



# **MINISTRY OF INFORMATION AND BROADCASTING**

**Annual Report  
1998-99**

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# CONTENTS

1. Overview	1
2. All India Radio	3
3. Doordarshan	19
4. Films	32
5. Press Publicity	43
6. Registration of Newspapers	47
7. Publications	49
8. Field Publicity	53
9. Advertising and Visual Publicity	59
10. Photo Publicity	66
11. Song and Drama	68
12. Research, Reference and Training	72
13. Plan and Non-Plan Programmes	77
14. International Cooperation	84
15. Administration	85
<b>Appendices</b>	
I. Organisation Chart of the Ministry	90
II. Statement showing the Budget for Plan and Non-Plan for 1998-99 and 1999-2000	92

# 1

## OVERVIEW

1.1.1 The Ministry of Information & Broadcasting, through the mass communication media consisting of radio, television, films, the press, publications, advertising and traditional modes of dance and drama, during 1998-99, continued to play a significant part in facilitating the people to have access to free flow of information. It also catered to the dissemination of knowledge and entertainment to all sections of society, striking a careful balance between public interest and commercial needs, in its delivery of services.

1.1.2 In support of the developmental needs of the Ministry, an outlay of Rs. 2970.34 crores for the Ninth Five Year Plan (1997-2002) and Rs. 661.93

crores for the Annual Plan 1998-99 have been approved by the Planning Commission. The plan resources for the year 1998-99 have been utilised for bringing about significant improvement in infrastructure development, particularly of the electronic media for installation of transmission, studio and programme production facilities. Special attention was given to strengthen regional and local facilities by taking recourse to satellite based broadcasting. On the software side, the electronic and non-electronic media units concentrated on priority areas of national concern like national integration, communal harmony, primary/elementary education, eradication of illiteracy, environmental protection, health care and family wel-



*Renowned lyricist Shri Pradeep receiving the Dada Saheb Phalke Award from the President of India Shri K.R. Narayanan*

## HIGHLIGHTS OF THE YEAR

- Extensive live coverage of Prime Minister's historic visit to Lahore and presentation of the Union Budget for 1999-2000 by Prasar Bharati.
- Industry status conferred on the film sector in May, 1998
- 23rd Conference of State Ministers of Information and Cinematography held in September, 1998
- Prasar Bharati decides to launch a Sports Channel on Doordarshan
- Private Indian satellite channel operators allowed to uplink their programmes from Indian soil through VSNL
- DAVP advertisement rates for all levels of circulation increased by approximately 30% w.e.f. 1st January, 1999
- Life Time Achievement Award to a foreign film personality for outstanding contribution to cinema was instituted - First award conferred on Bernardo Bertolucci
- Over one and half lakh unused titles deblocked by RNI w.e.f 1st January, 1999
- Use of modern information technology accelerated - Press releases, features, photos and graphics of PIB made accessible on internet.
- Over 28,000 shows staged by Song & Drama Division all over the country.
- The Reference Annual "India-1999" released on 31st December, 1998
- Dada Sahēb Phalke Award for 1998 conferred on Kavi Pradeep

fare, agriculture and rural development, as also issues relating to women, children and other weaker sections of society.

1.1.3 The 23rd Conference of the State/U.T. Ministers of Information and Cinematography (SIMCON-XXIII) was held on 1st September, 1998 at Vigyan Bhavan, New Delhi. It was preceded by a one-day official level meeting of State Secretaries/Directors in charge of Information and Cinematography on the 31st August, 1998. The Conference deliberated upon various issues including matters like grant of industry status to the film sector, transfer of the subject of cinema from State list to the Concurrent list, rationalisation of entertainment tax, problems of video piracy, deblocking of titles of newspapers/ periodicals and enforcement of provisions of The Cable Television Networks (Regulation) Act, 1995.

1.1.4 The activities of the Ministry can broadly be divided into 3 sectors i.e. the Broadcasting Sector, the Films Sector and the Information Sector. The functions of these three sectors are complementary to each other and cannot be strictly compartmentalised. Each of these Sectors operate through specialised media units and other organisations which perform different functions with a view to ensuring that the

dissemination of information, education and entertainment reaches the country as a whole. These include the Prasar Bharati Corporation comprising Akashwani and Doordarshan, Press Information Bureau, Publications Division, Research, Reference and Training Division, Directorate of Advertising and Visual Publicity, Photo Division, Song and Drama Division, Directorate of Film Festivals, Films Division and National Film Archive of India. The Ministry is also associated with National Film Development Corporation, National Centre of Films for Children and Young People, Film and Television Institute of India, Pune, Satyajit Ray Film and Television Institute, Calcutta, Indian Institute of Mass Communication, Central Board of Film Certification and Broadcast Engineering Consultants India Ltd. The electronic media are under the administrative control of Prasar Bharati, an autonomous, statutory body constituted under the Prasar Bharati Act, 1990. The Press Council of India, an autonomous body under the administrative control of the Ministry attempts to secure a better and more professional press in the country. The activities of the various organisations of the Ministry during the year 1998-99 have been set out in the succeeding chapters. The Appendices at the end of the Report contain statistical information pertaining to the Ministry.

## ALL INDIA RADIO

2.1 Broadcasting started in India in 1927 with two privately-owned transmitters at Bombay and Calcutta. Government took over the transmitters in 1930 and started operating them under the name of Indian Broadcasting Service. It was changed to All India Radio in 1936 and it also came to be known as Akashvani from 1957. Prasar Bharati, the autonomous Broadcasting Corporation of India, came into existence on 23 November 1997 to handle the activities of Akashvani and Doordarshan.

### Network

2.2.1 All India Radio presently has 195 radio stations including 183 full-fledged stations, nine relay centres and three exclusive Vividh Bharati commercial

centres. AIR presently has 302 transmitters. These include 144 medium-wave, 55 short-wave and 103 FM transmitters and provide radio coverage to a population of 97.3 per cent spread over 90 per cent area of the country.

2.2.2 This year broadcasting facilities have been further strengthened. Power of existing transmitters has been increased and studio facilities have been modernized at a number of stations. The foundation stone of a new station at Kakinada (A.P.) was laid on 26.4.98 by the Minister of State for I&B.

2.2.3. The old 1 KW MW Transmitters at Mathura and Jaipur have been replaced by new transmitters. At Sambalpur the 20 KM MW Transmitter has been



*Akashvani Sangeet Sammelan, 1998 held in New Delhi*

replaced by a high power 100 KW MW Transmitter. The 10 KW MW Transmitter at Gulbarga (Karnataka) has been replaced by a 20 KW MW Transmitter. At Ranchi a 50 KW SW Transmitter has been installed which will provide short-wave support to the medium wave primary coverage in the entire state of Bihar.

Two high power SW Transmitters of 250 KW each have been installed at Delhi for further strengthening of External Services .

2.2.4 In the North-East Five Community Radio Stations at William Nagar (Meghalaya), Mon

## ALL INDIA RADIO

### Projects expected to be technically ready by March 1999

**Radio Stations:** Chamoli (UP), Dhubri (Assam), Kokrajhar (Assam), Ziro (Arunachal Pradesh) and Churachandpur (Manipur).

**Transmitter projects:** Jamshedpur (CBS) - 10KW FM Tr., Siliguri (CBS) - 10 KW FM Tr, Coimbatore (CBS) - 10 KW FM Tr and Pondicherry - 20 KW MW Tr.

### Projects expected to be completed during 1999-2000

#### STATIONS

- |                                      |                             |
|--------------------------------------|-----------------------------|
| 1. Bhadarwah (JK)                    | 5. Khonsa (CRS) ( do )      |
| 2. Saraipalli (MP)                   | 6. Champhai (CRS) (Mizoram) |
| 3. Mandala (MP)                      | 7. Nutanbazar CRS (Tripura) |
| 4. Changlang CRS (Arunachal Pradesh) | 8. Phek (CRS) (Nagaland)    |

#### TRANSMITTER PROJECTS

- |                                 |                 |                               |                     |
|---------------------------------|-----------------|-------------------------------|---------------------|
| 1. Rohtak (Haryana)             | 20 KW MW Tr.    | 15. Srinagar - C (J&K)        | 10 KW FM Tr. & Std. |
| 2. Delhi -D                     | 20 KW MW Tr.    | 16. Jodhpur (Rajasthan)       | 6 KW FM Tr. & Std.  |
| 3. Silchar (Assam)              | 20 KW MW Tr.    | 17. Chandigarh                | 3 KW FM Tr. & Std.  |
| 4. Tura (Meghalaya)             | 20 KW MW Tr.    | 18. Patna (Bihar)             | 3 KW FM Tr. & Std   |
| 5. Aizawl (Mizoram)             | 20 KW MW Tr.    | 19. Shillong (Meghalaya)      | 10 KW FM Tr. & Std  |
| 6. Gangtok (Sikkim)             | 20 KW MW Tr.    | 20. Imphal (Manipur)          | - do -              |
| 7. Ambikapur (MP)               | 20 KW MW Tr.    | 21. Agartala (Tripura)        | - do -              |
| 8. Bhuj (Gujarat)               | 20 KW MW Tr.    | 22. Rajkot (Gujarat)          | - do -              |
| 9. Ratanagiri (Maharashtra)     | 20 KW MW Tr.    | 23. Vadodara (Gujarat)        | - do -              |
| 10. Thiruvananthapuram (Kerala) | 20 KW MW Tr.    | 24. Bhopal (Madhya Pradesh)   | 3 KW FM Tr. & Std   |
| 11. Tirunelveli (Tamil Nadu)    | 20 KW MW Tr.    | 25. Indore (Madhya Pradesh)   | - do -              |
| 12. Madras (Tamil Nadu)         | 20 KW MW Tr.    | 26. Bangalore (Karnataka)     | 10 KW FM Tr.        |
| 13. Hyderabad (Andhra Pradesh)  | 20 KW MW Tr.    | 27. Tirupati (Andhra Pradesh) | 3 KW FM Tr.         |
| 14. Khampur (Delhi)             | 3x250 KW SW Tr. |                               |                     |

(Nagaland), Tuensang (Nagaland), Nongstoin (Meghalaya) & Saiha (Mizoram) have been set up.

2.2.5 Additional studio facilities with latest equipment have been provided at Cuttack. Studio facilities at Delhi, Calcutta, Mumbai, Chennai and Guwahati have been further refurbished and modernised with latest equipment.

#### All India Radio (fact at a glance) :

1. STATION	:	195
2. TRANSMITTERS	:	
(A) Medium wave	:	144
(B) Short wave	:	55
(C) FM	:	103
Total	:	302
3. COVERAGE	:	
by Area	:	90.0%
by Population	:	97.3%

2.2.6 AIR has 23 projects technically ready. There are: Delhi 2<sup>nd</sup> FM Channel 5 KW FM Tr; Hissar LRS 6 KW FM Tr; Jammu (J&K) CBS 10 KW FM Tr; Aligarh (UP) Relay 6 KW FM Tr; Guwahati (Assam) CBS 10 KW FM Tr; Ranchi (Bihar) CBS 6 KW FM Tr; Calcutta (WB) 2<sup>nd</sup> FM Ch. 5 KW FM Tr; Mumbai (Mah.) (2<sup>nd</sup> Ch.) 5 KW FM Tr ~ Jabalpur (MP) (CBS) 10 KW FM Tr; Bangalore (Kar.) (Stereo) 6 KW FM Tr; Thiruvananthapuram (Kerala) VB 10 KW FM Tr.; Madras (TN) (2<sup>nd</sup> FM Channel) 5 KW FM Tr; Visakhapatnam (AP) CBS 10 KW FM Tr; Allahabad (UP) 20 KW MW Tr.; Tawang (Arunchal Pradesh) 10 KW MW Tr.; Kurseong (WB) 50 KW SM Tr; Ranchi (Bihar) 50 KW SW Tr.; William Nagar (Megh.) CRS 1 KW MW Tr.; Mon (Nagaland) CRS 1 KW MW Tr.; Tuensang (Nagaland) CRS 1 KW MW Tr.; Nongstoin (Megh) 1 KW MW Tr.; Saiha (Mizo) 1 KW MW Tr. and Bhubaneswar (Orissa) RSTI (Technical).

#### News Services Division

2.3.1 The News Services Division (NSD) of All India Radio today puts out 314 bulletins daily with a total duration of 39 hours and 29 minutes. Out of these, 88 bulletins are broadcast in the Home Services for duration of 12 hours and 05 minutes, while 42

Regional News Units (RNUs) originate 137 news bulletins daily for a duration of 18 hours and 01 minute. In the External Services, AIR broadcasts 65 bulletins for 8 hours and 59 minutes in 24 languages (Indian and foreign). The News Services Division is also putting out 24 news headlines bulletins on the FM channel.

2.3.2 AIR also broadcasts special bulletins such as sports news, slow speed bulletins and youth bulletins. During the Haj period, five minute Haj bulletin is aired from Delhi for the benefit of the Haj pilgrims. Comments from the Press are broadcast everyday. In addition, NSD puts out a number of news-based programmes and commentaries in English, Hindi and Urdu. During the Parliament Sessions, commentaries in English and Hindi, reviewing the day's proceedings in both Houses are broadcast. Similarly, the RNUs put out reviews of the proceedings of their State Legislatures.

2.3.3 The bulk of AIR news comes from its own correspondents spread all over the country. It has 90 regular correspondents in India and 7 abroad at Colombo (now vacant), Dhaka, Dubai, Pretoria, Kathmandu, Singapore and Islamabad (presently vacant). Apart from this, AIR has 246 part-time correspondents based at important district headquarters. NSD subscribes to news agencies to make its bulletins broad based. Another source of news is the Monitoring Units (English and Hindi) attached to the General News Room and the Central Monitoring Services, which monitor the bulletins of major broadcasting organizations of the world.

2.3.4 During the year, nine FM bulletins - six in English and three in Hindi were introduced with effect from 26.6.98 making it a round-the-clock news service on this popular channel of AIR. A five-minute weekly News Summary (every Wednesday) in Mishing dialect was introduced from AIR Dibrugarh.

