language Policy of the Government of India, the Main Secretariat of the Ministry has an approved strength of one Director (OL), one Deputy Director (OL), two Assistant Directors (OL), two Senior Hindi Translators and two Junior Hindi Translators.

In order to ensure issuance of all papers/documents under Section 3(3) of the Official Languages Act in bilingual form and that letters received in Hindi and signed in Hindi are invariably replied to in Hindi only, check points were strengthened. In addition, quarterly

progress reports received from different sections and media units were reviewed and remedial actions were taken / suggestions made in order to ensure better compliance of the official language policy.

For promoting the use of Hindi in official work, "Hindi Fortnight" was organized in the Ministry from 14th to 28th September 2012. During this period, essay writing, poetry, noting / drafting, dictation, translation, debate and quiz competitions were organized in which 123 officials participated, 91 officials (both from Hindi and non-Hindi speaking regions) were given cash prizes. The Hon'ble Minister also issued an Appeal for increasing the use of Hindi in official work. Moreover, the Appeals issued by the Union Home Minister and the Cabinet Secretary, on this occasion, were also circulated.

An incentive scheme for original noting and drafting as per the directions of Department of Official Language, Ministry of Home Affairs is also operative. Nine officials of the Ministry (Main Secretariat) were awarded cash prizes for the year 2011-2012 under the scheme.

The Second Sub-Committee of Parliament on Official Language inspected 11 offices under this Ministry during the year (from 1st April to 31st December 2012). The suggestions made by the Committee were noted and remedial actions initiated for better implementation of the Official Language Policy. Other eight offices under the Ministry were also inspected.





Photograph from National Photo Awards



Photograph from National Photo Awards



A special awareness programme on 'Janani Shishu Suraksha Yojana' at Ramanand Nagar village of Maharashtra, organized by Nanded unit of DFP.

Chapter

11

WOMEN WELFARE ACTIVITIES

A Women Cell was formed in the Ministry in 1992 to review the programmes and monitor implementation of development schemes for women in accordance with the guidelines of the National Commission for Women. Later, in accordance with the Supreme Court guidelines laid down in Vishakha & Others Vs. State of Rajasthan case, the Cell was re-constituted on 16th May 2002 as the Complaints Committee for matters relating to sexual harassment at work place. An external expert from YWCA was included as a non-official member in the Women Cell on 13th January 2006.

During 2012-13, the Women Cell headed by Mrs. Supriya Sahu, Joint Secretary (B), took note of two complaints relating to sexual harassment at work place. The Committee gave appropriate directions in both the cases.

This Cell was reconstituted on 6th November 2012 headed by Mrs. Supriya Sahu, Joint Secretary (B) and Ms. P. Vasanti, Director, CMS. The Cell has an external expert from YWCA as a non-official member. Three other women members and one male member of the Ministry are its official members.

Similar Cells are also functioning in the attached/subordinate offices and autonomous bodies of the Ministry.

सत्यमेव जयते

सूचना और प्रसारण मंत्रालय

प्रस्तुत करता है

गीत एवं नाट्य

कृत

नुक्कड़ नाटक

जामुनी

आकाँक्षा उभरते



य, भारत सरकार

प्रभाग

र्या

भारत की



Song and Drama Division of the Ministry presenting the "JAMUNIYA" show



Photograph from National Photo Awards

Chapter

12

VIGILANCE RELATED MATTERS

Details of Vigilance Set-up of Ministry and its Activities

The vigilance set up of the Ministry functions under the overall supervision of the Secretary, I&B, who is assisted by the Chief Vigilance Officer

(at the level of Joint Secretary), Deputy Secretary (Vigilance), Under Secretary (Vigilance) and other subordinate staff. A 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 also, separate vigilance set ups exist. The Chief Vigilance Officer of the Ministry coordinates vigilance activities of the attached and subordinate offices, public sector undertakings etc.

Concerted efforts were made to streamline the procedures in order to minimize scope for corruption. Efforts were also made to post staff on rotation in sensitive positions. Regular and surprise inspections were carried out by senior officers of Media Units to ensure proper observance of rules and procedures. During the period, 1st April to 31st December 2012, 267 regular and surprise inspections were carried out and 3 persons were identified for being kept under surveillance. In addition, a total of 52 areas have been selected for being kept under surveillance in different media units of this Ministry.

To continue the anti-corruption drive, launched by the Government on the 50th Anniversary of the

Independence of our country, 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 reports are regularly submitted 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 1st April, to 31st December 2012, 423 fresh complaints were received in the Ministry and its media units from different sources. These were examined and preliminary inquiries

were ordered in 111 cases and reports in respect of 68 cases were received. Regular departmental action for major penalty was initiated in 17 cases and for minor penalty in 1 case. Major penalties have been imposed in 10 cases and minor penalties in 4 cases. During the period under report, 12 officials were placed under suspension and in 24 cases administrative action has been taken and also in a case one official has been prematurely retired under relevant provisions of the rules.

Monthly reports on pending disciplinary cases and fortnightly

reports on pending sanction for prosecution are regularly forwarded to CVC and the Department of Personnel & Training.

CVO also took up periodical review meeting to assess the pendency of the disciplinary cases with CVO, PB and other concerned officers of the vigilance wing and necessary action to expedite the cases were being taken. CVO also took a meeting with the Inquiry/Presenting Officers of the disciplinary cases where he stressed the need for completing the inquiry of the cases assigned to them in an expeditious manner.



A cultural programme during Public Information Campaign at Dentam , Sikkim

*Song and Drama Division of the
Ministry presenting the
“JAMUNIYA” show*





Photograph from National Photo Awards

Chapter

13

CITIZENS' CHARTER & GRIEVANCE REDRESSAL MECHANISM

“The Citizens’/Clients’ Charter of this Ministry duly approved by the Minister has been uploaded on the website of the Ministry i.e. <http://www.mib.nic.in>.

The 10 main services, included in the Charter and being provided by this Ministry directly to its stakeholders are:-

- (i) Issue of license for providing DTH services to prospective licensee;
- (ii) Issue of license to Multi System Operators;
- (iii) Setting up teleports by TV Channels for up linking/down linking;
- (iv) Issue of permission for up linking/down linking of TV Channels uplinked from India;
- (v) Issue of permission for Down linking of TV Channels uplinked from abroad;
- (vi) Setting up of Community Radio Stations (CRS) by Non-Governmental Organizations (NGO), Educational Institutes and Krishi Vigyan Kendras/ Institutes;
- (vii) Issue of approval letter for the publication of Indian editions of foreign magazines/journal/ periodicals/news magazines by an entity having foreign investment in the category of Speciality/Technical/ Scientific;
- (viii) Issue of approval letter for the publication of Indian editions of foreign magazines dealing with news and current affairs/newspapers by an entity having foreign investment/ facsimile edition of foreign newspaper by an entity having/not having foreign investment.
- (ix) To facilitate and encourage the media units falling under the administrative control of Ministry to discharge

their functions as per their individual Citizens' Charter and to issue instructions thereof; and

- (x) Issue of permission letter to the foreign Producers for shooting of Feature Films for TV/Cinema and reality shows/commercial TV serials.”

Grievance Redressal Mechanism

The Grievance petitions received by the Ministry are registered and processed in the computerized Centralized Public Grievance Redress and Monitoring System (CPGRAMS). All the petitions received are acknowledged according to norms fixed for the purpose. The acknowledgement letter contains registration number of the grievance, expected time of disposal and the details of the

contact person. The grievance petitions are sent to the concerned media units/offices/divisions for taking necessary action to redress the grievance, with the direction to send a suitable reply to the petitioner, as per rules. These petitions are monitored on regular basis to keep track of their disposal, by sending reminders to the concerned offices/divisions and by convening review meetings etc. In all the media units, normally, an officer of the rank of Joint Secretary/Director/Deputy Secretary is designated as Public Grievances Officer of that Unit. In important and urgent nature of cases, senior officers of the concerned media units/offices hold discussion for quick disposal of the case. The position regarding final disposal of petitions is also intimated to the authority/individuals concerned from whom the grievance is received, by post or through CPGRAMS.

The guidelines received from time to time regarding redressal of public grievances/activating machinery for redressal of public grievances, from Department of Administrative Reforms and Public Grievances etc. are circulated to all media units/autonomous bodies etc. functioning under the aegis of this Ministry. Disposal of grievances in the Ministry is monitored by Secretary (I&B) also.

A similar mechanism is also in place in all the attached/subordinate offices, autonomous bodies and public sector undertakings working under the administrative control of the Ministry.

As per the directions of the Cabinet Secretariat, the Ministry has adopted the “Sevottam Compliant System Guidelines” for its “Grievance Redressal Mechanism” and has sent an action taken report to the Cabinet Secretariat on the same for evaluation.

Time Frame Prescribed for Redressal of Grievances:

S. No.	Subject	Time
1.	Issue of acknowledgement / interim reply to the petitioner	3 days
2.	Forwarding of the grievances / petition to the concerned authority	7 days
3.	Final disposal of transferred / referred cases by the concerned Ministry / Department / State and time limit for informing the position of the outcome.	2 months
4.	Cases referred to Complaint Committee on “Sexual Harassment of Women at workplace”	2 months



DFP's rally in support of 'Special Voter Education for Electoral Participation' (SVEEP) ahead of Assembly polls in Gujarat



Ministry of Information & Broadcasting
Government of India



“ I GOT THE RIGHT TO HAVE FINANCIAL ASSISTANCE.
DID YOU CLAIM YOUR RIGHT? ”



dapp 2211/13/0027/1213

- ▶ Rs.1.65 lakh crore worth of loans for the minorities from government banks
- ▶ 63 lakh scholarships for minority students

Prime Minister's
New 15 Point Programme
for the Welfare of Minorities



BHARAT NIRMAN
IT'S IN EVERYBODY'S INTEREST. IT'S EVERYBODY'S RIGHT.

Chapter

14

RIGHT TO INFORMATION ACT, 2005- RELATED MATTERS

Right to Information (RTI) Act 2005 provides freedom to every citizen to secure access to information under the control of public authorities, consistent with public interest, in order to promote openness, transparency and accountability in administration and in relation to matters connected therewith or incidental thereto. Right to Information means the right to information accessible

under this Act, which is held by or under the control of any public authority and includes the right to-

1. Inspection of work , documents, records;
2. Taking notes, extracts or certified copies of documents or records;
3. Taking certified samples of material;
4. Obtaining information in the form of CDs or in any other electronic mode or through printouts where such information is stored in a computer or in any other device.

Implementation of RTI Act in the Main Secretariat

The Information and Facilitation Counter (IFC) of the Ministry was established on 4th July 1997 in pursuance of the decision of the Government to make the administration more transparent and responsive.

All applications, appeals and decisions of the CIC under RTI Act, 2005 related to the Ministry and its attached, sub-ordinate offices, PSUs, autonomous bodies are received by IFC. 21 CPIOs and 15 Appellate Authorities have been designated to provide information to the persons requesting and decision on the appeal filed by appellant under this Act in the Main Secretariat of the Ministry. The list of CPIOs and Appellate Authorities is available on this Ministry's website www.mib.nic.in.

At least 1053 applications and 106 appeals have been received during the period from 1st January to 31st December 2012 at IFC and all the applicants have been given suitable reply as prescribed under RTI Act, 2005. An amount of ₹19,227 has been received as application fee/ information charges/ inspection charges. Approximately 700 visitors belonging to different States have been attended by IFC. They generally seek information about TV Channels, Cable TV etc.