2.3.5 The main highlights of the coverage of news events during the year were the Vajpayee Government winning the Vote of Confidence in the Lok Sabha, the Budget and the Winter sessions of Parliament, the successful conduct of nuclear tests by India at Pokhran, the culmination of the year long Golden Jubilee celebrations of the country's Independence, the Republic Day Celebrations, the

steps taken by the government to revitalise the economy and Prof. Amartya Sen winning the Nobel Prize for Economics. Political events which took place across the country were covered in a fair and balanced manner. This was achieved by including voice-casts of correspondents, sound bytes and experts opinions.

2.3.6 The new Government's initiative in going ahead with the nuclear tests at Pokhran in May this year and the diplomatic efforts made by the Government to explain the reasons for conducting the tests at international forum were highlighted in the news bulletins and news-based programmes including radio newsreel. The Government's efforts to reduce the impact of international sanctions imposed on India following the nuclear tests were also covered adequately.

2.3.7 The President's visit to Germany, Turkey, Portugal and Luxembourg, the Prime Minister's address at the Non-aligned Summit at Durban, the SAARC Summit at Colombo and the 53rd Session of the LTN General Assembly at New York were projected in the right perspective. The series of talks held by the Prime Minister's special envoy, Sri Jaswant Singh and the US Deputy Secretary of State, Mr Strobe Talbott for narrowing down the difference over CTBT were covered adequately.

2.3.8 The Prime Minister setting up six separate Committees of top industrialists to examine ways of reviving the economy, the multi-point agenda outlined by Mr. Vajpayee to revitalize the economy, the setting up of the Prime Minister's Economic Advisory Council, the announcement of the Import-Export Policy, the constitution of the 11th Finance Commission, the Conference of Chief Ministers and Finance Ministers of States and Union Territories, Economic Editors' Conference and the Resurgent India Bonds fetching over four billion dollars were the other events given important coverage.

2.3.9 Elaborate arrangements were made for the coverage of Assembly elections in the National Capital Territory of Delhi and the States of Mizoram, Rajasthan and Madhya Pradesh and the bye-elections to the Broach Lok Sabha constituency in Gujarat and a few Assembly seats in some States. An Election Cell was set up in NSD to make arrangement of the quick announcement of results round-the-clock. A

special programme highlighting the pre-poll scenario, a programme on post-poll analysis and two Radio Bridge programmes on the emerging political scenario in these States were also broadcast.

2.3.10 The concluding part of the year long Golden Jubilee Celebrations of India's Independence was covered in a befitting manner. The President's conversation with the noted journalist, N.Ram on the eve of Independence Day, the Prime Minister's address to the Nation from the ramparts of the historic Red Fort on Independence Day, the closing function held in the Central Hall of Parliament, the march on the historic Rajpath and the finale of cultural regalia held near Vijay Chowk, were prominently noticed in the bulletins.

2.3.11 The initiative taken by the Vajpayee government to improve ties with Pakistan and to restart stalled talks was given prominent coverage. The Foreign Secretary level talks in Islamabad followed by the official-level composite talks on six identified issues in New Delhi were well covered. The Indian forces repulsing the Pakistani attacks to capture the forward posts in the Siachen Glacier, the commissioning of INS Kora, the developmental test firing of Trishul, the setting up of the National Security Council, the steps taken by the government to counter the threats posed by militants in Jammu and Kashmir and other parts of the country, tri-service military exercise demonstrating the country's military might and India and Russia deciding to extend their defence cooperation for another ten years were given due coverage.

2.3.12 On the international scene, the highlights of the coverage included the bomb explosions in Nairobi and Dar-es-Salam and the US missile attacks on alleged terrorist based in Sudan and Afghanistan, the situation in Afghanistan, the tension between Iran and the Taliban regime over the murder of eight Iranian diplomats, the Interim Peace Accord between Israel and Palestine, the developments relating to the US President, Mr. Bill Clinton's inappropriate relationship with Monica Lewinsky, the stand-off between NATO and Yugoslavia over the crackdown of Kosovo Albanians, the confrontation between Iraq and the UN Security Council over weapons inspectors issue and announcement of Nobel Prizes.



2.3.13 Special correspondents were deputed for major international events as well as the official visits abroad of the President and the Prime Minister. Visits of foreign dignitaries to India were also given adequate coverage. The President of Bulgaria, Mr. Peter Stoyanov, the Prime Minister of Mauritius, Mr. Naveen Chandra Ramgoolam, Bhutanese King Jigme Singye Wangchuk and the President of Switzerland, Mr Flavio Cotti were among the dignitaries.

2.3.14 The AIR news bulletins gave due coverage to the deaths of prominent personalities and the birth and death anniversaries of religious and political leaders. The observance of important days/weeks were publicized.

2.3.15 The news bulletins and news-based programmes laid special emphasis on the schemes and programmes for the welfare of the Girl Child, the Scheduled Castes and the Scheduled Tribes, the Backward Classes and the minorities. A number of programmes were mounted both at the national level and through the network of Regional News Units to inform the listeners of the schemes and programmes of the government for the welfare of the people.

2.3.16 National and International awards for individual service and talent were also covered prominently. These include Professor Amartya Sen winning the Nobel Prize for Economics, presentation of the Sadbhavana Award to Sunil Dutt, Dada Saheb Phalke Award 1997 to Kavi Pradeep and the 33rd Jnanpeeth Award to Ali Sardar Jaffri, Shram Awards, Shanti Swaroop Bhatnagar Awards, Jamnalal Bajaj Awards, Arjuna Awards and the Teachers' Day Awards.

2.3.17 As part of AIR's policy to popularise sports, major national and international sports events were given wide coverage in the bulletins.

### **External Services Division**

2.4.1 The External Services Division of All India Radio had been a vital link between India and rest of the World, specially with those countries where the interest of India are intertwined because of Indian population staying in those countries. External Services Broadcasts have been projecting the Indian point of view on matters of National and International importance through its various programmes broadcast in 25 languages, spanning a period of about seventy

hours per day. Of these, 16 are foreign and 9 are Indian.

2.4.2 During 1998-99, extensive coverage was given to all conferences, seminars, symposia and festival of films and trade of national and international importance in the form of commentaries, radio report and interviews. The coverage included SAARC Summit in Colombo, NAM meet at Durban, Prime Minister, Shri Atal Behari Vajpayee's address to UN, Nobel Prize for Amartya Sen in the field of Economics etc. Similarly, the visits of foreign dignitaries like Begum Sheikh Hasina, Prime Minister of Bangladesh, Mr Maumoon Abdul Gayoom, President of Maldives, Mr. Ram Goolam, Prime Minister of Mauritius and visits of Indian President Shri K.R. Narayanan to Peru, Germany and Nepal, Prime Minister Shri Atal Behari Vajpayee's visits to Oman, USA and France were equally covered.

2.4.3 Special initiatives were taken to give wide publicity to India's compulsion for a nuclear test in view of National Security. Special programmes continued to give wide publicity to the celebration of the 50th Anniversary of Indian Independence during the year 1998-99.

2.4.4 GOS (English) and Hindi services were geared to mount wide publicity for the New Economic Policy of liberalisation giving all the details of Government schemes and incentives for the new investment climate in India, specially for the Non-Resident Indians and Multi Nationals. Urdu, Sindhi and Punjabi services continue to project the image of the progressive and resurgent India committed to the principle of democracy, socialism, international peace and co-existence. It has been the endeavour of ESD to counter false and baseless propaganda launched by the Pakistani media particularly with regard to insurgency in Kashmir.

2.4.5 External Services Division's transmission directed to SAARC countries, West Asia, Gulf and South East Asian countries continues to carry the 9.00 P.M. National bulletin in English, originally meant for Home Services, External Services Division continues to beam UN News to different parts of the globe on every Saturday.

2.4.6 External Services Division continue to supply recordings of music, spoken word and programmes

to about hundred countries and foreign broadcasting organizations, under the Programme Exchange Scheme.

2.4.7 The Division has been bringing out independently a monthly programme journal "India Calling" in English providing advance information of the programmes broadcast from the External Services Division.

### National Channel

2.5.1 The National Channel of All India Radio came on air on 18th May 1998. This channel works as night service commencing its broadcast at 6.50 P.M. to 6.10 A.M the next morning, covering 64% area and almost 76% population by providing a judicious blend of information and entertainment. The programme complexion of the channel has been designed to make it representative of the variegated cultural mosaic and ethos of the nation as a whole. In order to popularize Indian literature, a programme entitled 'Ek Kahani' - dramatization of selected best short stories from various regional languages is being broadcast. 'Basti Basti Nagar Nagar' is another

programme being broadcast to familiarise the people of other states with the various tourist spots all over the country. Hourly news-bulletins, alternately in Hindi and English are broadcast only from the National Channel throughout the night. Whenever the Parliament is in session, National Channel broadcasts recording of the question hour for the benefit of the listeners. 'Sahargahi,' a special early morning programme is broadcast from National Channel in the holy month of Ramzan.

### Commercial

2.6.1 All India Radio introduced commercials on 1 st November , 1967 now extended to 99 Primary Channel Stations, 30 Vividh Bharati Centres, 74 Local Radio Stations and four FM Metro Channels. Commercials are also allowed over National Channel, New Delhi and the North Eastern Service, Shillong.

2.6.2 Presently, though a major part of the earning is from the commercials , a part is also received from the FM licence fee. The popular Vividh Baharti Service provides entertainment for more than 14 hours a day from 30 centres, including short-



A current affairs programme 'Indian Republic at 50' participants from L to R: Prof. C.P. Bhambri of JNU, the former Prime Minister, Shri I.K. Gujral, Shri Inder Malhotra, Journalist and the former President of India, Dr. Shanker Dayal Sharma

### REVENUE EARNED FROM COMMERCIALS ON THE VIVIDH BHARATI AND PRIMARY CHANNELS

Year	Vividh Bharati	Gross Revenue Earned from Primary Channel		
		Phase-I	Phase-II	Total
1975-76	6,25,87,679	-	-	6,25,87,679
1976-77	6,85,54,222	-	-	6,85,54,222
1977-78	7,82,06,252	-	-	7,82,06,252
1978-79	8,90,75,436	-	-	8,90,75,436
1979-80	10,31,43,702	-	-	10,31,43,702
1980-81	12,51,32,824	-	-	12,51,32,824
1981-82	15,23,44,716	-	-	15,23,44,716
1982-83	15,39,89,422	72,64,000	-	16,12,53,422
1983-84	16,00,34,250	42,30,500	-	16,42,64,750
1984-85	15,93,58,046	66,78,500	-	16,60,31,546
1985-86	17,54,89,035	50,06,275	2,13,84,761	20,22,80,071
1986-87	17,71,77,765	1,06,68,575	5,20,92,195	23,99,38,535
1987-88	19,26,24,082	88,13,025	8,51,62,751	28,66,01,858
1988-89	21,99,92,445	84,81,675	9,60,45,546	32,45,20,666
1989-90	23,72,28,116	68,02,372	10,59,36,265	35,06,55,753
1990-91	25,25,09,742	64,71,500	13,40,37,000	39,30,18,255
1991-92	34,89,00,000	83,62,000	17,00,68,000	52,73,00,000
1992-93	37,66,00,000	1,38,00,000	19,87,00,000	58,91,00,000
1993-94	36,96,00,000	1,93,00,000	25,46,00,000	64,35,00,000
1994-95	35,44,00,000	58,00,000	28,27,00,000	64,39,00,000
1995-96	37,32,30,000	1,45,48,000	42,19,79,000	80,97,57,000
1996-97	35,65,00,000	2,72,00,000	41,26,00,000	79,63,00,000
1997-98	34,74,59,415	2,13,12,300	56,56,61,715	93,44,33,430
1998-99 (till Sept. 98)	22,01,56,272	94,32,200	21,80,54,855	44,76,43,327

wave transmitter at Mumbai, Delhi, Chennai and Guwahati. The total revenue earned by AIR during 1997-98 was Rs. 93.44 crore. The target of the year 1998-99 has been fixed at Rs. 100 crores. The revenue earned upto end of September was Rs. 44.76 crores. The table with details of revenue earnings from Radio Commercials from 1975-76 to 1998-99 is given in table.

2.6.3 For the first time Vividh Bharati undertook in-house production of sponsored programmes of outside parties. The first programme was from HMT Bangalore, entitled "HMT SAMAY SAMEEKSHA", a serial of 13 episodes broadcast from 30 Commercial Broadcasting Service Centres.

2.6.4 AIR had planned to allot all the 24 hours

on 4 Metros to private parties on the highest bid principle for which tenders were invited in March 1998. In addition, 9 hours were planned to be allotted to private parties on FM channels at Bangalore, Jalandhar, Cuttack and Panaji. The allotment was planned to be done w.e.f. 1st May, 1998 but it could not be done due to filing of legal cases by the existing operators at different High Courts in the country and issue of injunction orders by the Courts.

2.6.5. At present AIR is broadcasting in-house programmes on most of the slots which have been vacated by private parties on FM Channels w.e.f. 26.6.1998. AIR is earning revenue through sponsorships and by selling commercial time as these channels and the revenue earned is higher than what the private parties were paying to AIR as licence fee. AIR is also planning to introduce sponsored programmes on FM channels as an interim measure till the tendering process is completed after the clearance of court cases. Marketing of commercial time over AIR has been taken in an extensive manner and a strict vigil is being kept on realisation of revenue.

### **Transcription And Programme Exchange Service (T&PES)**

2.7.1 The AIR archives constitutes a major unit of Transcription and Programme Exchange Service. It is a vast library storing about 47,000 tapes of different formats which include 12,000 tapes of music, both vocal and instrumental in Hindustani and Karnatic styles, and folk and light music. The library preserves a separate collection of important voice recordings of eminent personalities like Mahatma Gandhi, Rabindranath Tagore, Subhas Chandra Bose, Dr. B.R. Ambedkar, Sardar Patel and Sarojini Naidu besides the speeches of all the Presidents and the Prime Ministers. At present over 13,000 tapes of PMs' speeches including 3,000 tapes of Pt. Nehru alone and 5,100 tapes of Presidents' speeches are available in the archives. Recordings from the Archives are now being transferred to compact discs under the UNDP assisted project which will replace the tapes now being used. So far, 235 CDs of spoken word and music have been prepared.

2.7.2 This year the Archives had prepared a programme consisting of the excerpts of speeches of Mahatma Gandhi, Pt. Nehru and Netaji Subhas Chandra Bose which was played back in the Central

Hall of Parliament on 15.8.98 during the concluding ceremony of the Golden Jubilee Celebration of India's independence.

2.7.3 The Archives has added to its collection 175 tapes this year which include, among others, the radio autobiography recording of Shyam Benegal, Dr. Nagendra, Mrinal Sen, Gopal Das, Dr. Vidya Niwas Mishra and archival recordings of Pt. Jasraj, Veena Sahasrabudhe, Vasant Rao Ghorpadkar and Suryakant Khaladkar.

### **Programme Exchange Unit**

2.8.1 The main purpose of this unit is to exchange good quality programmes among the stations as per their requirements in P.E.U. library. Approximately 8,000 tapes containing the recordings of music and spoken word programmes are preserved, among them are the Ramcharit Manas Gaan and award winning programmes of Akashvani Annual Award and the language lessons in Bengali, English, Gujarati, Kannada, Malayalam, Marathi, Oriya, Sanskrit, Tamil and Telugu.

2.8.2 A bi-monthly bulletin 'Vinimaya' is published from T&PES giving details of available foreign programmes, Karanatic and Hindustani music (vocal and instrumental) and other forms musical programmes viz. Orchestral compositions, stage songs, folk and tribal music, etc., and spoken word programmes, i.e., features, plays, talks, opera and interviews etc. for circulation among the AIR stations. It also gives information regarding our satellite transmission, which is being done daily to meet the requirements of the stations.

### **Transcription Unit**

2.9 All the speeches delivered by the President and the Prime Minister in different parts of the country and abroad are procured from AIR stations and News Services Division. The unit received 117 speeches delivered by the President and the Prime Minister from Jan. 1998 till Nov. 1998.

### **Central Tape Bank**

2.10 Central Tape Bank (CTB) looks after the needs of AIR stations for exchanging good programmes among the stations. At the moment CTB has 76,000 tapes circulating among 194 AIR stations.

To provide such tapes to new and upcoming stations is also being done by this bank.

### **Foreign Programme Library**

2.11 The Foreign Programme Unit procures the best of the programme material from different countries under the cultural exchange programmes. During 1998, the foreign unit of T&PES received 9 SAARC programmes from SAARC Secretariat, 214 programmes from France, 126 programmes from Deutsche Welle (Germany), 8 programmes from Bulgaria, one programme from World Radio for Environment, 2 programmes from Beijing, 3 programmes from Sweden, 17 programmes from Australia, 158 programmes from United Nations. These programmes are screened and circulated to stations in Audio Magnetic tapes and through INSAT 2 C and INSAT 2 C 3.

### **Satellite Transmission**

2.12 Transcription & Programme Exchange Service (T&PES) has a satellite transmission on RN Channels of INSAT-1D and RN Channels of INSAT-2A. 500 programmes of different nature were recorded by different AIR stations for future use transmitted.

### **Central Monitoring Service**

2.13 The Central Monitoring Service (CMS) is engaged in the task of monitoring news and news-based programmes of important foreign Radio and Television networks. During the year, the organisation, on an average monitored 110 broadcasts and 28 telecasts from 15 radio and 3 television networks respectively everyday. These broadcasts/telecasts were monitored in 8 languages including one foreign language. The CMS brought out a report everyday which contained all the material monitored on that day. Besides this daily report, it also brought out two weekly reports, A Weekly Analytical Report giving an analysis of the important news of the week and a weekly Special Report on Kashmir based on the anti-India propaganda of Pakistan's radio and television network on the Kashmir issue. These reports were sent on a selective basis to senior officers in several Departments/Ministries of Government of India to keep them abreast of the latest developments

of interest to India. The CMS has two field units-one at Jammu and the other at Calcutta.

### **Staff Training Institute (P)**

2.14.1 Staff Training Institute (Programme) established in 1948 at Delhi as an attached office of DG, AIR, New Delhi was declared as a subordinate office with effect from 1.1.1990. The Institute has been imparting in-service training to various cadres of Programme staff of All India Radio including Administrative Staff of Akashvani & Doordarshan. Besides, there is one STI (P) at Cuttack and five Regional Training Institutes at Hyderabad, Shillong, Ahmedabad, Thiruvananthapuram and Lucknow to cater to the needs of the Radio Stations in respective regions. It is conducting various departmental examinations of administrative staff. On an average during a year STI (P), Delhi and Cuttack along with Regional Training Institutes at Ahmedabad, Hyderabad, Lucknow, Shillong, Thiruvananthapuram conduct 75 to 80 courses and impart training to 1100-1200 Programme & Administrative Personnel. During 1998-99, STI(P), Delhi has proposed 24 training courses and 3 seminars on Prasar Bharati and each RTI(P) is expected to conduct at least 12 training courses for programme and administrative staff from April, 1998 to November, 1998. STI(P), Delhi conducted 15 training courses and trained 225 personnel. This year's main thrust of training is to develop better Presentation Techniques, Commercial Broadcasting & Marketing, Proforma Accounts, Drama & Feature.

### **Staff Training Institute (T)**

2.14.2 The Staff Training Institute (Technical) located at Kingsway, Delhi caters to the training needs of technical staff of All India Radio & Doordarshan. It is also responsible for conducting departmental competitive examinations for the promotion of Helpers, Sr. Technicians and Sr. Engineering Assistants to the respective higher cadres and recruitment examination of Engineering Assts. for AIR & Doordarshan.

2.14.3 During the period 1st. April 98, to 30th. Nov. 98, Staff Training Institute (Tech) has conducted 71 courses and trained 1190 officials. This year Regional Staff Training Institute (Technical) has been set in Bhubaneswar.

## Audience Research Unit

2.15 Audience Research Unit provides guidelines to improve the effectiveness of AIR programmes and assessment of their impact on the target audiences. During the year the unit completed and planned following major and minor studies:

- i) A comprehensive Survey to give Radio Programmes Listenership (RPL) ratings for Primary and Commercial Channels at 23 places;
- ii) Completion of the Reports on the RPT Rating Surveys conducted in March 1998 at 11 Places;
- iii) Content Analysis and case study of the new programme entitled "Vikasini" on entrepreneurship for women of AIR Bangalore;
- iv) Compilation and Editing of Facts and Figures booklet for publication;
- v) A report on Radio and its listening in Jammu & Kashmir;
- vi) Ten quick surveys on local programmes at different AIR stations;
- vii) Profiles of 5 AIR Stations; and
- viii) Telephone survey on "Pratyahiki" programme of AIR Calcutta.

During the last quarter of 1998-99 (i.e January-March) four general listening surveys and survey on Radio listening in border areas of Jammu are among the major studies proposed to be taken up.

## International Relations

2.16 All India Radio deputed several officers for training/attending workshops abroad, which included both engineering and programme personnel. AIR sent entries for various international competitions and this year won the First Prize in the Children category of programmes in ABU competition for its entry entitled "A Mega Barasiya", a feature produced by Shri Padma Lochan Das, PEX, from AIR Bhavanipatna. All India Radio also won a commendation certificate for a Technical paper submitted by Shri R.K. Singh, Director, STI(T) on "Knowledge Based Computer System for Broadcast Transmitter Fault Diagnosis".

The Commonwealth Broadcasting Association organization holds a short story competition every year. This year the overall winner was Smt. Sujata Sankranti Rao of New Delhi and AIR played a stellar role in publicising the competition. In early 1999, AIR in collaboration with BBC will be holding a short term training programme for programme officers on "Sex & Reproductive health".

## Central Education Planning Unit

2.17 A serial "Yeh Kahan Aa Gaye Hum" on environmental issues was broadcast twice a week from 31 stations of All India Radio from Hindi belt and Mumbai. The said serial commenced from 5th June, 1998 i.e. on World Environment Day. A serial "Tinka-Tinka Sukh" on family life was broadcast from 27 stations of All India Radio from Hindi belt. On listener's demand the serial was brought out in a book form and the book was released on 12th November, 1998. National Science magazine entitled "Vigyan Bharti" is being aired on 4th Wednesday of the month.

## Central English Feature Unit

2.18.1 National Programme of features projects issues of national and international importance that have been in focus during the year. A major success for the Unit was a radio biography followed by a comprehensive interview with Dr. A.P.J. Abdul Kalam on his life, work and future plans, broadcast in June 1998. Another important landmark was a documentary on the "River Indus" broadcast in July 98 in which 5000 years of the history and human civilization in the Indus Basin was traced with special emphasis on the problems that India is facing regarding water sharing and river patrolling. A feature made on Indo-Pak relations entitled 'India & Pakistan in Search of Dialogue & Confluence' was broadcast in September, 98. In April 98, a feature was broadcast on the right of the Girl Child, and in October, 98 a documentary on 'Autism' entitled "THE UNCHAINED MELODY". In December, 98 the proposed feature is on the 'Concept of Universal Humanism for Global Peace'.

2.18.2 The Central English Features Unit has commenced broadcast of a series of programmes on 'Kashmir' in addition to the regular programmes with effect from November, 1998. There is also plan for

a documentary of 'India's relationship with the United Nations' to be broadcast in January, 1999. A feature on Indian Economy 'The many shades of Swadeshi' is slated for February, 1999 and a feature on the 'Untapped Wealth of the North-East' is planned for March, 1999.

### Central Hindi Feature Unit

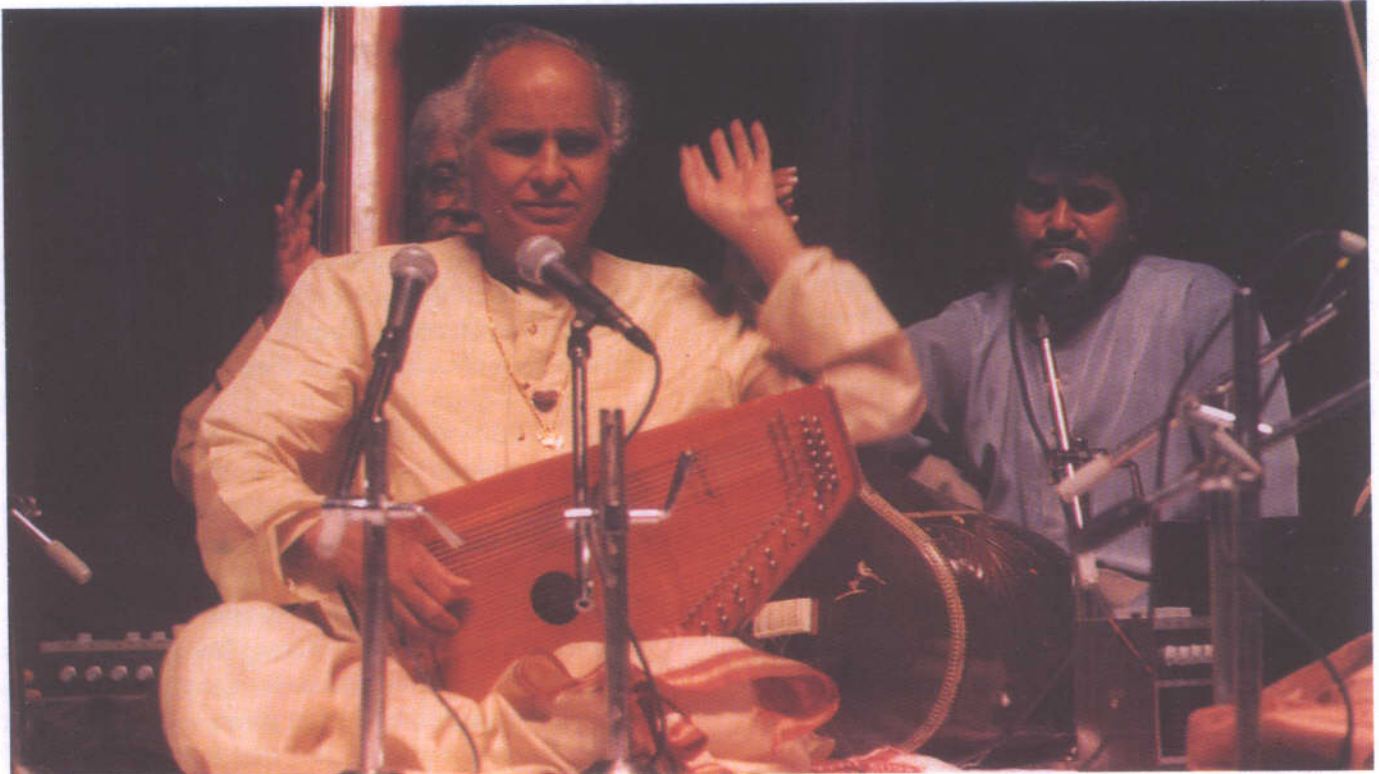
2.19.1 The Central Hindi Feature Unit broadcast 22 National Features during January 1998 and October, 1998. Apart from producing National Programme on topics viz. Energy and Defence Sector during the 50 years of India's Independence, features were also produced on diverse a range as Children of Women Convicts, Tihar - A prison with world's Largest Number of convicts, Rastra Bhasha Prachar Samiti, Effect of Pollution on Taj, Family Courts, Haridwar Maha Kumbha, Drinking Water Problem, Coastal Fishermen, Ham Radio, Remote Sensing and Flower Export. During this period programmes were also produced on the personality and creative aspects of Gulzari Lal Nanda, the eminent Gandhian leader and Mirza Ghalib, the great Urdu Poet. A programme was also broadcast on the national song 'Bande

Mataram' written by Bankim Chandra Chatterjee and its role in our national movement. The Unit ensures national level participation from different AIR stations in course of feature production. In this series a feature based on Gadsisar Tank, produced by AIR Jaisalmer, was broadcast this year.

2.19.2 The Central Hindi Feature Unit is involved currently in the production of three features related to diseases of eye, coal- the energy source and culture and development of Kashmir during November-December, 1998. Besides producing a feature on the culture and development of the north - eastern state of Meghalaya, two new feature series have been planned during the period January to March 1998. One of these is related to an evaluation of 20th Century and the second would focus on India's noted Hindu and Sufi saints and their personal-cum-creative aspects.