The Information and Facilitation Counter provides the following services to the clients/ customers of the Organization:

- (a) Information regarding services provided and programmes, schemes supported by the organization and the relevant rules and procedures through brochures and folders;
- (b) Facilitating the customer/ client to obtain the services of the organisation optimally, timely, efficiently and in a transparent manner and providing forms etc for public usage;
- (c) Information regarding the quality of service, time norms etc evolved by the organization with reference to the services/ schemes/ functioning of the organization;

- (d) Information regarding hierarchical set up of Public Grievance Redress Machinery of the organization; and
- (e) Receiving, acknowledging and forwarding the grievances/ application/ request/ form (related to the services provided by the organization) to the concerned authority in the organization and providing information on their status/ disposal.

An Information Manual under RTI Act, 2005 has been prepared by the Ministry, which is available at the Information and Facilitation Counter.

Constant monitoring and review is done to ensure that the provisions contained under the Act are fully implemented.

Mechanism to deal with RTI applications

All applications received under RTI Act are scrutinized. Those RTI requests which do not concern this Ministry are transferred to the CPIO of the concerned Ministry, the remaining applications are forwarded to the concerned CPIOs after making necessary entries in the RTI Register.

As a mechanism to follow up the pending application, colour coded reminders are being issued to CPIOs on blue and pink papers after 15 and 25 days respectively so that there may not be any lapse in providing information to the applicant within the prescribed period of 30 days.

Implementation of Section 4 of the RTI Act, 2005

The Ministry has already completed the obligations under Section 4(b)(i) and 4(b)(ii) which deals with suo-motu disclosure of all information held by the Public Authority and uploading the same in the public domain through its website. Quarterly Report giving the figures of applications/ appeals received, rejected, transferred is uploaded on the CIC's website regularly.

Implementation of RTI Act in the attached/ subordinate offices of the Ministry

CPIOs and Appellate Authorities have been appointed by all the attached/ subordinate/ PSUs and autonomous bodies under this Ministry. They are working in accordance with the instructions issued in this regard by DoPT from time to time.

dbyc 2211173 0026/1213



**“ I GOT THE RIGHT TO HAVE A SAFE MOTHERHOOD.
DID YOU CLAIM YOUR RIGHT? ”**

- ▶ More than 1 crore pregnant women benefitted
- ▶ All medical services related to the delivery are free, including ambulance service and free check-up of the newborn



BHARAT NIRMAN
IT'S IN EVERYBODY'S INTEREST. IT'S EVERYBODY'S RIGHT.



**‘Now that I have financial help
I can fulfill my dreams’**

dbyc 2211173 0003/1112



An inclusive agenda for Minorities

- 60 ITIs located in Minority Concentration Districts are being upgraded
- About 80 lakh scholarships awarded to students of minority communities so far
- 27 Kasturba Gandhi Balika Vidyalayas sanctioned for Minority Concentration Districts



**A VISION OF
BHARAT NIRMAN**
DREAMS BEING REALIZED



The then Minister for Information and Broadcasting, Smt. Ambika Soni being presented the report of Sectoral Innovation Council by the former Secretary, I & B, Smt. Asha Swarup, in New Delhi on July 26, 2012

Chapter

15

ACCOUNTING & INTERNAL AUDIT

The Secretary, Ministry of Information and Broadcasting is the Chief Accounting Authority of the Ministry. He performs this function with the assistance of Additional Secretary & Financial Advisor and the Chief Controller of Accounts.

The Chief Controller of Accounts is the administrative head of the Accounting Organization, and is assisted by a Controller of Accounts, Deputy Controller of Accounts and 14 Pay & Accounts Officers. The Pay & Accounts Offices are located in Delhi, Mumbai, Kolkata, Chennai, Lucknow, Nagpur and Guwahati.

The major responsibilities of the office of Chief Controller of Accounts include:

- Preparation of the Annual Budget and Accounts of Ministry of Information & Broadcasting and all matters related thereto;
- Monitoring timely realization of receipts of the Ministry.
- Administration of the payments and accounting system through PAOs and DDOs in various units of the country;
- Preparation & submission of Statement of Central Transactions, Appropriation Accounts, Union Finance Accounts, and Receipts Budget to O/o the CGA, Ministry of Finance;
- Publication of 'Accounts at a Glance' for the year;
- Providing general guidance to Internal Audit teams and liaison with the O/o C&AG of India;
- Ensure payment of grants in aid, loans and bills and monitor repayments and utilization certificates.
- Ensure speedy settlement of pension and other retirement benefits, General Provident Fund and other personal claims cases.
- Exercise of the powers of the Head of the Department for the Accounting Organization and managing the cadre with reference to training, transfer, promotion, leave, vigilance and disciplinary matters etc;
- Function as Internal Finance Advisor to Press Information Bureau.

ACCOUNTING ORGANISATION

SECRETARY
MINISTRY OF INFORMATION & BROADCASTING

ADDITIONAL SECRETARY & FINANCIAL ADVISOR

CHIEF CONTROLLER OF ACCOUNTS

CONTROLLER OF ACCOUNTS

Pr. ACCOUNTS OFFICE

PAY & ACCOUNTS OFFICES (14)

Payment and Accounting System

Payments relating to the Ministry are effected through designated Pay & Accounts Offices. During the current year, e-payment system using the Government Electronic Payment Gateway (GePG) was introduced successfully in the Pay & Accounts Offices of the Ministry. Consequently, the amount due for payment is now credited directly to the recipient's bank account.

The monthly accounts and the Annual Appropriation Accounts of the Ministry are prepared in the form and in accordance with the timelines prescribed by the

Controller General of Accounts. The payment transactions are effected through COMPACT which is an application developed by the O/o C&AG with technical support of National Informatics Centre (NIC). The data is then uploaded to e-lekha which is the electronic payment and accounting software solution for the Civil Accounts Organization. Built on and around COMPACT application running at Pay and Accounts Offices and other offline interfaces e-lekha provides a system of core accounting with integration of daily, monthly and annual accounting process for value added reporting and monitoring mechanism. The PAOs render

their Monthly Accounts to the Pr. Accounts Office which compiles monthly accounts for the Ministry and transmits it to the office of Controller General of Accounts online through e-lekha module.

These applications have facilitated daily reporting of the expenditure vis-à-vis budgetary allocations till the lowest level of accounting, resulting in optimum utilization of resources for effective monitoring of social projects initiated by various Ministries/Departments of the Central Government.

A summary of Receipts and Expenditure of the Ministry is being displayed on its website every month along with corresponding figures of previous year.

IRLA (Individual Running Ledger Accounting System)

Pay & Accounts Office (IRLA) came into existence along with other departmentalized PAOs of other Ministries. The idea of IRLA system (Individual Running Ledger Account) originated to keep service and payment details in a centralized system so that officers of media units of the Ministry and Prasar Bharati, who have an all India transfer liability can draw their Salary conveniently. Pay & Accounts Office (IRLA) is maintaining service and salary records of almost 50 media units of the Ministry and Prasar Bharati located in various cities all over India. This office disburses salary payments to approximately 1700 serving officers and facilitates payment of pensions to nearly 11000 retired officers. PAO (IRLA) is headed

by the Controller of Accounts who is assisted by 4 Accounts Officers and 8 Assistant Accounts Officers. Efforts are underway to upgrade the existing systems to provide better services to the officers.

Internal Audit

The Internal Audit function has always been an integral part of government financial management. Traditionally it has been a mechanism for assuring the Ministries that public funds are received and spent in compliance with appropriations and other relevant rules and laws. Internal Audit also reports on the quality of maintenance of accounting records so that use of government funds is appropriately reflected in the accounts. In central civil ministries (Union Government), the internal audit function is discharged by the Controller General of Accounts in accordance with Allocation of Business Rules for Ministry of Finance, Department of Expenditure, item no 6 (c), which inter-alia requires him to “oversee the maintenance of adequate standards of accounting by central civil accounts offices”. This largely explains the focus of Internal Audit Wings in central civil ministries on “Compliance Audit”.

Department of Expenditure has issued the Revised Charter of Financial Advisers which stipulates that Internal Audit Wings working under the control and supervision of Chief Controllers of Accounts/ Controllers of Accounts would move beyond compliance/regulatory audit and focus on:-

- Assessment of adequacy and effectiveness of internal controls

in general and soundness of financial systems and reliability of financial and accounting reports in particular;

- Identification and monitoring of risk factors (including those contained in the Outcome Budget);
- Critical assessment of economy, efficiency and effectiveness of service delivery mechanism to ensure value for money; and
- Providing an effective monitoring system to facilitate mid-course corrections.

The revised charter has thus augmented the scope of internal audit, from merely ascertaining whether the rules and regulations have been followed and procedures in accounting and financial matters complied with to include appraisal and evaluation of individual schemes, assessment of adequacy of internal control, monitoring of risk factors, efficiency etc.

The augmented scope of Internal Audit is in line with international best practices, as the audit function itself had evolved to take a more comprehensive view of economic and social implications of government operations – often termed as “value for money” or performance audit. In practical terms, the revised charter necessitates a change from “compliance audit” to an approach that focusses on risks that may potentially impede the achievement of the objectives of an organization/ department/ ministry. In this new environment, internal auditors help programme managers by evaluating the internal controls and commenting on their

comprehensiveness, adequacy and efficacy in operational terms, thus facilitating mid-course corrections.

The Internal Audit Wing, working under the overall guidance of Financial Advisor has focused on strengthening governance structures, capacity building and leveraging technology in appropriate manner to ensure an efficient and effective Internal Audit practice.

The main thrust of inspection parties has been to assist the Drawing and Disbursing Officers in 725 units (Prasar Bharati - 622 and Non-Prasar Bharati – 103) under various media units of the Ministry spread throughout the country in proper discharge of their financial responsibilities. For the sake of administrative and functional convenience and economy, four Zonal Internal Audit parties have been established at New Delhi, Chennai, Mumbai and Kolkata respectively. The audit reports are discussed by the concerned audit parties with the auditee units and forwarded to IA headquarters for vetting and issue after obtaining necessary approvals. The Internal Audit reports are reviewed at the HQs and important paras are taken up by the CCA/ CA with the divisional heads for early settlement.

During the year 2011-12, 93 units (Prasar Bharati and non Prasar Bharati units) were audited by Internal Audit parties. The primary areas identified for improvement included recovery of government dues, avoidance of loss/ infructuous expenditure, adjustment of advances, observance of accounting policies and rules and timely realisation of government funds.