### Spoken Word

2.20 The Sardar Patel Memorial Lecture for 1998 was delivered by Dr. A.P.J Abdul Kalam, well known Scientist on 28th October 1998. The topic this year was "Second Vision for the Nation :



*Pt. Jasraj performing at the Akashvani Sangeet Sammelan, 1998*

Developed India". Dr. Rajendra Prasad Memorial Lecture 1998 was delivered by eminent writer and critic Dr. Namwar Singh on 27th November 1998 on the subject "Sanskritic Bahultavad aur Vimarsh". On the eve of Republic Day AIR organises a "Sarva Bhasa Kavi Sammelan. This year it is being organised at Lucknow on 18th January, 99 which will be put on air on 25th January, 1999. On the occasion of Golden Jubilee celebration of India's Independence five national magazine programmes one each on literature, films culture, science and youth have been introduced from January, 1998. This is broadcast on every Wednesday of the week on the national hookup.

### Music

2.21.1 On the occasion of Golden Jubilee Celebrations of India's Independence different stations of AIR arranged more than 150 invited audience music concerts, featuring eminent and popular artists of the country in Classical, Light & Folk Music. AIR arranged a Classical Music Concert on 1st August, 1998 at Delhi, featuring Ustad Amjad Ali Khan & Dr. M. Balamuralikrishnan to mark the culmination of Golden Jubilee Celebrations of India's Independence. The President of India was kind enough to grace the occasion. He was presented a set of cassettes & CDs containing patriotic songs and speeches of national leaders. Akashvani Sangeet Sammelan Invited Audience Concerts were arranged at 22 places in India and these were broadcast for more than 45 days. AIR also broadcast a number of National Programmes of classical, regional & light music depicting patriotism. On the occasion of Gandhi Jayanti, a special programme of Devotional Music was broadcast. AIR has started 'live' broadcast of National Programme of Music from different stations of AIR. There are two National Programmes on every Saturday and Sunday for a duration of 60 minutes each. Prior to this there was only one National Programme on Saturdays.

2.21.2 Community Singing Cell organises and coordinates the production and broadcast of 'community songs. At present, there are about 50 'community songs' in various regional languages which are in circulation and are being broadcast from AIR stations on a regular basis.

### Farm And Home Programmes

2.22.1 All Stations of All India Radio broadcast farm

and home programmes directed at rural audiences. In order to provide support to intensive agriculture and high-yielding variety programmes. Farm & Home units function at various stations of AIR throughout the country. The average duration of farm and home broadcasts is 60-100 minutes per day from each station. Besides, imparting technical and other information, the thrust of broadcasts are dissemination of information relating to ways and means for increasing production of cereals, oilseeds, pulses, vegetables, fruits etc.; Diversification of agriculture, social, forestry, preservation of environment and farm forestry; Poverty alleviation schemes, health and sanitation etc.; Adult education programmes.; Role of panchayats in rural development. The programmes lay emphasis on the various economic measures taken by Government aimed at rural development. During the year AIR provided extensive communicative support to a special multi media campaign on rural development launched by the Ministry of Information and Broadcasting in various states. Farms and home programmes also include programmes for rural women and rural children. Broadcast of mother and child care series in collaboration with UNICEF and state governments has been undertaken by many AIR stations. Each station broadcasts at least one programme per day on "Environmental Protection"

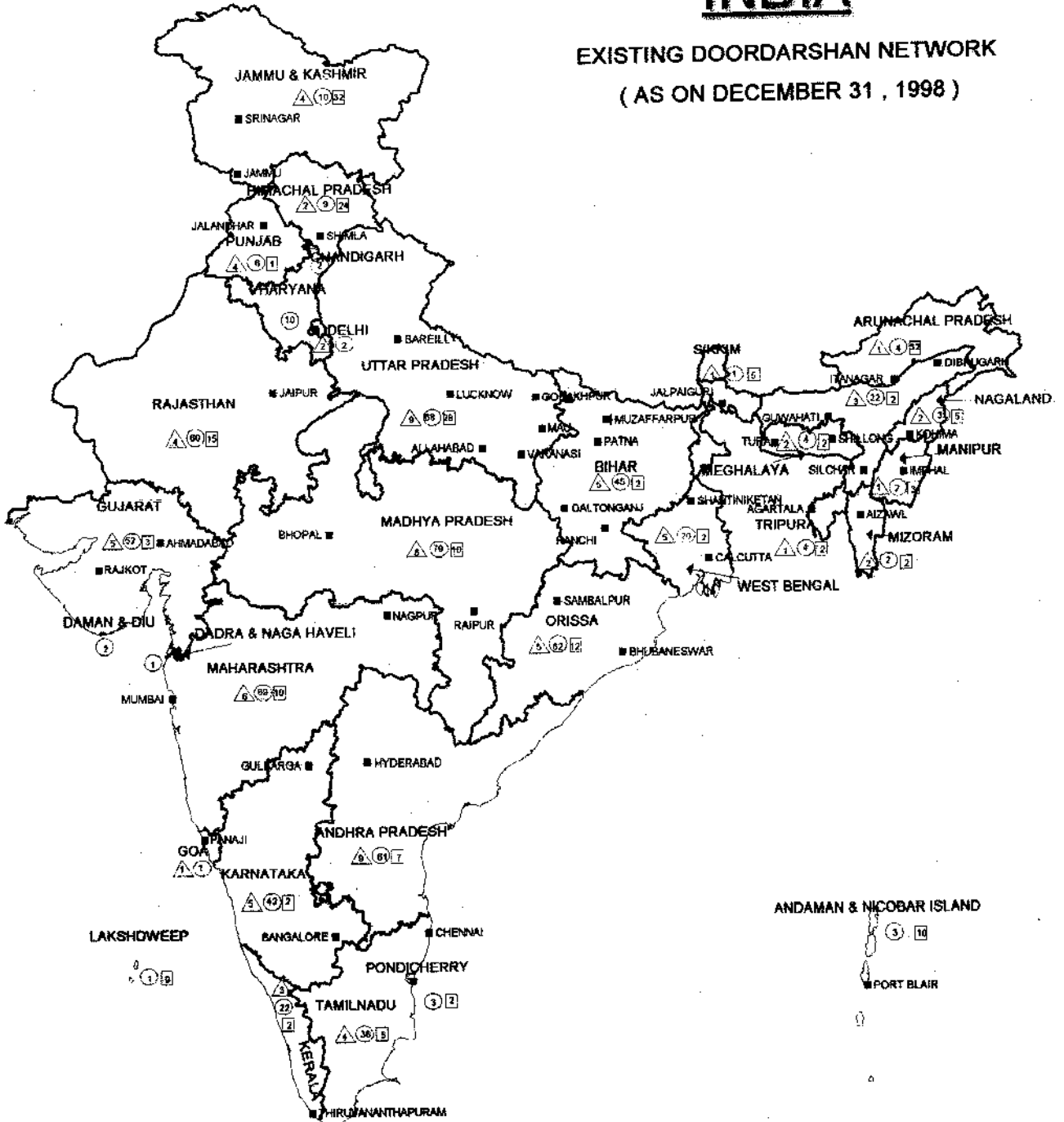
### Programmes on Health and Family Welfare

2.23. All AIR Stations broadcast family welfare programmes in all the languages/dialects of our country. In 22 AIR Stations, full-fledged family welfare units are functioning. Family welfare units of AIR stations have broadcast more than 8,500 programmes on family welfare in each month of the duration of about 11,000 minutes in general as well as special audience programmes. Apart from this rest of the AIR stations including local Radio are also mounting health and family programmes and other themes. Each AIR stations broadcast once a week Health Forum programmes of a duration of 15 minutes. Doctors are invited for providing information to the listeners on common diseases. Several serials had been commissioned by AIR to create awareness about AIDS. To emphasise the fact that the dreaded AIDS can be prevented with the proper information and



# INDIA

EXISTING DOORDARSHAN NETWORK  
( AS ON DECEMBER 31 , 1998 )



## LEGEND :-

- PROGRAMME PRODUCTION CENTERS
- △ HIGH POWER TRANSMITTERS
- LOW POWER TRANSMITTERS
- VLPT's / TRANSPOSERS

knowledge, AIR mounted special programmes, such as 'Kavya Natika' (Opera)/phone-in-Programmes/Interviews of self experience of AIDS affected persons'/seminars/plays and special invited audience programmes. Some stations have started 'radio lesson on AIDS' with registered listeners. AIR broadcast from almost all its stations programmes for children of three categories, viz, programmes for children between the age of 5 to 7 years and 8 to 14 years age, special programmes are also broadcast for rural children.

### Drama

2.24 More than 80 stations of AIR broadcast play in various languages. Radio adaptations of outstanding novels, short stories and stage plays are also broadcast. Besides original plays, a large number of AIR stations regularly broadcast family drama with a view to eradicate social evils and blind belief in the society. Serials projecting the current socio-economic issues like unemployment, illiteracy, environmental pollution, problems of girl child etc. are also broadcast on a regular basis. The National programmes of plays is broadcast every 4th Thursday of the month in Hindi and its regional version are broadcast by the relevant stations simultaneously. Special model plays of 30 minutes duration are produced at the Central Drama Unit at Delhi which are broadcast by 33 stations of AIR in a chain of six months. All India competition for Radio playwright is being organised in 15 prominent languages. All the prize winning entries are translated in Hindi and then circulated to all stations for further translation and production in various languages. Drama Unit is going to organise "Natya Sandhya" in the month February, 1999. A Drama Workshop would also be organised in the month of January, 1999. Process for the All India Competition for Radio Playwrights has already begun.

### Sports

2.25 During 1998-99, All India Radio has provided effective coverage to International & National sporting events held in India and abroad. In addition to the coverage of National, International Sporting events, All India Radio also encourages traditional games like Kabaddi, Kho-Kho etc, through broadcast of running commentary in order to popularize them among the youth of the country and to encourage sports talent in the domain of traditional sports and games.

### Akashvani Annual Awards

2.26. All India Radio presents Akashvani Annual Awards to outstanding broadcasts of every calendar year in different disciplines and subjects. Special prizes 'Lassa Kaul Awards' on National Integration and 'Correspondent of the Year' for excellence in News Reporting are also awarded. There is also an award of special topic documentary. This year's subject is "SAVE WILD LIFE". An award at National level is given to the best choral Singing Group (Senior and Junior Group) for a competition held for children at various regional centres. An award for "Audience Research /Survey Reports" has also been introduced from 1995. AIR also awards the Best Commercial Broadcasting Service Centre and awards for Technical Excellence engineering and technology disciplines.

### Policy

2.27 During 1998-99, extensive coverage was provided to (a) General Elections, 1998 to the Lok Sabha including broadcast of Special programme on election bulletins and novel scheme of party political broadcast. (b) Presentation of the Rail Budget by the Railway Minister on 29th May, 1998 and General Budget by the Finance Minister on 1st June, 1998. (c) Swearing in ceremony of Prime Minister Shri Atal Behari Vajpayee from Rastrapati Bhavan on 16.3.98. (d) the Maha Kumbh Snan from Haridwar on 14.4.98. (e) Presentation of National Film Awards in the 45th National Film Festival from Vigyan Bhavan on 10.7.1998. (f) the function on unveiling of the Statue of Shri K. Kamraj in Parliament House by the Prime Minister of India Shri Atal Behari Vajpayee on 15.7.98 (g) the function on unveiling of the Statue of Prof N.G. Ranga in Parliament House by the Vice President of India on 27.7.98 (h) the function on unveiling of the Statue of Shri Vallabhbhai Patel in Parliament House by the President of India on 14.8.98. (i) Closing function of 50th Anniversary of India's Independence from Vijay Chowk on 15.8.98. (j) the function on unveiling of the Statue of Shri Birsa Munda in Parliament House by the President of India on 28.8.98. (k) International Literacy Day on 8.9.98. (l) Prime Minister's Shram Award presentation function on 21.9.98. (m) Presentation of the Indira Gandhi Award for National Integration at Teen Murti House on 31.10.98. (n) Memorial

Concert on 31.10.98 to commemorate Smt. Indira Gandhi's Death Anniversary. (o) the opening and closing ceremony of the Bodh Mahotsav held at Sarnath and at Bodh Gaya respectively. (p) Presentation ceremony of the Silver Trumpet and Banner to the President's Bodyguard on 18.11.98. (q) the Nishan-e-Khalsa Celebrations held at Anandpur Saheb on 22.11.98. (r) the National Awards presentation function for the Welfare of the Handicapped by the Prime Minister of India on 3.12.98. (s) Recording of Sardar Patel and Dr. Rajendra Prasad Memorial lectures were broadcast by AIR in October and November, 1998.

### EDP Cell

2.28 EDP Cell is responsible for planning and computersation of AIR stations/offices. The Cell has undertaken the following tasks during the year 1997-98:

1. "AIRNET" the information exchange corporate wide network, exclusively for use of AIR, has been planned and designed which will enable information exchange between various units and help the management in fast retrieval of the information/data. The planned AIRNET will consist of Internet setups at AIR zonal offices using dedicated lines for interconnection.

### 2. Newsroom Automations

The innovation of new technologies and introduction of state-of-the-art equipment for preparation, editing and broadcasting of news planned by DEP Cell will result in drastically cutting down the time required between reporting and final transmission of news besides enhancing the effectiveness of news production system and inclusion of the latest news bulletins even at the last moment. For this purpose necessary computer hardware, software alongwith accessories proposed to be installed in NSD including Regional News Units, are being worked out.

### 3. E-Mail Facility

EDP Cell has planned for providing e-mail facility at AIR Stations/offices for effective

and fast communication between the offices, the Headquarters and other organisations.

### 4. AIR Music on Phone

With the advancement of technology and innovation of new trend in interactive broadcasting, it is now possible for the listeners to receive popular programmes and music/songs in a computer system.

EDP Cell has developed a system for providing 'Music -on-Phone, wherein a number of listeners will be able to get the music of their choice on the telephone set itself popular music/songs will be stored in a computer Audio Server, which will have a telephone interface with connectivity to MTNL/DOT. All India Radio has started an interactive broadcasting service for providing AIR News-on-Phone. Through this service, listeners can access a capsule of the latest news highlights. AIR has started Live AIR service on Internet on a regular 24 Hrs. basis w.e.f. 1st May 1998. With the starting of this service it has been possible to extend the coverage of AIR programme to all parts of the world including USA & Canada, where signal of AIR External Service are not received adequately.