Photograph from National Photo Awards

Chapter

16

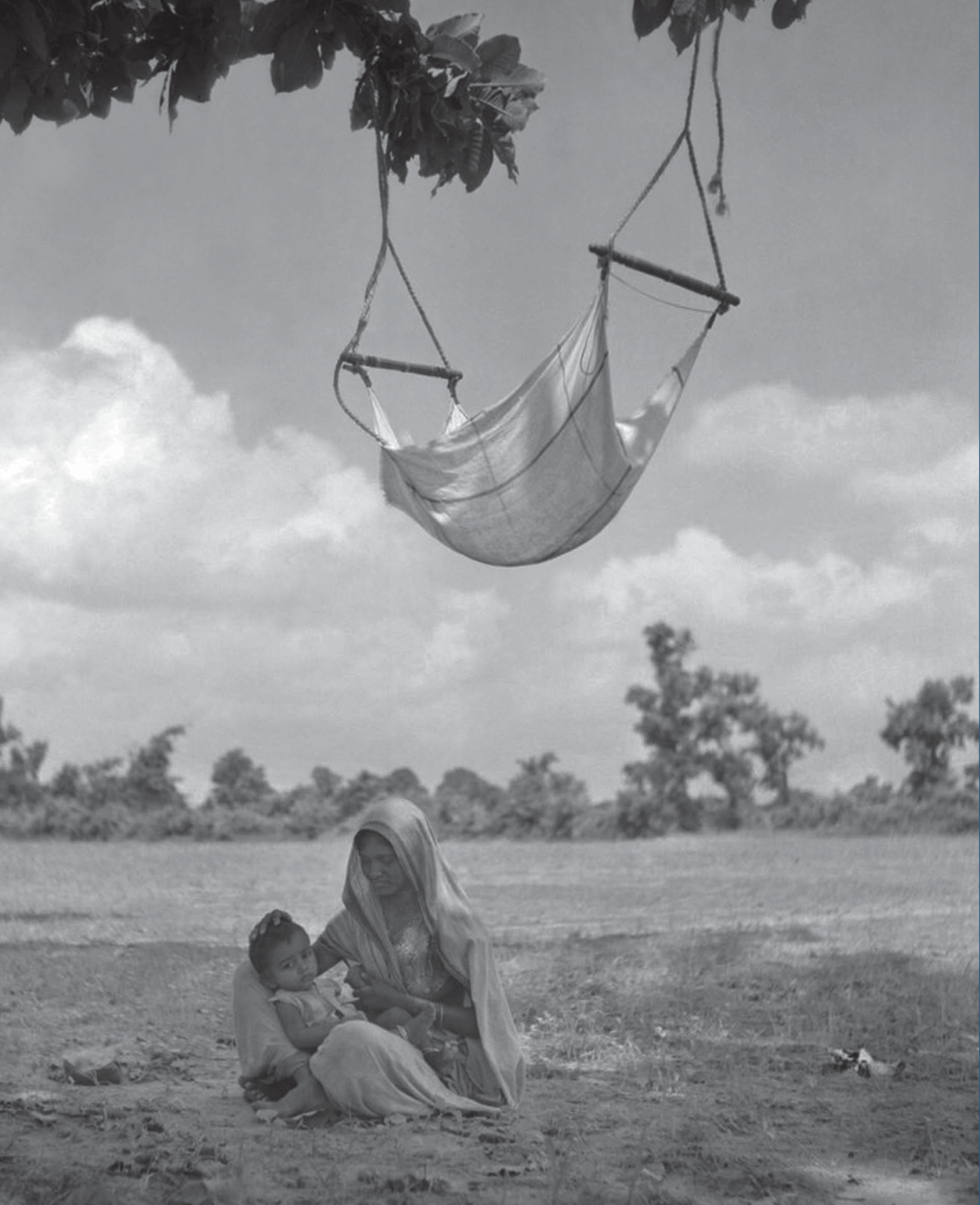
CAG PARAS

Received during the calendar year i.e. 1.1.2012 to 31.12.2012

1	Report No. 1 of 2011-12	1.4	Grant wise Time Analysis of Expenditure
2	Report No. 1 of 2011-12	2.4.6	Position of Proforma Accounts, Films Division, Mumbai.
3	Report No. 1 of 2011-12	3.12	Saving of Rs. 100 Crore or more.
4	Report No. 1 of 2011-12	3.13	Persistent Saving of Rs. 100 Crore or more
5	Report No. 1 of 2011-12	3.16	Surrender of Saving on 31st March 2012.
6	Report No. 1 of 2011-12	3.23	Persistent Savings
7	Report No. 1 of 2011-12	3.25	Saving of Rs. 100 Crore or more under a sub-head
8	Report No. 33 of 2011-12	6.1	Idle investment and sub-optimal utilization of TV Transmitters.
9	Report No. 33 of 2011-12	6.2	Avoidable payment of penalty and interest on Service Tax
10	Report No. 33 of 2011-12	6.3	Retention of large cash balances and non-compliance of assurance rendered to PAC.
11	Report No. 33 of 2011-12	6.4	Short billing of extra commercial time.
12	Report No. 33 of 2011-12	6.5	Loss due to non-levy of prescribed charges.
13	Report No. 33 of 2011-12	1.1.1	Grants and loans released to Central Autonomous Bodies
14	Report No. 33 of 2011-12	1.1.2	Delay in submission of accounts by Central Autonomous Bodies.
15	Report No. 13 of 2012-13	6.1	Non-recovery of rental dues by the Films Division, Mumbai.
16	Report No. 13 of 2012-13	12.1	Follow up action by Broadcasting Wing of Ministry of I&B.
17	Report No. 13 of 2012-13	12.2	Response of the Ministries/Departments to draft paragraph.



Photograph from National Photo Awards



Photograph from National Photo Awards

Chapter

17

IMPLEMENTATION OF THE JUDGEMENTS/ ORDERS OF CATS

As per the instructions received from Department of Personnel and Training, the information in r/o Implementation of the Judgements/ Orders of CAT Cases was received from various Media Units & Main Secretariat of the Ministry. The status for the year 2011-12 is as follows:

S.N.	Media Units	No. of Orders received from CAT for the year 2011-12	No. of the Judgements/Orders implemented during the year 2011-12
1	Main Secretariat*	7	1
2	DG: DAVP	0	0
3	DPD	0	0
4	PIB	5	2
5	S&DD	7	6
6	DFP	0	0
7	RNI	0	0
8	Photo Division	0	0
9	RR&TD	0	0
10	PCI	0	0
11	IIMC	2	2
12	DG: AIR	117	82
13	DG: DD	63	50
14	BECIL	0	0
15	CBFC**		
16	SRFTI	6	6
17	FTII	0	0
18	Film Division	5	5
19	NFDC	0	0
20	NFAI	1	1
21	CFSI	0	0
22	DFP	1	1
23	PAO**		
24	EMMC**		
	TOTAL	214	156

* Information in r/o Main Secretariat does not include IBPS and IBES Cadres/MUC/Press/BC I/BP&L/F-S/F-C/F-A Sections.

** Figures not readily available.



Photograph from National Photo Awards



Photograph from National Photo Awards

Chapter

18

PLAN OUTLAY

Plan Outlay (2012-13):

The Plan outlay for 2012-13 in respect of the Ministry of I&B was ₹1305 Crore (₹ 905 crore GBS + ₹ 400 crore IEBR) for Plan Schemes as given below:

(₹ in crore)				
S.No.	Sector	GBS	IEBR	Total
1	Information Sector	188.00	0.00	188.00
2	Films Sector	109.00	0.00	109.00
3	Broadcasting Sector	608.00	400.00	1008.00
	Total	905.00	400.00	1305.00

Media Unit wise and Scheme wise break-up of the Annual Plan 2012-13 is given at Annexure-I, Annexure-II and Annexure-III, respectively.

The North East component at ₹ 93.55 crore represents 10.34% of the total plan outlay (GBS) of ₹ 905 crore earmarked for Plan Schemes. The break up of North East component is as under:

(₹ in Crore)	
Information Sector	
PIB	1.70
Publication Division	0.20
DAVP	11.00
IIMC	0.20
Photo Division	0.05
DFP	1.00
S&DD	0.80
RNI	0.10
Main Sectt (Information Wing Schemes)	1.50
Film Sector	
CBFC	0.30
Main Sectt. (Film Wing Schemes)	4.20
Broadcasting Sector	
AIR	45.00
Doordarshan	27.00
Main Sectt. (Broadcasting)	0.50
Total Ministry of I&B	93.55

MINISTRY OF INFORMATION AND BROADCASTING

ANNUAL PLAN 2012-13 Statement of Budget Estimate (SBE)- 2012-13 Media Unit Wise Position

S. No.	Name of the Media units	Annual Plan 2010-11										Annual Plan 2011-12										Annual Plan 2012-13					
		ACTUAL EXPENDITURE					BUDGET ESTIMATE					REVISED ESTIMATE					BUDGET ESTIMATE										
A	Central Sector Scheme	GBS	IEBR	Total	GBS	IEBR	Total	North East	SCSP*	TSP*	Outlay Earmarked	GBS	IEBR	Total	North East	SCSP*	TSP*	Outlay Earmarked	GBS	IEBR	Total	North East	SCSP*	TSP*	Outlay Earmarked		
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]	[14]	[15]	[16]	[17]	[18]	[19]	[20]	[21]	[22]	[23]	[24]	[25]	[26]	[27]	
I INFORMATION SECTOR																											
1	PIB	33.91	0.00	33.91	35.25	0.00	35.25	2.00			44.75	0.00	44.75	2.00			26.00	0.00	26.00	0.00	26.00	1.70					
2	Publications Division	0.30	0.00	0.30	1.00	0.00	1.00	0.00			0.59	0.00	0.59	0.00			2.00	0.00	2.00	0.00	2.00	0.20					
3	DAVP	49.48	0.00	49.48	56.00	0.00	56.00	0.00			88.79	0.00	88.79	0.00			110.00	0.00	110.00	0.00	110.00	11.00					
4	IIMC	3.70	0.00	3.70	20.00	0.00	20.00	0.80			4.90	0.00	4.90	0.40			11.00	0.00	11.00	0.00	11.00	0.20					
5	Photo Division	0.63	0.00	0.63	2.10	0.00	2.10	0.02			1.75	0.00	1.75	0.02			0.50	0.00	0.50	0.00	0.50	0.05					
6	DFP	0.96	0.00	0.96	4.00	0.00	4.00	0.60			2.79	0.00	2.79	0.35			10.00	0.00	10.00	0.00	10.00	1.00					
7	Song & Drama Division	5.97	0.00	5.97	6.00	0.00	6.00	1.15			6.00	0.00	6.00	1.15			8.00	0.00	8.00	0.00	8.00	0.80					
8	RR&TD	0.00	0.00	0.00	0.25	0.00	0.25	0.00			0.25	0.00	0.25	0.00			0.00	0.00	0.00	0.00	0.00	0.00					
9	RNI	0.17	0.00	0.17	0.17	0.00	0.17	0.00			0.17	0.00	0.17	0.00			0.30	0.00	0.30	0.00	0.30	0.10					
	Total (1 to 9)	95.12	0.00	95.12	124.77	0.00	124.77	4.57			149.99	0.00	149.99	3.92			167.80	0.00	167.80	0.00	167.80	15.05					
Main Sectt. Schemes																											
10	Construction of Soochna Bhawan (Phase V)	18.00	0.00	18.00	36.22	0.00	36.22	0.00			31.30	0.00	31.30	0.00			15.00	0.00	15.00	0.00	15.00	0.00					
11	Economic Analysis of Growth Initiatives	0.13	0.00	0.13	0.50	0.00	0.50	0.00			0.06	0.00	0.06	0.00			0.00	0.00	0.00	0.00	0.00	0.00					
12	Training for Human Resource Development	1.38	0.00	1.38	1.50	0.00	1.50	0.00			1.50	0.00	1.50	0.00			2.20	0.00	2.20	0.00	2.20	0.00					

10	Setting up of National Centre of excellence for Animation, Gaming and Special Effects	0.15	0.00	0.15	2.00	0.00	2.00	0.00	2.00	0.00	2.00	0.00	2.00	0.00	0.00	0.00	1.00	0.00	1.00	0.00	0.00
11	National Film Heritage Mission	0.00	0.00	0.00	5.00	0.00	5.00	0.00	0.50	0.00	0.50	0.00	0.00	0.00	0.00	0.00	20.00	0.00	20.00	0.00	0.00
12	Promotion of Indian Cinema- Film Festivals & Markets in India & abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15.00	0.00	15.00	0.00	1.20
13	Production of films & docu. in Indian languages	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	35.00	0.00	35.00	0.00	3.00
14	Centenary Celebrations of Indian Cinema	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.00	0.00	3.00	0.00	0.00
15	Anti-Piracy initiatives	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.10	0.00	0.00
	Total (Main Secretariat)	1.90	0.00	1.90	11.20	0.00	11.20	0.00	6.70	0.00	6.70	0.00	0.00	0.00	0.00	0.00	74.10	0.00	74.10	0.00	4.20
	Total : Film Sector	101.83	0.00	101.83	163.24	0.00	163.24	1.40	139.07	0.00	139.07	1.40	0.00	0.00	0.00	0.00	109.00	0.00	109.00	0.00	4.50
III BROADCASTING SECTOR																					
1	All India Radio				260.37	0.00	260.37	58.25	188.95	0.00	188.95	52.25	0.00	0.00	0.00	0.00	299.00	150.00	449.00	45.00	0.00
2	Doordarshan				271.40	0.00	271.40	21.91	272.40	0.00	272.40	21.91	0.00	0.00	0.00	0.00	286.00	250.00	536.00	27.00	0.00
	Total: Prasar Bharati	570.80	0.00	570.80	531.77	0.00	531.77	80.16	461.35	0.00	461.35	74.16	0.00	0.00	0.00	0.00	585.00	400.00	985.00	72.00	0.00
Main Sectt Schemes																					
1	Electronic Media Monitoring Centre (EMMC)	1.84	0.00	1.84	2.18	0.00	2.18	0.00	2.18	0.00	2.18	0.00	0.00	0.00	0.00	0.00	10.00	0.00	10.00	0.00	0.00
2	Private FM Radio	0.00	0.00	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
3	International Channel	0.00	0.00	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4	IEC activities for Community Radio	0.72	0.00	0.72	0.80	0.00	0.80	0.00	1.25	0.00	1.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	Supporting CR movement in India	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.00	0.00	5.00	0.00	0.50