### Broadcast Engineering Consultants India Ltd.

2.29.1 Broadcast Engineering Consultants India Ltd. (BECIL) was established under the Ministry of Information & Broadcasting with the objective to utilize the expertise of All India Radio and Doordarshan in undertaking consultancy and turnkey jobs in the fields of acoustics, audio, video, MMDS, satellite uplinking etc. BECIL was incorporated as a Govt. of India Enterprise on 24th March, 1995, under the Indian Companies Act of 1956.

2.29.2 During the short span of its existence BECIL has already made significant progress. During the very first year of its operation the company earned profit declaring a dividend of 20% and continues to pay dividend for the subsequent two years as well. During the year 1997-98, the Company earned a net profit of Rs. 15.63 lakhs and paid Rs. 7.30 lakhs as dividend to the Govt.

2.29.3 The main focus of operation during this year has been to continue execution of consultancy and turn-key projects in the field of audio and acoustics systems, video, studio systems, satellite uplinks and down-links and also to make a foray in the overseas market. With this in view BECIL participated in

Broadcast Asia-98 Expo held in Singapore. It has also bagged the tender for execution of stage lighting and stage furnishing project for Indira Gandhi Centre for Indian Culture (IGCIC), Mauritius, through NBCC.

2.29.4 During the year, 15 major projects were completed. Six projects are in the pipe line.

## DOORDARSHAN

3.1 Doordarshan is now a part of Prasar Bharati — the autonomous Broadcasting Corporation of India. The Prasar Bharati Act of 1990 was given effect from 15th September 1997 and the Prasar Bharati Board took charge of the administration of All India Radio and Doordarshan with effect from 23rd November 1997.

### Main Features

3.2.1 One of the major developments in Doordarshan during this year was the commissioning of an Earth Station at Jalandhar which enabled all transmitters in Punjab to relay

the programmes of Jalandhar, including the Punjabi news bulletin. Earlier, some Low Power Transmitters in Punjab were relaying the programmes of Delhi only.

3.2.2 During the year Doordarshan also decided to increase the time allotted for Regional Services. Now the Kendras can originate programmes in the languages of their region from 2:30 pm whereas earlier Regional Services used to start at 4:30 pm.

3.2.3 Doordarshan also restarted the telecast of award winning regional languages films which was discontinued earlier. Separate Programmes for



Shri Pramod Mahajan, Minister of Information and Broadcasting visiting B.E.S. Expo '99 Exhibition

Higher Secondary schools were also started on the National Network during this year.

3.2.4 Doordarshan programmes have been made available on internet w.e.f. 25.02.98 (website - <http://ddindia.net>)

### DD Channels

3.3.1 Doordarshan operates the following 18 channels—two All India channels, 11 Regional Languages Satellite Channels (RLSC), four State Networks (SN) and an International Channel:

DD-1	Primary service
DD-2	Metro Entertainment channel
DD-4	RLSC- Malayalam
DD-5	RLSC- Tamil
DD-6	RLSC- Oriya
DD-7	RLSC- Bengali
DD-8	RLSC- Telugu
DD-9	RLSC- Kannada
DD-10	RLSC- Marathi
DD-11	RLSC- Gujarati
DD-12	Kashmiri (DDK Srinagar)
DD-13	RLSC- Assamese and Languages of North East
DD-14	SN- Rajasthan
DD-15	SN- Madhya Pradesh
DD-16	SN- Uttar Pradesh
DD-17	SN- Bihar
DD-18	RLSC—Punjabi
DD-India	International service

3.3.2 On DD-1 National programmes, Regional programmes and Local Programmes are carried on time-sharing basis. Metro Entertainment channel carries Network entertainment programmes from Delhi and also Single-Metro Programmes from the four metro cities. The Regional Languages Satellite channels have two components—The Regional service for the particular state relayed by all terrestrial transmitters in the state and additional programmes in the Regional Language in prime-time and non-prime time available only through cable operators.

3.3.3 The four Hindi Language States have state-networks which enable the relay of the programmes originated from the state capital by all the transmitters in the state. In Jammu and Kashmir at present there is provision to relay the news bulletins of DDK Srinagar by all transmitters in the state. DD-India is targeted to viewers who may be living outside India but are interested in India.

3.3.4 In addition, there are a number of Local Kendras relaying programmes on a single transmitter. In Delhi two Low Power Transmitters operate to bring live the proceedings of the two Houses of the Parliament. In Srinagar there is another Low Power Transmitter relaying programmes of interest to the people in the Kashmir valley.

### Organisation

3.4.1 Television programmes were introduced at Delhi in 1959 and were extended to a second city only in 1972. By the middle of 1970 there were only seven TV centres in the country. Television was separated from Radio in 1976 and Doordarshan came into existence. National Programmes were introduced in 1982 and from then onwards there has been steady progress in Doordarshan.

3.4.2 Organisationally Doordarshan headed by the Director General was an attached office of the Ministry of Information and Broadcasting before Prasar Bharati came into being. The Engineering wing is headed by Engineer-in-Chief. He along with Chief Engineers and other officers is responsible for the maintenance and expansion of the hardware part. The Director General is to be assisted by a number of Deputy Director General and others in the Programme Wing. The Administration Wing is headed by an Additional Director General and the Finance Wing by a Deputy Director General.

### National Programmes

3.5 The National Programme mainly aims at promoting integration thereby inculcating a sense of unity, fraternity and pride in the Indian people. The National Programme was started on 15th August 1982 and has been extended in stages to

include programmes in the mornings, afternoons, etc. At present, about 80 hours of programmes are telecast every week in the National Network. Major events in the country are covered live on this channel.

### **Regional Segment**

3.6 All the Doordarshan Kendras originate programmes in their respective regional languages. The major Kendras could originate about 25 hours of programmes each week earlier but from this year they have been given the option to originate ten more hours. The local Kendras originate programmes for one to ten hours in a week. Rural development gets greater stress in the Regional Service and programmes on agriculture, health, family planning and environment are regularly telecast. The information programmes include news bulletins, topical discussions and programmes targeted to the specific audience like women, children, youth, etc. The entertainment programmes include serials, feature films, dance and music. With satellite uplinking it has been possible to provide common programmes for viewers in all the larger states. Many of the Regional Kendras earn substantial amounts as commercial revenue.

### **Educational TV**

3.7.1 From the beginning Doordarshan has accorded high priority to programmes on education. The school telecasts started from Delhi in 1961 itself. As a part of SITE continuity, programmes for school children were started in 1982. At present, school programmes produced by Doordarshan are telecast in the Regional segment from Delhi and Chennai and programmes produced by the State Institutes of Education are telecast in Hindi, Marathi, Gujrati, Oriya and Telugu for relay by all transmitters in the particular language zone. This year separate chunks have been earmarked for programme for secondary schools in the National Network. These programmes are produced by the Central Institute of Education Technology.

3.7.2 Doordarshan is providing time on the National network for the telecast of Higher Education programmes. The country-wide classroom of University Grants Commission extends Higher

Education to those living in smaller towns and villages. The programmes produced by the Indira Gandhi Open University supplements the education provided by other modes by IGNOU.

### **News & Current Affairs**

3.8.1 Doordarshan News telecasts 13 bulletins including Headlines every day from its Headquarters in Delhi. The main objective of all the bulletins is to give latest news throughout the length and breadth of the country and also to the world outside through DD-International. Besides News is also feeding News capsules to CNN and ABU Daily.

3.8.2 Doordarshan News also telecasts two 10-minute discussion programmes on the major news items of the day at 8:50 pm and 9:20 pm when Parliament is not in session. A weekly 10-minute programme 'Personality of the Week' is also being produced by Doordarshan News and telecast every Saturday at 8:50 pm.

3.8.3 Doordarshan telecasts a weekly current affairs programme, SAARC Diary. This programme covers the happenings in all the seven SAARC countries and has been widely appreciated. Recently a programme series Dateline Punjab is being launched at the behest of the Ministry of Home Affairs. It will be telecast on DD-International and from DDK Jalandhar.

3.8.4 On 20.2.99, Doordarshan did live coverage of the Prime Minister's Bus ride from Amritsar to Waqah border. It was quite an ambitious venture with inputs from many points including shots taken from Helicopter. The coverage was highly appreciated by one and all.

3.8.5 For the first time Doordarshan arranged in-house live coverage of the Union Budget 1998-99. It was a departure from the practice followed during earlier years when it was assigned to outsiders. The coverage not only included live coverage of the Finance Minister's speech but also indepth analysis of various budget provisions by experts as reactions from various segments of viewers. Live coverage of presentation of Union Budget was preceded by an introductory programme and followed by detailed analysis in which Prime

Minister, top officials of the Finance Ministry, Ex Finance Ministers, many Union Ministers, top Govt. officials, top Economists, Captains of Industries etc. participated. Live feeds were taken from major cities which also reflected reactions of common man.

3.8.6 DD-1 carried special election analysis in respect of four states viz Mizoram, Delhi, Madhya Pradesh and Rajasthan. The analysis was telecast for 23 hours. Doordarshan also telecast an Exit Poll as soon as the voting ended in the four states.

### Sports

3.9.1 During the year 1998-99 all the major and important national and international sport events were covered or telecast live over Doordarshan. One of the major and difficult tasks accomplished by Doordarshan was the successful coverage of the 13th Asian Games held at Bangkok from 6th to 20th December 1998. Doordarshan telecast included Opening and Closing ceremonies and Hockey, Football and Tennis matches where India participated. Athletic, Swimming events, etc were also telecast live. Special stress was laid on Indian performances. Apart from this 'India at the Games', a special programme for a duration of 50 minutes each were also telecast daily during the Games. Another major event telecast live by Doordarshan was the World Cup Football '98 played in France. Most of the important matches were telecast live and others were carried as deferred 'live'.

3.9.2 On domestic front, finals of most of the National Championships of various sports disciplines were either telecast live or covered for deferred telecast.

### Commercial Service

3.10.1 Commercial advertisements were introduced on Doordarshan from 1st January 1976 from all the then existing Kendras. Commercial service has since been extended besides the National Channel to Metro Channel. DD-International and other Regional Kendras like Ahmedabad, Bangalore, Bhopal, Bhubaneswar, Goa, Guwahati, Hyderabad, Jaipur, Jalandhar, Patna, Raipur, Gorakhpur and Agartala.

3.10.2 Commercial service is responsible for direction and supervision of planning and scheduling of advertisements, acceptance of contracts and approval of materials and scripts. Doordarshan Commercial Service at Delhi accepts booking for National Network, DD-2, DD-International and all regional Kendras. Facilities exist at individual Kendras to accept bookings of sports and sponsorship for the programmes of the particular Kendra.

3.10.3 Besides work relating to advertisements, Doordarshan Commercial Service is also involved in billing of commercial time, collection of payments, finalisation of rates, etc for sponsorship, telecast fee, spot rate and minimum guarantee programmes. There was a steady increase in the earning of Doordarshan till last year. However, in 1997-98 there was a fall mainly because of the tight market situation and ever increasing competition.

#### Earning of Doordarshan in the last eight years are given below :

Year	Rs. (crore)
1990-91	253.85
1991-92	300.61
1992-93	360.23
1993-94	372.98
1994-95	398.02
1995-96	430.13
1996-97	572.72
1997-98	490.15

3.10.4 Doordarshan telecasts advertisements for goods and service but the acceptance of advertisements is governed by a comprehensive Code for Commercial Advertising. Advertisements of cigarettes, tobacco products, liquor, wine and other intoxicants are not accepted.

3.10.5 Advertisements are accepted in all languages but the advertisers prefer to use Hindi in telecast of the National Network while advertisements in regional languages are preferred



on Regional Kendras. Bookings are normally accepted through registered and accredited agencies. For all agencies the commission is 15 per cent. The accredited agencies enjoy a credit facility while the registered agencies make payment in advance.

### **DD-INDIA (INTERNATIONAL) CHANNEL**

3.11.1 The International Channel of Doordarshan started on 14th March 1995 on a transponder hired from Zee TV. Initially the telecasts were for a duration of three hours a day for five days in a week. When Doordarshan acquired a transponder on PAS-4, a daily service was introduced and transmission time was extended to four hours a day in July 1996. In November 1996, transmission time was further extended to 18 hours a day comprising nine hours capsule and its repeat telecast from 6:00 a.m. to midnight. The signal of DD-International can be received in countries of South Asia, the Gulf, Middle East and Europe via the PAS-1 satellite and in North America via the PAS-1 satellite.

3.11.2 The programme mix aims at providing an update on Indian social, cultural, political and economic scene with trade and export being major areas of interest. The channel focuses on news, current affairs, stock market update and discussions on issues of international significance. It also caters to the demand for various Indian entertainment programmes, serials, music and dance, etc. A daily feature film has also been included in the schedule. Besides the programmes in Hindi and English, representation has been given to serials and entertainment programmes in Regional languages, namely Punjabi, Urdu, Telugu, Tamil, Kannada, Malayalam, Bengali, Gujarati and Marathi, etc. News in Hindi and English telecast on the National Network at 8:30 p.m. and 9:00 p.m. respectively are being relayed on DD-International.

3.11.3 The International Channel carries live telecast on special occasions like Republic Day pageant, Independence Day, address by the Prime Minister, inaugurations of International Film Festivals and some sports events simultaneously with other channels of Doordarshan in which people living outside India may also be interested in.

3.11.4 Efforts were intensified to distribute the channel as widely as possible. Doordarshan has so far given 'No Objection Certificate' to a number of Cable TV networks, Ethnic channels and individuals interested in distributing the DD-International channel for a nominal fee.

### **Audience Research**

3.12.1 Audience Research units have been established in 19 Doordarshan Kendras. The research work is co-ordinated at the Directorate as well as at the Kendra level. The main function of the Audience Research Unit is to provide research support for the programming on Doordarshan network. The Unit is manned by professionally trained people. The system of giving DART ratings (Doordarshan Audience Research Television rating) on the National, Metro and the Regional Networks of Doordarshan was introduced in 1993. This system has been extended to 33 cities. The members of panel in each city represent a cross-section of TV viewers of the city. The DART ratings are published over the air, through major newspapers, advertisers and advertising agencies.

3.12.2 The Audience Research Unit serves as a data bank at the Directorate as also at the Kendra level. The Audience Research Unit at the Headquarters also bring out periodically compilations of all available information about the media in the country. The Unit also interacts with the market research agencies, communication research organisations, etc and monitors the research done by them on the media.