ANNUAL PLAN 2012-13
Statement of Budget Estimate (SBE)- 2012-13 Media Unit Wise Position

Annexure - I

S. No.	Name of the Media units	Annual Plan 2010-11										Annual Plan 2011-12										Annual Plan 2012-13									
		ACTUAL EXPENDITURE					BUDGET ESTIMATE					REVISED ESTIMATE					BUDGET ESTIMATE														
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]	[14]	[15]	[16]	[17]	[18]	[19]	[20]	[21]	[22]	[23]									
		GBS	IEBR	Total	GBS	IEBR	Total	North East	SCSP*	TSP*	Outlay Earmarked	GBS	IEBR	Total	North East	SCSP*	TSP*	Outlay Earmarked	GBS	IEBR	Total	North East	SCSP*	TSP*							
6	IEC activities for promoting Digitalization	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00							
7	Infrastructure Support Cell in the Ministry	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00							
8	Capacity building of Cable TV industry in Digital wire line Broadcasting	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00							
9	Automation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00							
	Total: Main Secretariat	2.56	0.00	2.56	3.00	0.00	3.00	0.00			3.45	0.00	3.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00							
	Total: Broadcasting Sector	573.36	0.00	573.36	534.77	0.00	534.77	80.16			464.80	0.00	464.80	74.16			608.00	400.00	1008.00	72.50											
	TOTAL M/o I & B	789.82	0.00	789.82	861.00	0.00	861.00	86.13			786.72	0.00	786.72	79.48			905.00	400.00	1305.00	93.55											

Note:

1. This Ministry falls mainly under policy making and manning Central Organisations without any significant beneficiary oriented schemes. Hence exemption has been granted by the Planning Commission for earmarking outlay for SCSP and TSP vide D.O. No.11016/12/(1)/2009-PC, dated 15.12.2010
2. Actual expenditure of Prasar Bharati in 2010-11 includes ₹ 271.36 crore both for Prasar Bharati and ITPO Components of Commonwealth Games i.e. ₹ 236.59 cr and ₹ 34.77 cr respectively.

Ministry of Information and Broadcasting

Annual Plan 2012-13

Sl. No	Name of the Scheme	Approved Outlay for Annual Plan 2012-13					
					NER component		
		Capital	Revenue	Total Outlay	Capital	Revenue	Total NER
1	2	3	4	5	6	7	8
INFORMATION SECTOR							
New Schemes							
1	Scheme I: Media Infrastructure Development Programme						
1.1	Revamping & Restructuring of DAVP (DAVP)	0.00	10.00	10.00	0.00	0.00	0.00
1.2	Modernisation of PIB (PIB)	0.00	5.00	5.00	0.00	0.50	0.50
1.3	Opening up of New Regional Centers of IIMC (IIMC)	1.00	0.00	1.00	0.20	0.00	0.20
1.4	Revitalization, up-gradation and modernization of Publications Division and Employment News (Publications Division)	0.00	2.00	2.00	0.00	0.20	0.20
1.5	National Centre of Photography and Special Drive for North-Eastern States (Photo Division)	0.00	0.50	0.50	0.00	0.05	0.05
1.6	Strengthening of RNI Headquarters (RNI)	0.00	0.30	0.30	0.00	0.10	0.10
1.7	Kendriya Soochna Bhawan in states (DFP)	2.00	0.00	2.00	0.00	0.00	0.00
	Total	3.00	17.80	20.80	0.20	0.85	1.05
2	Scheme II: Development Communication & Dissemination						
2.1	People's Empowerment through Development Communication (Conception and Dissemination) (DAVP)	0.00	100.00	100.00	0.00	11.00	11.00
2.2	Media Outreach Programme and Publicity for Special Events (PIB)	0.00	12.00	12.00	0.00	1.20	1.20
2.3	Direct Contact Programme by Directorate of Field Publicity (DFP)	0.00	8.00	8.00	0.00	1.00	1.00
2.4	Live Arts and Culture (S&DD)	0.00	8.00	8.00	0.00	0.80	0.80
	Total	0.00	128.00	128.00	0.00	14.00	14.00

Sl. No	Name of the Scheme	Approved Outlay for Annual Plan 2012-13					
					NER component		
		Capital	Revenue	Total Outlay	Capital	Revenue	Total NER
1	2	3	4	5	6	7	8
3	Scheme III: Human Resource Development						
3.1	Training for Human Resource Development (excluding Prasar Bharati) (Main Sectt.)	0.00	2.00	2.00	0.00	0.00	0.00
3.2	International Media Programme (Main Sectt.)	0.00	0.20	0.20	0.00	0.00	0.00
3.3	Policy Related Studies, Seminar, Evaluation, etc. for all three sectors including Media Units (excluding Prasar Bharati) (Main Sectt.)	0.00	1.00	1.00	0.00	0.00	0.00
	Total	0.00	3.20	3.20	0.00	0.00	0.00
4	Scheme IV: Special Projects						
4.1	Development Support to NE/J&K and other Identified Areas (Main Sectt.)	0.00	2.00	2.00	0.00	1.50	1.50
	Total	0.00	2.00	2.00	0.00	1.50	1.50
5	Scheme V: On-going Schemes						
5.1	Setting up of National Press Centre at New Delhi (PIB)	9.00	0.00	9.00	0.00	0.00	0.00
5.2	Up-gradation of IIMC to International Standards (IIMC)	10.00	0.00	10.00	0.00	0.00	0.00
5.3	Construction of Soochna Bhawan (MS)	15.00	0.00	15.00	0.00	0.00	0.00
	Total	34.00	0.00	34.00	0.00	0.00	0.00
	Grand Total (Information Sector)	37.00	151.00	188.00	0.20	16.35	16.55
FILM SECTOR							
	New Schemes						
1	Infrastructure Development Programme relating to Film Sector						
1.1	Upgradation, modernisation and expansion of CBFC and certification process (CBFC)	3.00	0.00	3.00	0.30	0.00	0.30
1.2	Upgradation of Siri Fort Complex (DFF)	1.00	0.00	1.00	0.00	0.00	0.00
1.3	Upgradation of building infrastructure of Films Division (FD)	2.00	0.00	2.00	0.00	0.00	0.00
1.4	Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library (NFAI)	3.00	0.00	3.00	0.00	0.00	0.00
1.5	Grant-in-Aid to FTII – Upgradation and Modernisation of FTII (FTII)	7.00	0.00	7.00	0.00	0.00	0.00
1.6	Infrastructure development in SRFTI (SRFTI)	7.00	0.00	7.00	0.00	0.00	0.00
	Total	23.00	0.00	23.00	0.30	0.00	0.30

Sl. No	Name of the Scheme	Approved Outlay for Annual Plan 2012-13					
					NER component		
		Capital	Revenue	Total Outlay	Capital	Revenue	Total NER
1	2	3	4	5	6	7	8
2	Development Communication & Dissemination of Filmic Content						
2.1	Promotion of Indian cinema through film festivals and film markets in India and abroad (Main Sectt.)	0.00	15.00	15.00	0.00	1.20	1.20
2.2	Production of films and documentaries in various Indian languages (Main Sectt.)	0.00	35.00	35.00	0.00	3.00	3.00
2.3	Centenary Celebrations of Indian Cinema (Main Sectt.)	0.00	3.00	3.00	0.00	0.00	0.00
2.4	Webcasting of Film Archives (FD)	0.00	0.90	0.90	0.00	0.00	0.00
2.5	Acquisition of archival films and film material (NFAI)	0.00	2.00	2.00	0.00	0.00	0.00
	Total	0.00	55.90	55.90	0.00	4.20	4.20
3	Missions /Special Projects						
3.1	National Film Heritage Mission (Main Sectt.)	0.00	20.00	20.00	0.00	0.00	0.00
3.2	Anti-Piracy initiatives (Main Sectt.)	0.00	0.10	0.10	0.00	0.00	0.00
3.3	Setting up a Centre of Excellence for Animation, Gaming and VFX (Main Sectt.)	0.00	1.00	1.00	0.00	0.00	0.00
	Total	0.00	21.10	21.10	0.00	0.00	0.00
4	Ongoing Schemes						
4.1	National Museum of Indian Cinema (FD)	1.00	0.00	1.00	0.00	0.00	0.00
4.2	Grant-in-Aid to SRFTI (SRFTI)	0.00	8.00	8.00	0.00	0.00	0.00
	Total	1.00	8.00	9.00	0.00	0.00	0.00
	Grant Total (Film Sector)	24.00	85.00	109.00	0.30	4.20	4.50
BROADCASTING SECTOR							
AIR							
	DBS	247.00	52.00	299.00			
	IEBR	0.00	150.00	150.00			
	Total	247.00	202.00	449.00	45.00	0.00	45.00
DD							
	DBS	226.00	60.00	286.00			
	IEBR	0.00	250.00	250.00			
	Total	226.00	310.00	536.00	27.00	0.00	27.00

Sl. No	Name of the Scheme	Approved Outlay for Annual Plan 2012-13					
					NER component		
		Capital	Revenue	Total Outlay	Capital	Revenue	Total NER
1	2	3	4	5	6	7	8
	Main Sectt. (Broadcasting)						
	Strengthening of Electronic Monitoring Centre (EMMC)	10.00	0.00	10.00	0.00	0.00	0.00
	Supporting Community Radio Movement in India	0.00	5.00	5.00	0.00	0.50	0.50
	IEC activities for promoting Digitalization	0.00	3.00	3.00	0.00	0.00	0.00
	Infrastructure Support Cell in the Ministry	0.00	2.00	2.00	0.00	0.00	0.00
	Capacity building of Cable TV industry personnel in Digital Wire line Broadcasting	0.00	2.00	2.00	0.00	0.00	0.00
	Automation of Broadcasting Wing	0.00	1.00	1.00	0.00	0.00	0.00
	Total (Main Sectt.)	10.00	13.00	23.00	0.00	0.50	0.50
	Total Broadcasting Sector	483.00	525.00	1008.00	72.00	0.50	72.50
	Total: Ministry of I&B	544.00	761.00	1305.00	72.50	21.05	93.55

Note 1: Out of ₹ 52 crore of revenue outlay for AIR (DBS), ₹ 25 crore is earmarked for Software production and dissemination and ₹ 27 crore for revenue outlay for engineering establishment of Stations.

Note 2: Out of ₹ 60 crore of revenue outlay for DD (DBS), ₹ 35 crore is earmarked for Software production and dissemination and ₹ 25 crore for revenue outlay for engineering establishment of Kendras.

MINISTRY OF INFORMATION AND BROADCASTING

ANNUAL PLAN 2012-13 (Revised Scheme-wise Breakup)

(₹ Crore)							
Sl. No	Name of the Scheme	Approved Outlay for Annual Plan 2012-13					
		NER component					
		Capital	Revenue	Total Outlay	Capital	Revenue	Total NER
1	2	3	4	5	6	7	8
	Broadcasting Sector						
	Scheme I: Broadcasting Infrastructure Network Development						
	All India Radio (AIR)						
1	Digitalisation						
	Digitalization of Transmitters						
	i. Digitalization of MW Transmitters						
	Ongoing Schemes	94.90	0.00	94.90	16.00	0.00	16.00
	New Schemes	0.10	0.00	0.10	0.00	0.00	0.00
	Total	95.00	0.00	95.00	16.00	0.00	16.00
	ii. Digitalization of SW Transmitters						
	Ongoing Schemes	23.90	0.00	23.90	0.00	0.00	0.00
	New Schemes	0.10	0.00	0.10	0.00	0.00	0.00
	Total	24.00	0.00	24.00	0.00	0.00	0.00
	iii. FM						
	Ongoing Schemes	40.00	0.00	40.00	10.00	0.00	10.00
	New Schemes	0.10	0.00	0.10	0.00	0.00	0.00
	Total	40.10	0.00	40.10	10.00	0.00	10.00
	iv. Digitalization of Studios						
	Ongoing Schemes	46.10	0.00	46.10	8.50	0.00	8.50
	New Schemes	0.10	0.00	0.10	0.00	0.00	0.00
	Total	46.20	0.00	46.20	8.50	0.00	8.50
	v. Digitalization of Network & Connectivity						
	Ongoing Schemes	15.00	0.00	15.00	4.00	0.00	4.00
	New Schemes	0.10	0.00	0.10	0.00	0.00	0.00
	Total	15.10	0.00	15.10	4.00	0.00	4.00
	vi. Augmentation of Training Facilities						
	Ongoing Schemes	3.00	0.00	3.00	0.10	0.00	0.10
	New Schemes	0.10	0.00	0.10	0.00	0.00	0.00
	Total	3.10	0.00	3.10	0.10	0.00	0.10

Sl. No	Name of the Scheme	Approved Outlay for Annual Plan 2012-13					
					NER component		
		Capital	Revenue	Total Outlay	Capital	Revenue	Total NER
1	2	3	4	5	6	7	8
	vii. Strengthening of Research & Development						
	Ongoing Schemes	2.00	0.00	2.00	0.00	0.00	0.00
	New Schemes	0.10	0.00	0.10	0.00	0.00	0.00
	Total	2.10	0.00	2.10	0.00	0.00	0.00
	viii. Project Management Unit						
	Ongoing Schemes	0.00	0.00	0.00	0.00	0.00	0.00
	New Schemes						
	AIR	0.00	27.00	27.00	0.00	0.00	0.00
	DD	0.00	25.00	25.00	0.00	0.00	0.00
	Total (New Schemes)	0.00	52.00	52.00	0.00	0.00	0.00
	Total	0.00	52.00	52.00	0.00	0.00	0.00
	Total Digitalisation						
	Ongoing Schemes	224.90	0.00	224.90	38.60	0.00	38.60
	New Schemes	0.70	52.00	52.70	0.00	0.00	0.00
	Total	225.60	52.00	277.60	38.60	0.00	38.60
2	Strengthening of Border Areas						
	Ongoing Schemes	10.00	0.00	10.00	0.00	0.00	0.00
	New Schemes	1.00	0.00	1.00	0.00	0.00	0.00
	Total	11.00	0.00	11.00	0.00	0.00	0.00
3	Broadcasting on Alternate Platforms						
	Ongoing Schemes	0.00	0.00	0.00	0.00	0.00	0.00
	New Schemes	0.10	0.00	0.10	0.00	0.00	0.00
	Total	0.10	0.00	0.10	0.00	0.00	0.00
4	Consolidation of Infrastructure						
	Ongoing Schemes	10.00	0.00	10.00	6.40	0.00	6.40
	New Schemes	0.10	0.00	0.10	0.00	0.00	0.00
	Total	10.10	0.00	10.10	6.40	0.00	6.40
5	E-Governance						
	Ongoing Schemes	0.00	0.00	0.00	0.00	0.00	0.00
	New Schemes	0.10	0.00	0.10	0.00	0.00	0.00
	Total	0.10	0.00	0.10	0.00	0.00	0.00
	Total Scheme-I AIR						
	Ongoing Schemes	244.90	0.00	244.90	45.00	0.00	45.00
	New Schemes	2.00	52.00	54.00	0.00	0.00	0.00
	Total Scheme-I AIR	246.90	52.00	298.90	45.00	0.00	45.00

Sl. No	Name of the Scheme	Approved Outlay for Annual Plan 2012-13					
					NER component		
		Capital	Revenue	Total Outlay	Capital	Revenue	Total NER
1	2	3	4	5	6	7	8
	Doordarshan						
	Scheme-1 Broadcasting Infrastructure Network Development						
1	Digitalization of Terrestrial Transmitter Network						
	Ongoing Schemes	69.79	0.00	69.79	12.59	0.00	12.59
	New Schemes	0.01	0.00	0.01	0.00	0.00	0.00
	Total	69.80	0.00	69.80	12.59	0.00	12.59
2	HDTV						
	Ongoing Schemes	25.00	0.00	25.00	0.00	0.00	0.00
	New Schemes	0.01	0.00	0.01	0.00	0.00	0.00
	Total	25.01	0.00	25.01	0.00	0.00	0.00
3	Expansion of DTH						
	Ongoing Schemes	25.00	0.00	25.00	0.00	0.00	0.00
	New Schemes	0.01	0.00	0.01	0.00	0.00	0.00
	Total	25.01	0.00	25.01	0.00	0.00	0.00
4	Modernization, Agumentation & Replacement of Satellite Broadcasting Equipment						
	Ongoing Schemes	25.00	0.00	25.00	6.00	0.00	6.00
	New Schemes	0.01	0.00	0.01	0.00	0.00	0.00
	Total	25.01	0.00	25.01	6.00	0.00	6.00
5	Modernization, Agumentation& Replacement of Txr. & Studio Equipment						
	Ongoing Schemes	26.00	0.00	26.00	6.00	0.00	6.00
	New Schemes	0.01	0.00	0.01	0.00	0.00	0.00
	Total	26.01	0.00	26.01	6.00	0.00	6.00
6	Strengthening of Border Coverage						
	Ongoing Schemes	0.00	0.00	0.00	0.00	0.00	0.00
	New Schemes	0.10	0.00	0.10	0.00	0.00	0.00
	Total	0.10	0.00	0.10	0.00	0.00	0.00
7	Centre of Excellence- State of the Art Programme Production Centre at Delhi						
	Ongoing Schemes	0.00	0.00	0.00	0.00	0.00	0.00
	New Schemes	0.01	0.00	0.01	0.00	0.00	0.00
	Total	0.01	0.00	0.01	0.00	0.00	0.00
8	Expansion of Mobile TV						
	Ongoing Schemes	0.00	0.00	0.00	0.00	0.00	0.00
	New Schemes	0.01	0.00	0.01	0.00	0.00	0.00
	Total	0.01	0.00	0.01	0.00	0.00	0.00

Sl. No	Name of the Scheme	Approved Outlay for Annual Plan 2012-13					
		NER component					
		Capital	Revenue	Total Outlay	Capital	Revenue	Total NER
1	2	3	4	5	6	7	8
9	New Media Technology / Alternate Delivery Platforms						
	Ongoing Schemes	0.00	0.00	0.00	0.00	0.00	0.00
	New Schemes	0.01	0.00	0.01	0.00	0.00	0.00
	Total	0.01	0.00	0.01	0.00	0.00	0.00
10	Civil Infrastructure Augmentation, Staff Quarters and other Misc. Works						
	Ongoing Schemes	10.00	0.00	10.00	0.50	0.00	0.50
	New Schemes	0.01	0.00	0.01	0.00	0.00	0.00
	Total	10.01	0.00	10.01	0.50	0.00	0.50
11	Other Misc. Ongoing Schemes of Xth Plan						
	Ongoing Schemes	45.00	0.00	45.00	1.91	0.00	1.91
	New Schemes	0.00	0.00	0.00	0.00	0.00	0.00
	Total	45.00	0.00	45.00	1.91	0.00	1.91
	Total (1 to 11) - DD						
	Ongoing Schemes	225.79	0.00	225.79	27.00	0.00	27.00
	New Schemes	0.19	0.00	0.19	0.00	0.00	0.00
	Total	225.98	0.00	225.98	27.00	0.00	27.00
	Total Scheme -1(AIR & DD)						
	Ongoing Schemes	470.69	0.00	470.69	72.00	0.00	72.00
	New Schemes	2.19	52.00	54.19	0.00	0.00	0.00
	Total	472.88	52.00	524.88	72.00	0.00	72.00
	Scheme II: Content Development and Dissemination						
	All India Radio & Doordarshan						
	Software						
	AIR						
	DBS	0.00	25.00	25.00	0.00	0.00	0.00
	IEBR	0.00	150.00	150.00	0.00	0.00	0.00
	Total	0.00	175.00	175.00	0.00	0.00	0.00
	Doordarshan						
	DBS	0.00	35.00	35.00	0.00	0.00	0.00
	IEBR	0.00	250.00	250.00	0.00	0.00	0.00
	Total	0.00	285.00	285.00	0.00	0.00	0.00
	Total Schemes -II						
	DBS	0.00	60.00	60.00	0.00	0.00	0.00
	IEBR	0.00	400.00	400.00	0.00	0.00	0.00
	Total Scheme II (AIR+DD)	0.00	460.00	460.00	0.00	0.00	0.00

Sl. No	Name of the Scheme	Approved Outlay for Annual Plan 2012-13					
					NER component		
		Capital	Revenue	Total Outlay	Capital	Revenue	Total NER
1	2	3	4	5	6	7	8
Scheme III: Special Projects							
11	All India Radio						
1	Auditorium	0.10	0.00	0.10	0.00	0.00	0.00
	Doordarshan						
2	Global coverage of DD International Channel.	0.01	0.00	0.01	0.00	0.00	0.00
3	Broadcast Museum	0.01	0.00	0.01	0.00	0.00	0.00
	Total	0.02	0.00	0.02	0.00	0.00	0.00
	Total: Schemes -III	0.12	0.00	0.12	0.00	0.00	0.00
	Total Schemes (I+II+III)	473.00	512.00	985.00	72.00	0.00	72.00
	AIR						
	Ongoing Schemes	244.90	25.00	269.90	45.00	0.00	45.00
	New Schemes	2.10	202.00	204.10	0.00	0.00	0.00
	Total (AIR)	247.00	227.00	474.00	45.00	0.00	45.00
	DD						
	Ongoing Schemes	225.79	35.00	260.79	27.00	0.00	27.00
	New Schemes	0.21	250.00	250.21	0.00	0.00	0.00
	Total (DD)	226.00	285.00	511.00	27.00	0.00	27.00
	Total (AIR+DD)	473.00	512.00	985.00	72.00	0.00	72.00
Scheme IV: Main Sectt							
1	Strengthening of Electronic Media Monitoring Centre (EMMC)	10.00	0.00	10.00	0.00	0.00	0.00
2	Supporting Community Radio Movement in India	0.00	5.00	5.00	0.00	0.50	0.50
4	IEC activities for promoting Digitalization	0.00	3.00	3.00	0.00	0.00	0.00
5	Infrastructure Support Cell in the Ministry	0.00	2.00	2.00	0.00	0.00	0.00
6	Capacity building of Cable TV industry personnel in Digital Wire line Broadcasting	0.00	2.00	2.00	0.00	0.00	0.00
7	Automation of Broadcasting Wing	0.00	1.00	1.00	0.00	0.00	0.00
	Total (Main Sectt.)	10.00	13.00	23.00	0.00	0.50	0.50
	Total Broadcasting Sector	483.00	525.00	1008.00	72.00	0.50	72.50
	Total Ministry of I & B	544.00	761.00	1305.00	72.50	21.05	93.55