### **50 Years of Independence**

3.13.1 The year-long celebrations in connection with the 50th Anniversary of Indian Independence came to an end on 15th August 1998. Doordarshan had planned a number of programmes to commemorate the Golden Jubilee of Independence and these programmes continued to be telecast this year. At the National level five eminent producers, Saeed Akhtar Mirza, Shyam Benegal, Buddhadeb Dasgupta, Girish Karnad and Bhupen Hazarika from each region i.e. North, South, East, West, and North East, have been invited to produce special programmes of their choice. In addition, each of the Regional Kendras

and the PPC at Guwahati had commissioned special programmes in their respective regional languages covering the freedom movement in their respective areas. 54 short duration films on various themes based on the background note circulated by the Secretariat for the 50th Anniversary of India's Independence commissioned last year were telecast this year.

3.13.2 Doordarshan also telecast live various functions held in Delhi on 15th August 1998 to mark the end of the celebrations.

### Central Production Centre

3.14.1 Central Production Centre (CPC) was established in 1998 to encourage excellence in programme production. It has the best technical facilities and the production personnel are encouraged to produce quality programmes. In the last two years CPC undertook the task of producing long dramatic serials, some of which have been telecast on National Network. Many of the CPC productions have been sold to foreign television networks.

3.14.2 The CPC presented a number of programmes to mark the closing of the year long Golden Jubilee Celebration of India's Independence. 'Shakti Bharatem' was a grand orchestra composed and conducted by the veteran musical Kunnakudi Vaidyanathan with 56 artists. This programme was specially produced for the occasion of 50 years of Independence in the unique TV feature format.

3.14.3 Central Production Centre has recorded some dramatic serial/play in 1998.

- (i) **Inteha** - A Serial drama in 13 episodes;
- (ii) **Ajnabi Bhai** - On the theme of terrorism;
- (iii) **You Are Right Sir** - A comedy serial in 13 episodes;
- (iv) **Reza-Reza** - A drama for a duration of 60 minutes
- (v) **Papa Kho Gaye** - A play written by Vijay Tendulkar for a duration of 30 minutes.



CPC studio recording Sham-e-Kashmir on the eve of 26th January, 1999

## Achievements of Doordarshan during 1998-99

### I. Transmission facilities

1. For the purpose of expansion of primary channel (DD1) coverage, 81 transmitters (HPTs-2; LPTs-54 and VLPTs 25) as under commissioned.

#### (a) HPT

Gulbarga (Karnataka)  
Baleswar (Orissa)

#### (b) LPTs

Bhainsa (Andhra Pradesh)  
Meehrela (Andhra Pradesh)  
Banswada (Andhra Pradesh)  
Narsaraopet (Andhra Pradesh)  
Rajampet (Andhra Pradesh)  
Darsi (Andhra Pradesh)  
Tuni (Andhra Pradesh)  
Miao (Arunachal Pradesh)  
Gohpur (Assam)  
Simri Bakhtiarpur (Bihar)  
Daudnagar (Bihar)  
Kodarma (Bihar)  
Mushabani (Bihar)  
Una (Gujarat)  
Bantva (Gujarat)  
Botad (Gujarat)  
Dharampur (Gujarat)  
Dhamdhukha (Gujarat)  
Dhari (Gujarat)  
Jhagadia (Gujarat)  
Limbdii (Gujarat)  
Radhaupur (Gujarat)  
Charkhidadri (Haryana)  
Sujanpur (Himachal Pradesh)  
Sundernagar (Himachal Pradesh)  
Rajouri (Jammu & Kashmir)  
Holenarsipur (Karnataka)

Hathhal (Karnataka)  
Tumkur (Karnataka)  
Bhanpura (Madhya Pradesh)  
Bada Malhera (Madhya Pradesh)  
Garot (Madhya Pradesh)  
Piparia (Madhya Pradesh)  
Sitamau (Madhya Pradesh)  
Mahad (Maharashtra)  
Satana (Maharashtra)  
Tumsar (Maharashtra)  
Umerkhed (Maharashtra)  
Khopoli (Maharashtra)  
Mangaon (Maharashtra)  
Mohana (Orissa)  
Patnagarh (Orissa)  
Padua (Orissa)  
Pattala (Rajasthan)  
Hindaun (Rajasthan)  
Cheyyam (Tamil Nadu)  
Udumaipe (Tamil Nadu)  
Teliamura (Tripura)  
Haldwani (Uttar Pradesh)  
Amroha (Uttar Pradesh)  
Chhibramau (Uttar Pradesh)  
Mehroni (Uttar Pradesh)  
Rath (Uttar Pradesh)  
Rudauli (Uttar Pradesh)

#### (c) VLPTs

Aul (Orissa)  
Chitrakonda (Orissa)  
Koksara (Orissa)  
Kalampur (Orissa)  
Andhi (Rajasthan)  
Singtam (Sikkim)  
Tharali (Uttar Pradesh)  
Manikpur (Uttar Pradesh)  
Rajgarhi (Uttar Pradesh)  
Nandpariyag (Uttar Pradesh)  
Saragarh (Madhya Pradesh)  
Malwan (Maharashtra)  
Koregaon (Maharashtra)

Banjar (Himachal Pradesh)  
Karsong (Himachal Pradesh)  
Nihar (Himachal Pradesh)  
Udalpur (Himachal Pradesh)  
Pirbhayanu (Himachal Pradesh)  
Chaupai (Himachal Pradesh)  
Parwanoo (Himachal Pradesh)  
Chushul (Jammu & Kashmir)  
Khaltsi (Jammu & Kashmir)  
Mulbekh (Jammu & Kashmir)  
Tangste (Jammu & Kashmir)  
Basecamp (Siachin) (Jammu & Kashmir)

2. For expansion of metro channel (DD2) coverage, the following live LPTs commissioned:

Dibrugarh (Assam)  
Cannanore (Kerala)  
Lunglei (Mizoram)  
Kailashahar (Tripura)  
Rampur (Uttar Pradesh)

3. In addition to above, 20 transmitters (HPT-1; LPTs-13; VLPTs-6) for primary channel (DD1) coverage and one LPT for metro channel (DD2) coverage are technically ready as on 15.12.1998. Locations of these transmitters are given in the Annexure. In all 3HPTs, 73 LPTs and 31 VLPTs projects were completed during the year 1998-99.

### II. Studios Facilities

1. Studio centres at Allahabad, Varanasi, Jalpaiguri, Vijayawada and Shantiniketan (pmt set up) commissioned and with these the number of studio centres increased to 46.

2. Studios at Nagpur, Indore, Jagdalpur and Gwalior are technically ready (as on 15.12.98)

3. Studio projects under implementation at Rajkot, Vijayawada, Bhawanipatna, Ranchi and Mumbai (expansion) are expected to be completed during the current financial year. Studio Projects at Pune and Sambalpur (pmt. set up) have been completed.

### III. Satellite uplinking facilities.

Satellite uplinking facility has been commissioned at Jalandhar. Arunachal Uplink facility for Digitally compressed News/OB feeds (simulcasting) has been provided at Chennai and Mumbai. Satellite uplinks are being set up at Kohima, Imphal, Shillong, Aizawl, Itanagar & Agartala and these uplinks are expected to be ready for commissioning.

3.14.4 A Sixteen-episode serial entitled 'Devi Choudharani' was based on the novel of Bankim Chandra Chatterjee. Serial 'Aage Aage Dekhiye' was also completed and telecast. Another serial 'Savera' in 15 parts is under final stages of production. A seven episode Quiz on the theme of Human Rights was recorded specially to mark the world-wide commemoration of Human Rights Declaration. A Quiz Show on Environment was produced in 13 parts. A 13-episode Talk Show was recorded in collaboration with UNICEF on the issues related to children. A Poetic Symposium

was recorded specially for telecast on New Year. The CPC also produced a number of ballets on classical and contemporary themes of music and dance throughout the year.

3.14.5 Over the years CPC has emerged as the prime contributor of in-house programmes to all the four major channels of Doordarshan. Its programmes with concerns for social issues and cultural awareness have a distinct Pan-Indian flavour and has helped Doordarshan enhance its image and identity of the sole public broadcasting organisation.

**Projects Technically ready (as on 15.12.98)**

**(besides those completed & commissioned)**

**I Studios**

Nagpur (Mah.)  
Indore (MP)  
Jagdalpur (MP)  
Gwalior (MP)

**II HPT**

Jodhpur (Raj.)

**III LPTs**

Udhampur (J & K)  
Gondiya (Orissa)  
Simliguda (Orissa)  
Rajula (Guj.)  
Chidambaram (TN)  
Balrampur (WB)  
Umergaon (Guj.)

Bhandara (Mah.)  
Mokokchung DD2 (Nagaland)  
Modasa (Guj.)  
Pendra Road (MP)  
Navalgarh (Raj.)  
Makrana (Raj.)  
Devarkonda (AP)

**IV VLPTs**

Suliya (Kar.)  
Baghmandi (WB)  
Kangpokpi (Manipur)  
Darak (Ar. Pradesh)  
Sagali (Ar. Pradesh)  
Meehuka (Ar. Pradesh)

### Doordarshan Network in Tribal Areas

Doordarshan have commissioned 2 studios, 15 low power and 6 very low power transmitters in TSP (Tribal Sub Plan) districts during 1998-99 (till 15.12.98). Locations of the above projects are given below :

#### I Studios

Santiniketan - pmt. set up (WB)  
Jalpaiguri (WB)

#### II LPTs

Tuni (AP)	Cannanore - DD2 (Kerala)
Gohpur (Assam)	Satana (Mah.)
Dibrugarh - DD2 (Assam)	Umerkhed (Mah.)
Mushabani (Bihar)	Mohana (Orissa)
Radhanpur (Guj.)	Padwa (Orissa)
Jhagadia (Guj.)	Cheyar (TN)
Dharampur (Guj.)	Kailasahar - DD2 (Tripura)
	Taliamura (Tripura)

#### III VLPTs

Nichar (HP)  
Udaipur (HP)  
Sarangarh (MP)  
Kalampur (Orissa)  
Chitrakonda (Orissa)

With the commissioning of the above projects, the number of studios in TSP districts has increased to 11 and that of transmitters to 333. Break up of transmitters is as under :

(a) HPTs	-	20
(b) LPTs	-	251
(c) VLPTs	-	56
(d) Transposers	-	3

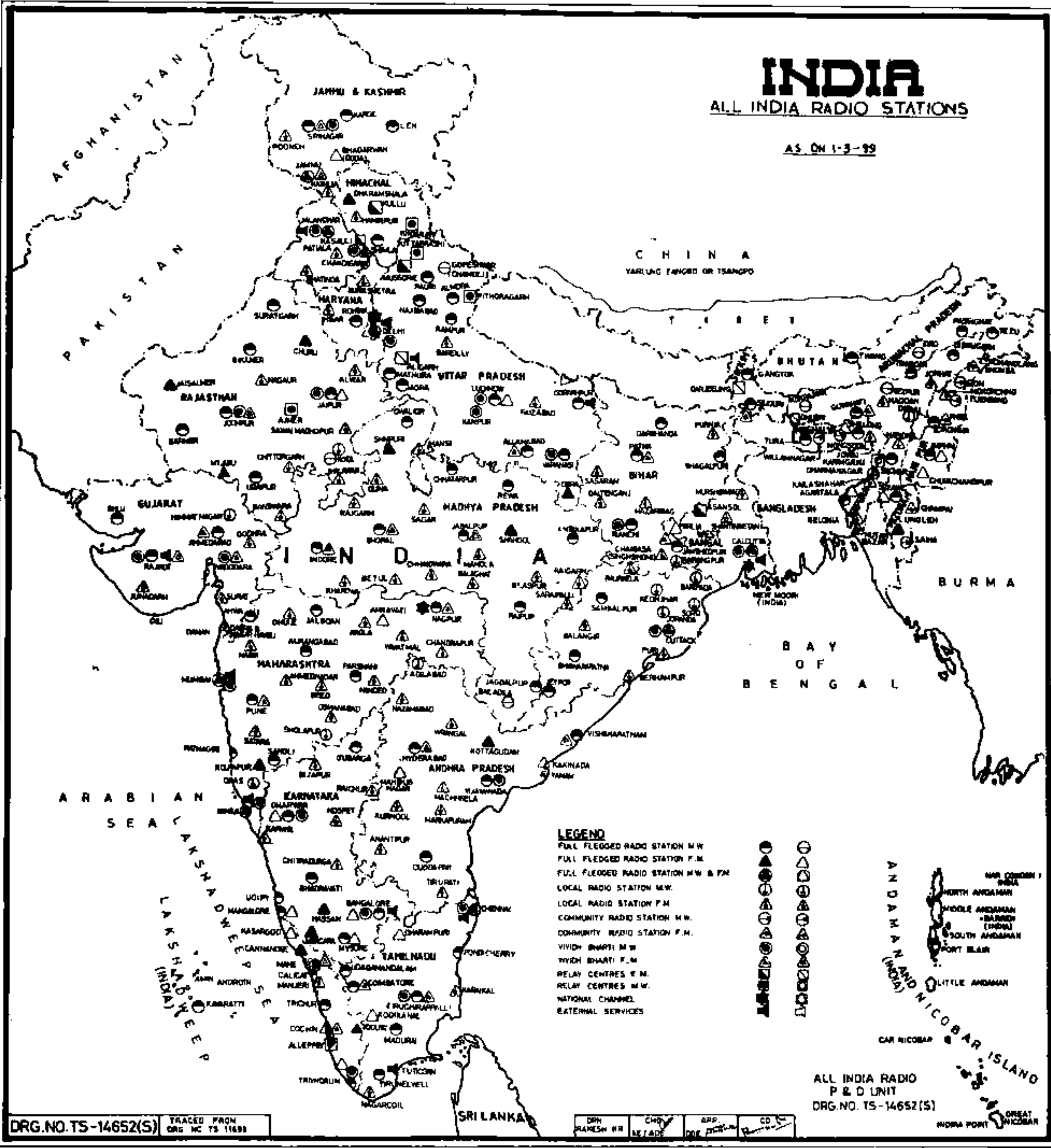
All the TSP districts are presently covered by TV services wholly or partially.