Photograph from National Photo Awards

Chapter

19

MEDIA UNIT-WISE BUDGET

Demand No. 61 - Ministry of Information & Broadcasting

(₹ in thousands)

Name of Media Units/Activity	B.E. 2012-13			R.E. 2012-13			B.E. 2013-14		
	Plan	Non Plan	Total	Plan	Non-Plan	Total	Plan	Non Plan	Total
Revenue Section									
Major Head-'2251' -Secretariat Social Services									
1. Main Sectt. (including PAO)	861000	409200	1270200	617500	416000	1033500	980000	457000	1437000
Major Head '2205' - Art & Culture Certification of									
Cinematographic films for public exhibition									
2. Central Board of Film Certification	0	65000	65000	0	64370	64370	0	68700	68700
3. Film Certification Appellate Tribunal	0	1700	1700	0	1530	1530	0	1700	1700
Total Major Head '2205'	0	66700	66700	0	65900	65900	0	70400	70400
Major Head - '2220' - Information, Films & Publicity									
4. Films Division	9000	372800	381800	9000	355300	364300	10000	387600	397600
5. Directorate of Film Festivals	0	92000	92000	0	101500	101500	0	93300	93300
6. National Film Archives of India	20000	46800	66800	10000	43100	53100	20000	46200	66200
7. Grants-in-aid to Satyajit Ray F.&T.I., Kolkata	80000	70000	150000	80000	90100	170100	150000	101100	251100
8. Grants-in-aid to Children's Film Society of India (CFSI)	0	15500	15500	0	21400	21400	0	26300	26300
9. Grants-in-aid to Film & Television Institute of India, Pune	0	135000	135000	0	178400	178400	150000	187200	337200
10. Grants-in-aid to Film Societies	0	0	0	0	0	0	0	0	0
11. Electronic Media Monitoring Centre	0	43800	43800	0	44600	44600	0	49400	49400
12. Research, Reference & Training Division	0	21700	21700	0	18050	18050	0	21600	21600
13. Grants-in-aid to IIMC	0	71700	71700	46000	78150	124150	68000	88900	156900
14. Directorate of Advertising & Visual Publicity	990000	673300	1663300	949300	634900	1584200	1685000	705600	2390600
15. Press Information Bureau	153000	383300	536300	117000	402400	519400	130000	426400	556400
16. Grants-in-aid to Press Council of India	0	53200	53200	0	55500	55500	0	57100	57100
17. Subsidy in lieu of Interest on loan to PTI	0	0	0	0	0	0	0	0	0
18. Payment for Pro. & Spl. Services	0	100	100	0	100	100	0	100	100
19. Transfer to Journalists' Welfare Fund	0	0	0	0	0	0	0	0	0
20. Directorate of Field Publicity	70000	430700	500700	36600	431100	467700	72000	458000	530000
21. Song and Drama Division	72000	232400	304400	72000	223600	295600	72000	238000	310000

22. Publications Division	18000	227000	245000	7000	243000	250000	10000	248000	258000
23. Employment News	0	269000	269000	0	191200	191200	0	255200	255200
24. Registrar of Newspapers for India	2000	41700	43700	2000	39100	41100	3000	44200	47200
25. Photo Division	4500	40600	45100	6000	37400	43400	3500	41000	44500
26. Contribution to International programme for the Development of Communication	0	1700	1700	0	1700	1700	0	1700	1700
27. Contribution to Asia Pacific Institute for Broadcasting Development	0	2000	2000	0	2000	2000	0	2000	2000
Total: Major Head '2220'	1418500	3224300	4642800	1334900	3192600	4527500	2373500	3478900	5852400
Total: Major Head 2251, 2205 and 2220	2279500	3700200	5979700	1952400	3674500	5626900	3353500	4006300	7359800
Broadcasting (Major Head - 2221)									
Sound Broadcasting (Sub Major Head)									
Direction and Administration (Minor Head)									
Salaries	100	100	200	100	100	200	0	100	100
Television (Sub Major Head)									
Salaries	100	100	200	100	100	200	0	100	100
General (Sub Major Head)									
Prasar Bharati (Minor Head)									
Grants-in-aid	1119800	14623500	15743300	790000	16500000	17290000	4503500	17300000	21803500
Total - Broadcasting	1120000	14623700	15743700	790200	16500200	17290400	4503500	17300200	21803700
North Eastern Area other expenditure scheme for the benefit of North Eastern Region & Sikkim									
Lump Sum Provision (Major Head - 2552)	210500	0	210500	184500	0	184500	905000	0	905000
Total - Revenue Section	3610000	18323900	21933900	2927100	20174700	23101800	8762000	21306500	30068500
Capital Section									
1. Acquisition of Equipment for Films Division	0	0	0	0	0	0	0	0	0
2. Acquisition of Equipment for PIB	0	0	0	0	0	0	0	0	0
3. Acquisition of Equipment for DFP	0	0	0	0	0	0	0	0	0

Name of Media Units	(₹ in thousands)									
	B.E. 2012-13			R.E. 2012-13			B.E. 2013-14			Total
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	
4. Acquisition of Equipment for S&DD	0	0	0	0	0	0	0	0	0	0
5. Acquisition of Equipment for Photo Division	0	0	0	0	0	0	0	0	0	0
6. Acquisition of Equipment for Main Sectt.	0	0	0	0	0	0	0	0	0	0
7. Acquisition of Equipment for IIMC	16000	0	16000	0	0	0	0	0	0	0
8. Acquisition of Equipment for SRF'TI, Kolkata	0	0	0	0	0	0	0	0	0	0
9. Acquisition of Equipment for FTII, Pune	60000	0	60000	30000	0	30000	0	0	0	0
10. Acquisition of Equipment for CBFC	15000	0	15000	7500	0	7500	15000	0	0	15000
11. Upgradation of Print Unit in DFF	0	0	0	0	0	0	0	0	0	0
12. EMMC - Machinery & Equipment	80000	0	80000	80000	0	80000	100000	0	0	100000
13. Acquisition of Equipments for DPD	0	0	0	0	0	0	0	0	0	0
14.. Acquisition of Equipments for Employment News	0	0	0	0	0	0	0	0	0	0
BJ Buildings										
15. Upgradation of building infrastructure of FD	20000	0	20000	10000	0	10000	40000	0	0	40000
16. Setting up Museum of Moving Images (FD) Major Works	10000	0	10000	10000	0	10000	10000	0	0	10000
17. Upgradation and modernisation of FTII	10000	0	10000	5000	0	5000	0	0	0	0
18. Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library	30000	0	30000	15000	0	15000	30000	0	0	30000
19. Film Festival Complex - Additions and alterations - Major Works	10000	0	10000	5000	0	5000	20000	0	0	20000
20. Infrastructure development in SRF'TI	70000	0	70000	35000	0	35000	0	0	0	0
21. Soochna Bhavan building - Major Works	150000	0	150000	108300	0	108300	40000	0	0	40000
22. Kendirya Soochna Bhavan in States of DFP	20000	0	20000	100	0	100	8000	0	0	8000
23. Setting up of National Press Centre and Mini Media Centre for PIB	90000	0	90000	164500	0	164500	5000	0	0	5000
24. Upgradation and expansion of Infrastructure of CBFC	12000	0	12000	6000	0	6000	0	0	0	0
25. Building & Housing project of IIMC	92000	0	92000	0	0	0	0	0	0	0
26. Building & Towers for Private FM Radio Stations	0	0	0	0	0	0	0	0	0	0
27. Setting up of Institute of Mass Media (FD)	0	0	0	0	0	0	0	0	0	0
28. EMMC- Major Works	20000	0	20000	20000	0	20000	20000	0	0	20000
Investment										
National Film Development Corporation	0	0	0	0	0	0	0	0	0	0
Total - Capital Section Major Head '4220'	705000	0	705000	496400	0	496400	288000	0	0	288000



People participating in Programmes organised by various Media Units of Ministry of Information & Broadcasting