For further expansion of coverage, 102 transmitters of varying power (including 29 high power transmitters) are presently under implementation in TSP districts. In addition, 8 studio-projects are under implementation in TSP districts. These are expected to be implemented in phases during the IX Plan period.

# INDIA

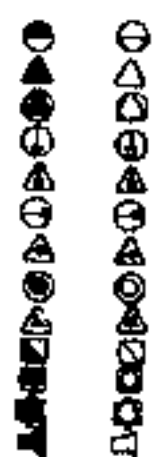
## ALL INDIA RADIO STATIONS

AS ON 1-3-99



**LEGEND**

- FULL FLEDGED RADIO STATION M.W.
- FULL FLEDGED RADIO STATION F.M.
- FULL FLEDGED RADIO STATION M.W. & F.M.
- LOCAL RADIO STATION M.W.
- LOCAL RADIO STATION F.M.
- COMMUNITY RADIO STATION M.W.
- COMMUNITY RADIO STATION F.M.
- VIVIDH BHARTI M.W.
- VIVIDH BHARTI F.M.
- RELAY CENTRES F.M.
- RELAY CENTRES M.W.
- NATIONAL CHANNEL
- EXTERNAL SERVICES



ANDAMAN AND NICOBAR ISLAND

NAR CONDOMINIUM  
NORTH ANDAMAN  
MIDDLE ANDAMAN  
SOUTH ANDAMAN  
PORT BLAIR  
LITTLE ANDAMAN  
CAR NICOBAR  
GREAT NICOBAR  
INDIRA POINT

ALL INDIA RADIO  
P & D UNIT  
DRG.NO. TS-14652(S)

DRG.NO. TS-14652(S) TRACED FROM DRG. NO. TS 11698

DRM RAMESH NR CHD BE/IDE DRP CD

## DOORDARSHAN NETWORK

1. Transmitters for Relay of primary channel (DD1)	As on 31.3.98	As on 31.3.99
a. High Power Transmitters	83	84
b. Low Power Transmitters	600	651
c. Very Low Power Transmitters	196	215
d. Transposers	18	18
<b>Total</b>	<b>897</b>	<b>968</b>
<b>II Transmitters for relay of Metro channel (DD2)</b>		
a. High Power Transmitters	8	8
b. Low Power Transmitters	38	43
c. Very Low Power Transmitters	3	3
<b>Total</b>	<b>49</b>	<b>54</b>
<b>III Other transmitters (LPTs)</b>		
2 at Delhi for relay of Parliament proceedings & one at Srinagar	3	3
<b>IV Extent of coverage</b>		
a. Population (%)	87.0	87.0
b. Area (%)	72.0	72.0
<b>V Programme Production Centres</b>		<b>42</b>
<b>VI Channels in operation</b>	17	17 domestic channels (DD1, DD2 and 15 regional channels and one International channel)

**DOORDARSHAN STUDIO (As on 28.2.98)**

<b>S. No.</b>	<b>State/U.T.</b>	<b>Studio location</b>
1.	Assam	Guwahati Dibrugarh Silchar
2.	Andhra Pradesh	Hyderabad Vijayawada
3.	Arunachal Pradesh	Itanagar
4.	Bihar	Ranchi Patna Muzaffarpur Daltonganj
5.	Goa	Panaji
6.	Gujarat	Ahmedabad Rajkot
7.	Himachal Pradesh	Shimla
8.	Jammu & Kashmir	Srinagar Jammu
9.	Kerala	Thiruvananthapuram
10.	Karnataka	Bangalore Gulbarga
11.	Madhya Pradesh	Bhopal Raipur
12.	Maharashtra	Mumbai Nagpur
13.	Manipur	Imphal
14.	Meghalaya	Shillong Tura
15.	Mizoram	Aizawl
16.	Nagaland	Kohima
17.	Orissa	Bhubaneswar Sambalpur (Interim)
18.	Punjab	Jalandhar
19.	Rajasthan	Jaipur
20.	Tamil Nadu	Chennai
21.	Tripura	Agartala
22.	Uttar Pradesh	Lucknow Gorakhpur Bareilly Mau Allahabad Varanasi
23.	West Bengal	Calcutta Santiniketan Jalpaiguri
24.	Delhi	Delhi
25.	A & N Islands	Port Blair
26.	Pondicherry	Pondicherry



## DOORDARSHAN NETWORK (AS ON 28.2.1999)

Sl. No.	State/UT	Studios	Primary coverage (DD 1) trs.				Metro Channel (DD 2) trs.				
			HPTs	LPTs	VLPTs	Trp.	Total	HPTs	LPTs	VLPTs	Total
1.	Assam	3	3	19	1	1	24	-	3	-	3
2.	Andhra Pradesh	2	8	61	6	1	76	1	-	-	1
3.	Arunachal Pradesh	1	1	3	37	-	41	-	1	-	1
4.	Bihar	4	5	44	1	1	51	-	1	-	1
5.	Goa	1	1	-	-	-	1	-	1	-	1
6.	Gujarat	2	4	51	3	-	58	1	1	-	2
7.	Haryana	-	-	9	-	-	9	-	1	-	1
8.	Himachal Pradesh	1	2	8	29	2	41	-	1	-	1
9.	Jammu & Kashmir	2	4	6	31	1	42	-	3	-	3
10.	Kerala	1	3	18	2	-	23	-	4	-	4
11.	Karnataka	2	4	42	3	-	49	1	-	-	1
12.	Madhya Pradesh	2	6	69	10	-	85	-	1	-	1
13.	Meghalaya	2	2	2	2	-	6	-	2	-	2
14.	Maharashtra	2	5	68	9	1	83	1	1	-	2
15.	Manipur	1	1	1	5	-	7	-	1	-	1
16.	Mizoram	1	2	-	2	-	4	-	2	-	2
17.	Nagaland	1	2	2	4	1	9	-	1	-	1
18.	Orissa	2	4	58	9	1	72	1	4	2	7
19.	Punjab	1	4	5	-	1	10	-	1	-	1
20.	Rajasthan	1	4	58	13	2	77	-	2	-	2
21.	Sikkim	-	1	-	5	-	6	-	1	-	1
22.	Tamil Nadu	1	3	36	3	2	44	1	-	-	1
23.	Tripura	1	1	2	1	1	5	-	2	-	2
24.	Uttar Pradesh	6	9	63	26	3	101	-	5	-	5
25.	West Bengal	3	4	19	3	-	26	1	1	-	2
26.	Delhi	1	1	-	-	-	1	1	-	-	1
27.	A.& N. Islands	1	-	2	10	-	12	-	1	-	1
28.	Daman & Diu	-	-	2	-	-	2	-	-	-	-
29.	Pondicherry	1	-	2	2	-	4	-	1	-	1
30.	L' Dweep Islands	-	-	1	8	-	9	-	-	1	1
31.	Chandigarh	-	-	1	-	-	1	-	1	-	1
32.	Dadra & Nagar Haveli	-	-	1	-	-	1	-	-	-	-
Total		46	84	653	225	18	980	8	43	3	54

**Note :** 1. In addition to above transmitters, two LPTs at Delhi for relay of LS & RS proceedings and one LPT at Srinagar for relay of Kashmir channel programmes are in operation.

Total number of transmitters - 1037

## FILMS

### FILMS DIVISION

4.1.1 In order to accelerate the growth and development of the film sector and meet a long standing demand, the Government conferred 'industry' status on this sector in May, 1998. Consequent upon this decision of the Government, the Ministry of Finance have been requested to include film production and allied activities in the list of activities eligible for institutional finance.

4.1.2 The Government have also constituted the following bodies in order to plan and promote the integrated growth and development of films and other audio-visual software in the country :

(a) An Advisory Group consisting of ten

eminent personalities from the field of films has been set up in the month of June '98, in order to advise this Ministry on various issues relating to the film industry.

(b) A Development Council for the film industry has been set up in the Ministry in July in order to provide a forum for deliberating upon and making recommendations on various issues relating to the growth and development of the film industry. The Council consists of representatives of the film industry and its representative organisations.

(c) In pursuance of the felt need to promote



*Ms. Rituparna Sengupta, receiving the Best Actress Award from the President of India, Shri K.R. Narayanan at the 45th National Film Award Presentation*

and enhance the export of films, television software, music and other forms of audio-visual entertainment products in a co-ordinated manner as well as to resolve problems being faced by the entertainment community in the field of exports, an Export Promotion Forum for films and other audio-visual products was set up in the Ministry in July '98 with members drawn from the fields of films, advertising, marketing, finance, etc.

4.2.1 The activities of the various organisations under the Films Wing are given below :

4.2.2 Over the last 50 years, Films Division has been motivating the broadest spectrum of the Indian public with a view to enlisting their active participation in nation building activities. The aims and objectives of the Division, focused on national perspectives, are to educate and motivate the 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 to India in the field of national information, communication and integration.

4.2.3 The Division produces documentaries/news magazines from its headquarters at Mumbai, films on defence and family welfare from New Delhi and featurettes with a rural bias from the regional centres at Calcutta and Bangalore. The Division caters to over 12,600 cinema theatres all over the country and to the non-theatrical circuits like units of the Directorate of Field Publicity, mobile units of the State Governments, Doordarshan, field units of the Department of Family Welfare, educational institutions and voluntary organisations. The documentaries and newsreels of State Governments are also featured in the Division's release on the theatrical circuit. The Division sells prints, stock shots, video cassettes and distribution rights of documentaries and featurettes in India and abroad.

4.2.4 By organising five International Film Festivals for documentary, short and animation films at Mumbai, the Division has emerged as a powerful force behind the documentary film movement in the world.

4.2.5 The organisation of the Division is broadly divided into four wings, viz Production, Distribution, International Documentary and Short Film Festival and Administration.

### Production

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

4.3.2 The Division produces nearly 60 per cent of its films through its own directors and producers. The themes of its documentaries encompass all spheres of human activity and endeavour.

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

4.3.4 The Newsreel Wing forms a network embracing the main cities and towns including State and Union Territory capitals. The coverages are used for preparing fortnightly news magazines and compilation of archival material.

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

4.3.6 The commentary section looks after the dubbing of films and news magazines in 14 Indian languages and foreign languages, whenever required, from the basic English or Hindi version.

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

also been equipped with video film making facilities.

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

4.3.9 Productions in Tamil, Telugu, Kannada, Malayalam, Bengali, Assamese, Oriya and several dialects of the north-eastern region and southern region, make use of the local talent for script writing and acting to maintain the flavour of the language and region. Such productions, have made their impact by gaining closer identification with the rural masses, highlighting the projects and schemes designed to bring social and economic justice to the people, while, at the same time, improving their future prospects. This scheme has also been extended to northern and western regional languages and dialects.

### **Distribution**

4.4.1 The Distribution Wing of the Films Division, has branch offices in the ratio of one branch to 1,500 cinema houses. At present, there are 10 distribution branch offices located at Bangalore, Calcutta, Chennai, Hyderabad, Lucknow, Madurai, Mumbai, Nagpur, Thiruvananthapuram and Vijayawada. In 1998-99 (till February 1999), the Division covered over 12,608 cinema houses spread all over the country with an audience of about nine to ten crores per week.

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

4.4.3 Video cassettes of the Division's films are also sold to railways, public sector undertakings, Central and State Government departments, educational institutions and private parties for non-commercial use. During January-October 1998, 2,114 cassettes were sold for non-commercial use.

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

### **International Documentary, Short And Animation Film Festival**

4.5 Films Division has been entrusted with the task of organising the Mumbai International Film Festival for Documentary, Short and Animation Films. It is held once in two years. The first Mumbai International Film Festival (MIFF) was held in March, 1990. The Fifth Mumbai International Film Festival was held from 1 to 7 March 1998. The sixth MIFF is scheduled to be held from 3 to 9 February, 2000.

### **Administration**

4.6 The Administration Wing is responsible for all matters relating to administration, establishments, stores management, workshop management and general administration.

### **Performance**

4.7.1 During the period from April 1998 to February 1999, the Division produced 35 news magazines and 51 documentaries/short featurette and video films. Out of these, 68 films/news magazines/video films were produced departmentally and 18 films were produced through independent producers.

4.7.2 To celebrate the 50th Anniversary of India's Independence, Films Division produced the following documentary films during the year:

1. Maha Mrityunjaya Bhagat Singh
2. Gandhi — A Universal Man

3. India Unveiled—50 Years of Indian Documentary

4. Progress in Jammu and Kashmir during the last 50 years  
(film is under completion stage)

4.7.3 The Division also produced the following news magazines on the eve of important National campaigns/programmes:

1. Independence Day, 1998
2. India — A Nuclear Weapon State
3. Havoc within seconds — on the cyclone that struck West Bengal and Orissa.
4. 9th June, Kandla — cyclone strikes.

4.7.4 In 1998, Films Division has broken a record of 50 years by achieving 14 major awards — 12 National Awards, one International Award and one State Award. The year 1998 was celebrated as "The Year of Excellence" by Films Division by organising a one-day festival of award winning films on 21 June, 1998. The following films of Films Division won awards at the Festival DER NATIONEN held in Austria in June, 1998 :

1. The Lost Horizon.
2. She Could Do You Proud.

4.7.5 Films Division also organised a film festival at Jaipur on 17 & 18 October, 1998 of its International, National and State Award winning Documentary films. The Division also participated and set up a stall at Ajmer Urs for exhibiting/sale of some of its selected films on Islamic Heritage especially highlighting a film "Oasis of Hope" on Khwaja Moinuddin Chisti Dargah, Ajmer and Aao Haj Karen.

4.7.6 Films Division continues to undertake production of special feature films specially intended for rural audience on various topics such as uplift of Scheduled Castes and Scheduled Tribes, Untouchability, Bonded Labour, National Integration, Illiteracy, etc. Films Division has completed eight feature films for rural people and more feature films are under production.

4.7.7 The Film Library of Films Division is a treasure of valuable archival material of India's

contemporary history. The total collection of the Film Library is about 1.8 lakh films which include original picture negative, dupe/inter negative, sound negative, master/interpositives, saturated print, international track, pre-dub sound negative, 16mm prints, festival prints, library prints and answer prints, etc.

4.7.8 The following films produced by the Division were selected for Indian Panorama of International Film Festival of India 1999:

1. She Could Do You Proud.
2. Sarang (Symphony in Caccophony).
3. Uechalia Tribe.
4. Jyoti Prasad — The Versatile Genius.
5. Ganesh Pyne.
6. Jataner's Jami.