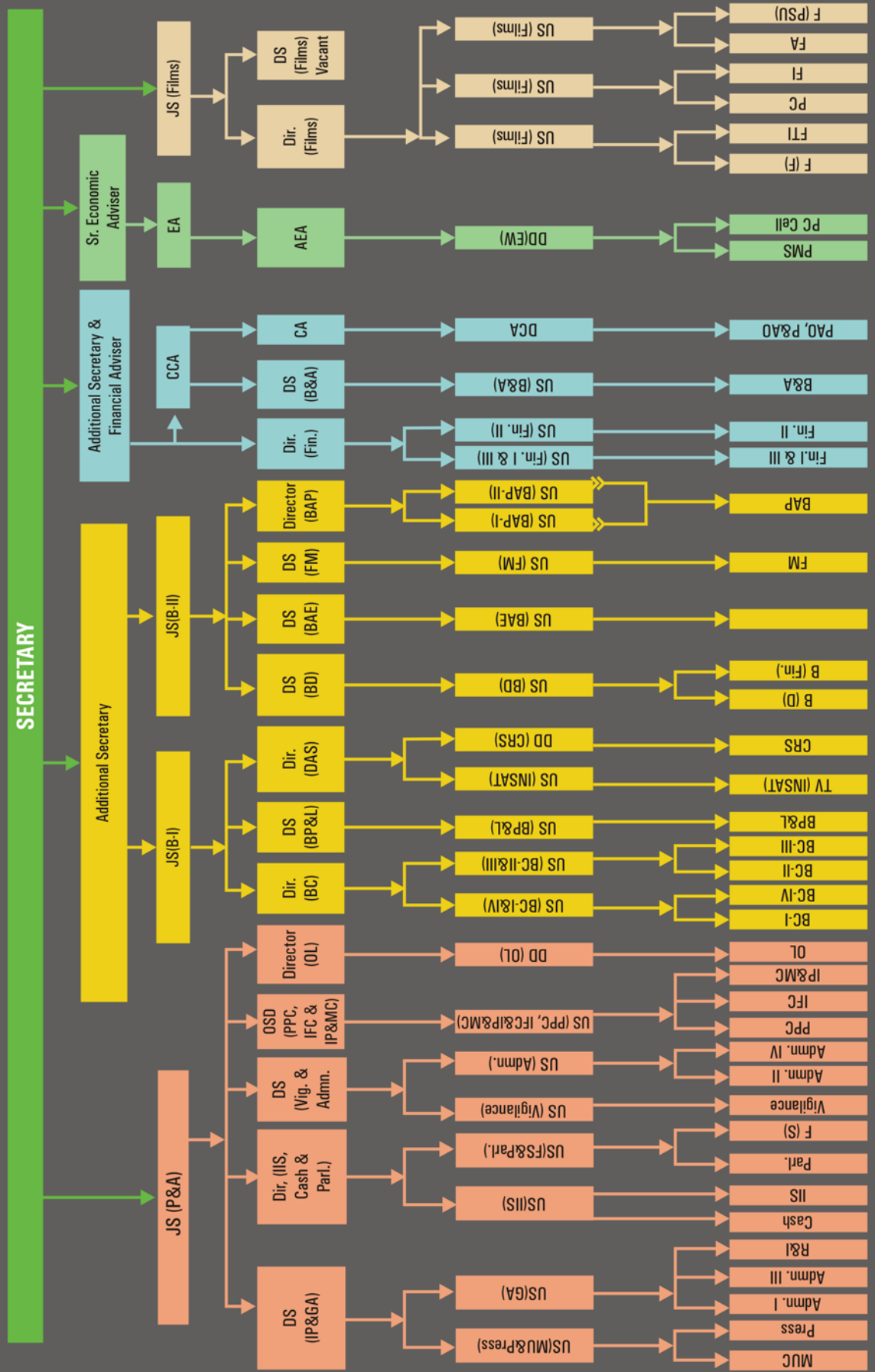


Chapter

20

DESIGNATIONS IN THE MINISTRY

ORGANISATIONAL CHART MINISTRY OF INFORMATION AND BRODCASTING



Designations in the Ministry

Secretary	Secretary
AS	Additional Secretary
AS & FA	Additional Secretary & Financial Advisor
Sr. Economic Adviser	Senior Economic Advisor
JS (P & A)	Joint Secretary (Policy & Administration)
JS (Films)	Joint Secretary (Films)
JS (B-I)	Joint Secretary (Broadcasting-I)
JS (B-II)	Joint Secretary (Broadcasting-II)
Economic Adviser	Economic Advisor
CCA	Chief Controller of Accounts
DS (IP & GA.)	Deputy Secretary (Information Policy & General Administration)
Director (OL)	Director (Official Language)
Director (Films)	Director (Films)
Director (BC)	Director (Broadcasting Content)
Director (Fin)	Director (Finance)
Dir (IIS, Cash & Parl.)	Director (Indian Information Service, Cash & Parliament)
Director (BAP)	Director (Broadcasting Administration Programme)
Director (DAS)	Director (Digital Addressable System)
DS (BAE)	Deputy Secretary (Broadcasting Administration Engineering)
DS (BP&L)	Deputy Secretary (Broadcasting Policy & Legislation)
DS (BD)	Deputy Secretary (Broadcasting Development)
DS (B&A)	Deputy Secretary (Budget & Accounts)
DS (FM)	Deputy Secretary (Frequency Modulation)
AEA	Additional Economic Advisor
OSD (C)	Officer on Special Duty (Co-ordination)
CA	Controller of Accounts
US (MUC&P)	Under Secretary (Media Unit Coordination & Press)
US (Admn.II, III &IV)	Under Secretary (Administration II, III & IV)
US (IIS, Cash & Parl.)	Under Secretary (Indian Information Service, Cash & Parliament)
US (GA)	Under Secretary (General Administration)
US (Vigilance)	Under Secretary (Vigilance)
US (BC-I & IV)	Under Secretary (Broadcasting Content I & IV)

US (BC-II & III)	Under Secretary (Broadcasting Content –II & III)
US (BP&L)	Under Secretary (Broadcasting Policy & Legislation)
US (INSAT)	Under Secretary (Indian Satellite & Community Radio Station)
US (BD & B Finance)	Under Secretary (Broadcasting Development & Broadcasting Finance)
US (FM)	Under Secretary (Frequency Modulation)
US (BAP-I)	Under Secretary (Broadcasting Administration Programme-I)
US (BAP-II)	Under Secretary (Broadcasting Administration Programme-II)
US (BA-E)	Under Secretary (Broadcasting Administration Engineering)
US (F-I & III)	Under Secretary (Finance-I & III)
US (Fin-II)	Under Secretary (Finance-II)
US (B & A)	Under Secretary (Budget & Accounts)
US (IP & MC, PPC & IFC)	Under Secretary (Information Policy & Media Coordination, Policy Planning Cell & Information Facilitation Centre)
US (FF)	Under Secretary (Films Festivals)
US (FS & Admn. I.)	Under Secretary (Films Society & Admn. I)
DD (EW)	Deputy Director (Economic Wing)
US (Films)	Under Secretary (Films)
DCA	Deputy Controller of Accounts
DD (OL)	Deputy Director (Official Language)
AD (OL-I)	Assistant Director (Official Language-I)
AD (OL-II)	Assistant Director (Official Language-II)
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	Films (Society) 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	Films (Festivals)Desk
F (FTI) Desk	Films (Film & Television Institute) Desk
F (A) Desk	Films(Administration) Desk
F (C) Desk	Films (Certification) Desk
F (I) Desk	Films (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
FM Cell	Frequency Modulation Cell
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
PMS	Performance Management Section
P & AO	Pay & Accounts Officer
CGA	Controller General of Accounts.
IFC	Information Facilitation Counter

Website Address of Media Units

S.No.	Name of the Media Unit	Website
1	Press Information Bureau	www.pib.nic.in
2	Directorate of Advertising and Visual Publicity	www.davp.nic.in
3	Publications Division	www.publicationsdivision.nic.in
4	Registrar of Newspaper for India	www.rni.nic.in
5	Directorate of Field Publicity	www.dfp.nic.in
6	Photo Division	www.photodivision.gov.in
7	Indian Institute of Mass Communication	www.iimc.nic.in
8	Press Council of India	www.presscouncil.nic.in
9	Research Reference & Training Division	www.rrtd.nic.in
10	Prasar Bharati	www.prasarbharati.gov.in
	(i) Doordarshan	www.ddindia.gov.in
	(ii) All India Radio	www.allindiaradio.gov.in
11	Song and Drama Division	www.sdd.nic.in
12	Directorate of Film Festival	www.dff.nic.in
13	Broadcasting Engineering Consultant India Limited	www.becil.com
14	Films Division	www.filmsdivision.org
15	Children Film Society of India	www.cfsindia.org
16	Film and Television Institute of India	www.ftiindia.com
17	National Film Development Corporation Ltd.	www.nfdcindia.com
18	Central Board of Film Certification	www.cbfcindia.gov.in
19	Satyajit Ray Film and Television Institute	www.srfti.gov.in
20	National Film Archives of India	www.nfaipune.gov.in
21	Electronic Media Monitoring Centre	www.emmc.gov.in



Anjali Patil being awarded for "Best Female Actor" for film "with you without you" by Sh. Raghendra Singh, JS (Films), Ministry of Information & Broadcasting at the closing ceremony of the 43rd International Film Festival of India (IFFI-2012), in Panaji, Goa on November 30, 2012.



The Film Director, Mira Nair being awarded with special centenary award by Australian Film maker, Paul Fox, at the closing ceremony of the 43rd International Film Festival of India (IFFI-2012), in Panaji, Goa on November 30, 2012.



The Secretary, I&B, Shri Uday Kumar Varma going through an exhibition on 100 years of cinema organized by Films Division at the 43rd International Film Festival of India (IFFI-2012), in Panaji, Goa on November 21, 2012. Director General, Films Division, Shri V.S.Kundu is also seen in the picture

Chapter

21

RESULTS-FRAMEWORK DOCUMENT (RFD) FOR MINISTRY OF INFORMATION AND BROADCASTING (2011-2012)

Performance Evaluation Report of Ministry of Information & Broadcasting for the Year 2011-12

The Results Framework Document of Ministry of Information & Broadcasting for the year 2011-12 is available at <http://mib.nic.in/ShowContentOne.aspx?id=6&Section=7>

Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value					Performance		
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%	Achievement	Raw Score	Weighted Score
1. Effective dissemination of information of Government Programmes and policies.	26	(a) Organizing Public Information Campaigns (PIC).	PICs conducted by PIB.	Number	3	136	125	105	90	80	132	96.36	2.89
		(b) Advertisements released by Directorate of Advertising and Visual Publicity(DAVP) on key flagship programmes / schemes.	Print and Audio Visual Advertisements released.	Number	3	13000	11700	10400	9100	7800	16000	100	3.00
	(c) Implementation of Detailed Project Report regarding modernization of DAVP.	(i) Preparation of Phase-wise implementation plan.	Date	1	30.09.11	31.10.11	15.11.11	01.12.11	15.12.11		N/A	N/A	N/A
	(d) Presentation of programmes including theatrical shows on national themes throughout the country by Song and Drama Division (S&DD).	(ii) Award of work. Programmes and theatrical shows conducted.	Date	1	31.01.12	15.02.12	29.02.12	10.03.12	15.03.12		N/A	N/A	N/A
	(e) Publication of books on issues of national importance, monthly journals, weekly issues of Employment News / Rozgar Samachar in Hindi, English and Urdu.	Books published.	Number	1	100	90	80	70	60	99	99.0	0.99	0.99
	(f) Presentation of Film Shows, Special Programmes, Public opinion gatherings, Oral Communication Programmes, Photo Exhibitions by Directorate of Field Publicity (DFP).	Publication of Journals made. Weekly Employment News published. Presentations made.	Number	1	216	194	172	151	129	216	100.0	1.0	1.0
			Weekly Employment News published.	Number	2	156	140	125	109	94	159	100.0	2.0
			Presentations made.	Number	2	100000	90000	80000	70000	60000	118131	100.0	2.0

	(g) Construction of new office buildings for National Press Centre.	Completion of works as per milestones stipulated in the Contract Agreement.	Date	3	31.01.12	29.02.12	10.03.12	15.03.12	---	29.02.12	90.0	2.7
	(h) Digitalization of archival images by Photo Division.	125000 images to be digitalized	Number	2	125000	112500	100000	87500	75000	133876	100.0	2.0
	(i) Modernisation & Upgradation of Hardware & Software at Regional Offices (ROs) and Field Publicity Units (FPU)s of DFP.	(a) Regional offices modernized. (out of the total of 22) (b) FPUs modernized (Out of the total of 207)	Number	1	10	9	8	7	6	12	100.0	1.0
	(j) Assessment of the impact of various media campaigns through an independent outside agency	Award of contract to the agency for evaluation	Number	1	95	85	76	66	57	20	0.0	0.0
	Amendment of the Cable Act to enable digitalization with addressability.		Date	2	29.02.12	07.03.12	15.03.12	19.03.12	25.03.12		N/A	N/A
2. To digitalize the cable sector.		(i) Submission of Cabinet Note for seeking Cabinet approval on the roadmap of digitalization and amendments to Cable Act.	Date	1	30.09.11	31.10.11	30.11.11	31.12.11	31.01.12	23.09.11	82.33	0.82
		(ii) Introduction of Bill in Parliament	Time	1	Winter Session 2011-12	Budget Session 2011-12	--	--	--	2	100.0	1.0
3. Promote and develop the growth of Mobile Television Services in India	Finalisation of policy guidelines.	Submission of Cabinet Note for seeking Cabinet approval	Date	1	30.09.11	31.10.11	30.11.11	31.12.11	31.01.12		N/A	N/A
		Issuance of guidelines after Cabinet approval	Date	1	30.11.11	31.12.11	31.01.12	14.02.12	01.03.12		N/A	N/A
	(a) Finalisation of policy guidelines.	Submission of Cabinet Note for seeking Cabinet approval	Date	2	31.07.11	31.08.11	30.09.11	31.10.11	31.12.11	25.06.11	100.0	2.0
4. Expansion of FM Radio Services to cover more cities.		Issuance of guidelines after Cabinet approval	Date	1	30.09.11	31.10.11	30.11.11	31.12.11	29.02.12	25.07.11	100.0	1.0
	(b) Licensing.	Appointment of Consultant for e-auction	Date	1	30.11.11	31.12.11	31.01.12	29.02.12	15.03.12		N/A	N/A
		Issuance of NIT	Date	1	31.01.12	15.02.12	29.02.12	10.03.12	15.03.12		N/A	N/A

Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value						Performance	
						Excellent	Very Good	Good	Fair	Poor	Achievement	Raw Score	Weighted Score
5. Review of Prasar Bharati Act to improve governance in Prasar Bharati & redefine the relationship between Government & Prasar Bharati and Strengthening of infrastructure of Prasar Bharati.	15	(A) Finalization of PB Amendment Bill	Submission of Cabinet Note for seeking Cabinet approval on recommendations of Group of Ministers (CoM)	Date	2	31.01.12	29.02.12	07.03.12	15.03.12	20.03.12	21.10.11	100.0	2.01
			Introduction of Bill in Parliament	Time	2	Budget Session 2011-12	--	--	--	--	--	N/A	N/A
		(B) Introduction of a transparent policy for selection of Private channels for placement in DTH platform of Doordarshan	Issuance of policy/ guidelines	Date	1	31.12.11	31.01.12	29.02.12	10.03.12	15.03.12	31.05.11	100.0	1.0
		(C) All India Radio (a) Installation of : (i) 35 units of 10KW & 5KW FM Transmitters	Completion of installation.	Number	1	35	32	29	26	23	35	100.0	1.0
		(ii) 1000 KW MW Transmitter at Rejkot	Completion of installation.	Date	1	31.01.12	15.02.12	28.02.12	15.03.12	31.03.12	14.01.12	100.0	1.0
		(iii) Studios at Jaipur & Dehradun	Completion of installation.	Date	1	31.01.12	15.02.12	28.02.12	15.03.12	31.03.12	10.02.2012	93.33	0.93
		(b) Boost infrastructure support in NE region: (i) Transmitter buildings and transmitters installation at 8 places	Completion of building and installation of transmitters	Number	1	8	7	6	5	4	4	60.0	0.6
		(ii) Procurement of 1000 KW MW Transmitter at Chinsurah	Receipt of equipment	Date	1	31.08.11	30.09.11	31.10.11	31.12.11	29.02.12	25.09.11	91.67	0.92
		(D) Doordarshan (i) Completion of studio projects at Tirupati & Leh	Completion of project	Date	1	31.12.11	31.01.12	29.02.12	10.03.12	--	23.12.11	100.0	1.0
		(ii) Upgradation of 5 earth stations in NE region	Completion of work	Date	1	31.12.11	31.01.12	29.02.12	31.03.12	--	29.02.12	80.0	0.8
		(iii) Issue of NIT for upgradation of DTH platform of Doordarshan (for 97 channels)	Issue of NIT	Date	1	31.08.11	30.09.11	31.10.11	30.11.11	31.12.11	21.12.11	63.23	0.63
		(iv) Issue of NIT for 4 HDTV Transmitters	Issue of NIT	Date	1	30.06.11	31.07.11	30.08.11	30.09.11	31.10.11	30.06.11	100.0	1.0
		(v) Completion of 300 M Tower at Amritsar	Completion of work	Date	1	31.12.11	31.01.12	29.02.12	31.03.12	--	30.11.11	100.0	1.0


6. Strengthen legislative provisions to address emerging challenges in the information and broadcasting sectors.	2	Self regulation of content of general entertainment channels	Putting in place a mechanism for self regulation	Date	2	31.08.11	30.09.11	31.10.11	30.11.11	31.12.11	30.06.11	100.0	2.0
7. To popularize the use of Community Radio as a medium to empower civil society.	3	(a) Creating awareness about the Community Radio Policy and Procedures through State level consultations / workshops. (b) Final decision by 31.03.12 in respect of applications for which all mandatory clearances are received by 30.11.11. (c) Issuance of atleast one LOI in States/UTs hitherto uncovered by permission	Number of workshops held Pending applications decided. Number of uncovered States/UTs in which LOI issued	Number % Number	1 1 1	8 90 3	7 85 2	6 80 1	5 70 --	4 60 --	8 100 2	100.0 100.0 90.0	1.0 1.0 0.9
8. To promote and encourage good cinema and recognize outstanding contributions to the film movement.	24	(a) Finalisation of 58th National Films Awards. (b) Participation in film weeks and films festivals organized in India and abroad. (c) Selection of Films under Indian Panorama, 2011. (d) Organisation of International Film Festival of India (IFFI), 2011 at Goa. (e) International documentary, short and animation film festival (MIFF) (f) Setting up of National Museum of Indian cinema in Mumbai. (g) Acquisition, restoration and digitalization of films by NFAI (i) To acquire films	Presentation of awards. Participation in film festivals. Finalization of Films by Jury. Participation of countries in IFFI. To organize MIFF Completion of work as per milestones stipulated in the Contract Agreement Number of film acquisition, restoration and digitalization	Date Number Date Number Date Date Number	3 2 2 2 3 2 1	31.12.11 50 31.10.11 55 15.03.12 01.12.11 100	15.01.12 45 10.11.11 50 22.03.12 15.12.11 90	31.01.12 40 15.11.11 44 29.03.12 30.12.11 80	15.02.12 35 20.11.11 39 31.03.12 15.01.12 70	29.02.12 30 25.11.11 33 -- 01.02.12 60	09.09.11 61 18.10.11 67 03.02.12 104	100.0 100.0 100.0 100.0 100.0 N/A 100.0	3.0 2.0 2.0 2.0 3.0 N/A 1.0

Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value						Performance	
						Excellent	Very Good	Good	Fair	Poor	Achievement	Raw Score	Weighted Score
		(ii) To digitalize films		Number	1	100	90	80	70	60	214	100.0	1.0
		(iii) To digitally restore films		Number	1	50	45	40	35	30	130	100.0	1.0
		(h) Achievement of target as stipulated in MoU signed between NFDC and the Ministry of I&B	Achievement of MoU targets	%	2	100	90	80	70	60	100	100.0	2.0
		(i) Production of documentary films by Films Division through outsourcing	Completion of documentary films.	Number	2	75	70	60	55	45	75	100.0	2.0
		(j) Production of documentary films under 11th Plan Scheme by Films Division in a Public-Private Partnership made through PSBT (NGO).	Completion of documentary films.	Number	2	20	18	16	14	12	35	100.0	2.0
		(k) Evaluation of documentary films on quality and content produced by Films Division during 2009-11 by an external agency.	Number of films evaluated	Number	1	50	45	40	35	30	53	100.0	1.0
9. Up-scaling of human resources for media & entertainment sectors.	6	(a) Opening of new chapters of Indian Institute of Mass Communication (IIMC) in different regions of the country.	Starting of courses at new centre at Amravati (Maharashtra)	Date	1	30.09.11	10.10.11	20.10.11	31.10.11	10.11.11	08.08.11	100.0	1.0
			Starting of courses at new centre at Aizwal (Mizoram)	Date	1	30.09.11	10.10.11	20.10.11	31.10.11	10.11.11	08.08.11	100.0	1.0
			Submission of Cabinet Note for seeking Cabinet Approval	Date	2	31.12.11	15.01.12	31.01.12	29.02.12	10.03.12	N/A	N/A	N/A
* Efficient Functioning of the RFD system.	3	(c) Upgradation of Film and Television Institute of India (FTII), Pune.	Issue of administrative sanction	Date	2	31.12.11	15.01.12	31.01.12	29.02.12	10.03.12	N/A	N/A	N/A
			(a) Timely submission of draft for approval	Date	2	07.03.11	08.03.11	09.03.11	10.03.11	11.03.11	07.03.11	100.0	2.0
			(b) Timely submission of Results.	Date	1	01.05.12	03.05.12	04.05.12	05.05.12	06.05.12	01.05.12	100.0	1.0

* Improving Internal Efficiency/responsiveness/service delivery of Ministry/Department.	10	Identify potential areas of corruption related to departmental activities and develop an action plan to mitigate them	Finalize an action plan to mitigate potential areas of corruption	Date	2	26.03.12	27.03.12	28.03.12	29.03.12	30.03.12		N/A	N/A	
		Ensure compliance with Section 4(1)(b) of the RTI Act, 2005	No. of items on which information is uploaded by February 10, 2012	Number	2	16	15	14	13	12	21	100.0	2.0	
		Develop an action plan to implement ISO 9001 certification	Finalize an action plan to implement ISO 9001 certification	Date	2	16.04.12	17.04.12	18.04.12	19.04.12	20.04.12	16.04.12	100.0	2.0	
		Implementation of Sevottam	(i) Resubmission of revised draft of Citizen's/Client's Charter. (ii) Independent Audit of public grievance redressal system.	Date	2	16.01.12	18.01.12	20.01.12	23.01.12	25.01.12	16.01.12	100.0	2.0	
* Ensuring compliance to the financial accountability framework	2	Timely submission of ATNs on Audit Paras of C&AG.	Percentage of ATNs submitted within due date (4 months) from date of presentation of Report to Parliament by CAG during the year.	%	2	100	95	90	85	80	N/A	N/A		
		Timely submission of ATRs to the PAC Sectt. on PAC Reports.	Percentage of ATRs submitted within due date (6 months) from date of presentation of Report to Parliament by PAC during the year.	Percentage (%)	.5	100%	90%	80%	70%	60%	100	100.0	0.5	
		Early disposal of pending ATNs on Audit Paras of C&AG Reports presented to Parliament before 31.03.2011.	Percentage of outstanding ATNs disposed of during the year.	Percentage (%)	.5	100%	90%	80%	70%	60%	100	100.0	0.5	
		Early disposal of pending ATRs on PAC Reports presented to Parliament before 31.03.2011	Percentage of outstanding ATRs disposed of during the year.	Percentage (%)	.5	100%	90%	80%	70%	60%	100	100.0	0.5	

* Mandatory Objectives

Total Composite 77.18



Discontinuation of Volume-II of Annual Report of Ministry of Information and Broadcasting

As per the recommendations of the Estimates Committee, communicated by Lok Sabha Secretariat vide their O.M. No. 61/2/EC/2009 dated 18th December 2009, the Volume-II of the Annual Report of Ministry of Information and Broadcasting has been discontinued from the Year 2009-10 onwards.

However, the same is available on the website of the Ministry at www.mib.nic.in or www.mib.gov.in in the same format as published earlier in
Volume-II of the Annual Report of
Ministry of Information & Broadcasting.

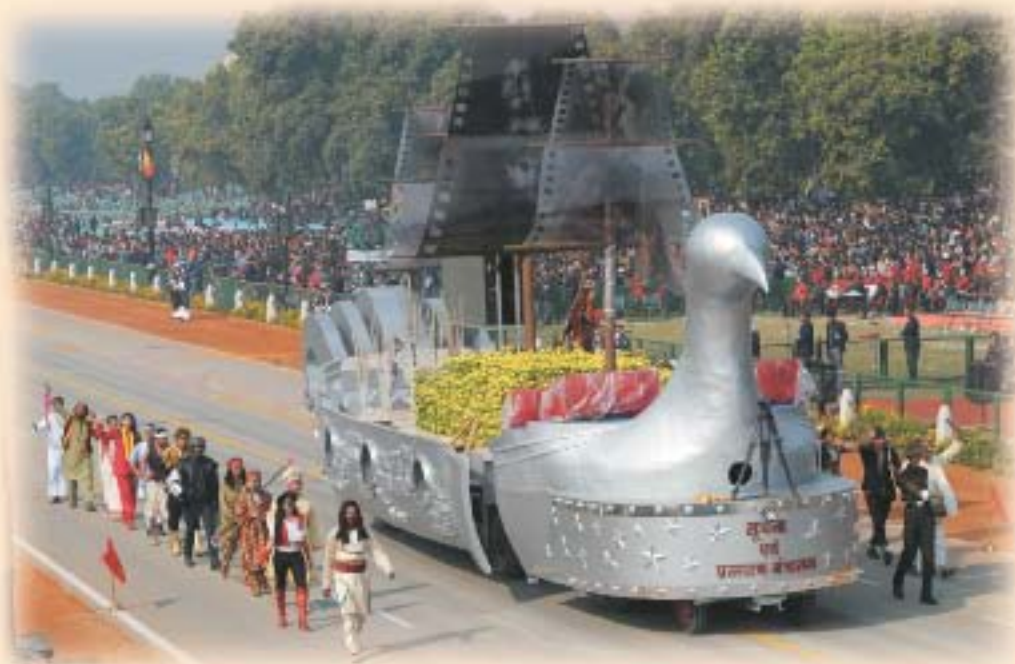


Tableau of Ministry of Information and Broadcasting during Republic Day Parade 2013 on the theme '100 Years of Indian Cinema'