4.7.9 During the period from April, 1998 to February 1999 the Division released 17,721 prints of 28 documentary films, 23 news magazines and 3 quickies on important topics like Communal Harmony and National Integration, Eradication of Untouchability, Family Welfare Programmes, etc. in the theatrical circuits. The Division also sold 34 prints and 6,331 video cassettes of its films for non-commercial use in India and abroad. The total revenue earned by the Division in 1998-99 (till February 1999) amounted to Rs. 81.29 lakhs.

#### **DIRECTORATE OF FILM FESTIVALS (DFF)**

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

#### **National Film Awards**

4.9 The 45th National Film Festival commenced its Jury screenings in April-May, 1998. The Feature Film Jury was chaired by Mrs. B.Saroja Devi and the Non-feature Film Jury by Shri K.K. Kapil. Shri Chidananda Dasgupta was the Chairman of the Jury set up to adjudge the best writing on

cinema. Ninety feature films, 74 non-feature films, 14 books on cinema and 18 film critics entered their work for the awards. The president of India, Shri K.R.Narayanan, gave away the awards on 10 July, 1998. The Best Feature Film Award was bagged by "Thai Saheb" (Kannada) directed by Shri Girish Kasaravalli. The film "Jataner Jami" (Bengali) produced by Films Division and directed by Shri Raja Mitra got award for the best Non-feature Film. The award for the Best Book on cinema went to two books "Cinemachi Goshta" by Shri Anil Jhankari and "Hindi Cinema aur Dilly" by Savita Bhakhri and Aditya Awasthi. Deepa Gahlot was given the Best Film Critic award for 1997. The Dada Saheb Phalke Award for 1998 was conferred on Kavi Pradeep.

### International Film Festival

4.10 The 30th International Film Festival of India was held at Hyderabad from 10 to 20 January, 1999. The Festival had a number of sections like "Cinema of the World", "Foreign Retrospectives, Tributes", "Indian Panorama", "Indian Retrospectives", "Mainstream Indian Cinema", and

"Market Section". Over 250 films from 44 countries, including India were screened in the festival. Indian Panorama Section of the 30th IFFI included 16 feature films and 20 non-feature films which have been recommended by the respective selection panels.

4.11 In order to mark the dawn of a new millennium, the Government instituted a Lifetime Achievement Award to be conferred on a foreign film personality for his or her outstanding contribution to cinema. The first award in the series was conferred on the eminent Italian film maestro Bernardo Bertolucci at the 30th IFFI.

### Cultural Exchange

4.12 During the period under review various countries' specific film festivals were organised by the Directorate of Film Festivals. These included Festival of Films from Belgium, Sri Lanka, DPR Korea and Uzbekistan. A Festival of Films from the European Union Countries was also organised in New Delhi in collaboration with the Austrian Embassy. Fourteen European Union Countries participated in this Festival.



*Inaugural function of IFFI '99 at Hyderabad*



*Life-time Achievement Award presented by Shri Pramod Mahajan, Minister of Information & Broadcasting, to well-known film maker Bernardo Bertolucci during IFFI '99, Hyderabad*

### Activities Abroad

4.13 To commemorate the 50th Anniversary Celebrations, the Directorate of Film Festivals organised Film Weeks in association with the Ministry of External Affairs in Netherlands (Holland), Hungary, Italy, Poland and Japan. A festival of Golden Lotus Award winning film of the National Film Festival was also organised. DFF participated in 44 International Film Festivals.

### Awards Won

4.14 The films selected in the Indian Panorama have been acclaimed in the international film circles also. An Indian Panorama film "Boothakannadi" got the Award of Best Original Entry at the Zimbabwe International Film Festival. Feature film "Sauda" and non-feature film "Nirankush" bagged the Special Jury Award at the Pyongyang International Film Festival.

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

4.15.1 The National Centre of Films for Children

and Young People (N'CYP), based in Mumbai (with branch offices in New Delhi and Chennai), is engaged in the production of feature films, television serials, featurettes and animation films for children and young people. It endeavours to provide healthy entertainment to the younger generation by exhibiting films and serials in theatres and on television. Rights of foreign films are also purchased by N'CYP and the same are exhibited after dubbing them in Indian languages.

4.15.2 Films produced by the Centre are entered in various National and International Film Festivals. The Centre also organises its own International Film Festival which is held every alternate year. The 10th Film Festival was held in Hyderabad in November, 1997. A decision has been taken to the effect that Hyderabad would be the permanent venue for the International Film Festival for Children & Young People. The 11th Film Festival is scheduled to be held in November, 1999.

4.15.3 During the year, three feature films "Malli", "Nandan", and "Kabhi Pass Kabhi Fail" were

completed. In addition, the Centre also commenced production of three more feature films and one short animation film. These films will be completed in September, 1999. A serial of 52 episodes is also under production, more than 50 per cent of which was completed during the year.

4.15.4 Six regional language versions of N'CYP titles in Hindi were completed this year. Hindi versions of two regional language feature films were finalised. In addition, three foreign films acquired by N'CYP were dubbed in Hindi. N'CYP also carried out subtitling of three feature films produced by it.

4.15.5 Rights of software of four films were acquired during the year, namely "Running Wild", a wild-life film in English; "Children of the Plains", a Japanese feature film, "Damu", a Bengali film which won the National Award this year; and "Selena and Coeurder", a French animation serial.

4.15.6 In the area of exhibition of films, 884 shows were held by N'CYP during the Assam Children's Film Festival held from 24 April, 1998 to 28 May, 1998. Thirty shows were also organised by N'CYP in Meghalaya during May, 1998. The first edition of the Orissa Film Festival was held in January-February, 1998. The programme consisted of 1000 shows. In Bihar, the Centre organised 350 shows. The Centre achieved its target of 6,500 shows for the year. Exhibition of films was also organised through private agencies, who held nearly 3,000 shows of 35mm and 16mm films. The serial 'Baldoor' commenced telecast on DD-I.

4.15.7 Two short films produced by N'CYP, "Mahakapi-95" and "Victor" participated in a number of International Festivals. "Mahakapi-95" won the UNESCO Medal for Best Film on World Cultural & National Heritage at the 3rd International Children's Animation Film Festival, Moscow in November, 1998. Both these films also featured in the National Awards and were selected for the Indian Panorama.

#### **NATIONAL FILM ARCHIVE OF INDIA (NFAI)**

4.16.1 The National Film Archive of India (NFAI) was established as a media unit of the Ministry of Information and Broadcasting in February 1964. Its three principal objectives are: (i) to trace, acquire and preserve for posterity the heritage of Indian

cinema; (ii) to classify, document data and undertake research relating to films; and (iii) to act as a centre for the dissemination of film culture. With headquarters at Pune, NFAI has three regional offices at Bangalore, Calcutta and Thiruvananthapuram.

4.16.2 During April-December 1998, NFAI acquired 26 fresh titles, 32 duplicate prints, 13 free deposits, 92 video cassettes, 191 books, 90 scripts, 72 disc records, 88 pre-recorded audio cassettes, 6 pamphlets, 1,358 stills, 323 song booklets, 1,093 wall posters and 3 audio compact discs.

4.16.3 There have been several significant free deposits of the negatives of classic films in Bengali, Malayalam and Hindi during the year. Major acquisition of foreign films has been that of 6 Iranian films. The third batch of 237 cans of preservation elements of Films Division productions has been received for preservation.

4.16.4 NFAI's activities relating to dissemination of film culture are manifold. Its Distribution Library has about 25 active members throughout the country and it also organises joint screening programmes on weekly, fortnightly and monthly basis in six important centres. Another important programme is the film teaching scheme comprising long and short term Film Appreciation courses conducted in collaboration with FTII and other educational and cultural institutions. A four-week course held in Pune this year had 71 participants from different disciplines and professions.

4.16.5 An exhibition of rare photographs and wallposters from the collection of NFAI, was thrown open to the public at Jayakar Bungalow in NFAI premises from 10.8.98 to 15.8.98 making the culmination of the programmes launched by NFAI to commemorate 50 years of India's Independence.

4.16.6 At the International level, NFAI supplied several Indian classics for major screening programmes during the year. Four films were supplied to the 22nd Hong Kong International Film Festival in April 1998. Feature films, shorts, extracts and videos were supplied to National Film Corporation of Sri Lanka for the Film Appreciation Course in Colombo as part of the India-Sri Lanka Cultural Exchange Programme.



4.16.7 To commemorate the 50th Anniversary of India's Independence a retrospective of Indian Cinema was held in collaboration with the Cinemateca Portuguesa and Embassy of India, Lisbon from April-June 1998. Nearly 50 Indian films were made available for the programme.

4.16.8 Conservation, preservation and restoration work is the fundamental objective of NFAI. During the year, detailed checking was carried out in respect of 2,055 reels in 35mm and 67 spools in 16mm. Similarly, thorough checking was carried out in respect of almost all preservation prints to identify the material to be copied or repaired. Also a further 34 reels (8084.20 mtrs.) of nitrate base films were transferred to safety base. The restoration of the recently acquired silent film material from the works of Baburao Painter, has been completed.

4.16.9 Dissemination of film culture is another important activity of NFAI. Its Distribution Library of 16mm films extends facilities to members throughout the country. Apart from films loaned through the Distribution Library, 35mm prints are also supplied for special occasions, anniversary programmes, retrospectives, etc. Regular joint screening programmes at important centres like Bangalore, Calcutta, Chennai, Mumbai, Hyderabad and Thiruvananthapuram have become a significant means to expose audiences to the best of world cinema. Also, NFAI conducted its annual four-week Film Appreciation Course in Pune and collaborated in organizing several short duration courses in other centers. In November 1998, NFAI conducted a 11-day course in Film Appreciation in Sri Lanka in co-ordination with FTII and National Film Corporation of Sri Lanka. The course organised under the India - Sri Lanka Cultural Exchange Programme was attended by 92 persons drawn from various walks of life.

4.16.10 An Exhibition of rare photographs, stills, posters etc. from the collection of the Archive was put up by NFAI in Hyderabad in January, 1999 at the International Film Festival of India. The Archive also made available as many as 39 Films from its holding for screening in various sections of IFFI-1999.

#### **FILM AND TELEVISION INSTITUTE OF INDIA (FTII)**

4.17.1 The Film Institute of India was set up at

Pune in 1960. During the year 1970, Television Wing was added to the Institute and it was redesignated as Film and Television Institute of India (FTII). Subsequently, in 1974, the Institute was converted into a society registered under the Registration of Societies Act, 1860. FTII provides the latest education and technological experience in the art and technique of film-making and television production. In-service training is provided to officers of all grades of the Doordarshan.

4.17.2 The Institute consists of Film and TV Wing. The Film Wing offers three-year Diploma Courses in Film Direction, Motion Picture Photography and Audiography. The TV Wing offers in-service training to the personnel of Doordarshan covering the categories of staff in TV production and technical operations. Short term courses are also conducted in specialised areas, for Doordarshan staff, IIS probationers, film wing students, and outsiders etc.

4.17.3 The TV Wing conducted a Workshop on 'Capturing Action Outdoor' in collaboration with CEMCA (Commonwealth Educational Media Centre for Asia), New Delhi for outsiders. Eighteen participants attended this workshop. TV Wing also conducted the 45th Television Production and Technical Operation Course for Doordarshan staff in which 62 Doordarshan staff attended.

4.17.4 During the year 1998, 25 students including two from foreign countries, admitted in August, 1997 are undergoing training in various courses.

4.17.5 A four-week Film Appreciation Course was conducted jointly by the Film and Television Institute of India and the National Film Archive of India. Seventy participants from the fields of journalism, teaching, theatre and media research attended the course. FTII also conducted a Film Appreciation course in Sri Lanka, under the Cultural Exchange Programme with Sri Lanka in collaboration with NFAI.

4.17.6 FTII has participated in the 45th National Film Festival Awards, 27th Worldwide Student Film Festival, Germany, 7th International Student Film Festival, Tel-Aviv, Israel, 6th International Short Film Festival, Vila do Conde, Portugal and 22nd Recontres Internationales Henri Langlois, Poitiers, France.

4.17.7 FTII regularly organised Workshops/ Seminars by eminent film-makers from India and abroad.

4.17.8 For the first time, the Television Wing of FTII is conducting a 6-week special course for Television personal in Maldives at Maldives from 22nd February to 1st April 1999.

### **SATYAJIT RAY FILM AND TELEVISION INSTITUTE(SRFTI)**

4.18.1 The Satyajit Ray Film and Television Institute(SRFTI) Calcutta, has been set up at the national level mainly to provide the latest education and technological experience in the art and technique of film making. The Institute was registered as a Society on 18.8.95 under the West Bengal Societies Registration Act, 1961. The Institute is an autonomous society with a Governing Council, Standing Finance Committee and an Academic Council.

4.18.2 The Institute offers courses leading to Diploma in Direction, Motion Picture, Photography, Editing and Sound Recording. It offers a 3-year Diploma course leading to Diploma in Film Direction, Diploma in Motion Picture Photography, Diploma in Editing and Diploma in Sound Recording.

4.18.3 The Institute invited a number of film personalities to hold workshops, seminars etc. on different aspects of film production including Direction, Cinematography, Editing and Sound Recording.

4.18.4 The Institute is directly financed by the Ministry of Information & Broadcasting. The grants-in-aid sanctioned for 1998-99 is Rs.10 crores.

### **NATIONAL FILM DEVELOPMENT CORPORATION (NFDC)**

4.19.1 The National Film Development Corporation (NFDC) Ltd. incorporated in 1975, was restructured in 1980 after amalgamation of the Indian Motion Picture Export Corporation (IMPEC) and Film Finance Corporation (FFC). The primary objective of NFDC is to foster excellence in cinema and to develop state of the art technology in audio visual and related fields.

4.19.2 The main activities of the Corporation include financing and producing films with socially relevant themes, creative and artistic excellence and experimental in form; distribution and dissemination of films through various channels. NFDC also provides essential pre-production and post-production infrastructure to the film industry in pace with the latest technology, which includes financing of theatre construction. NFDC also endeavors to promote culture and understanding of cinema by organising Film Weeks, Indian Panorama, and Film Festivals in collaboration with Film Societies, National Film Circle and other agencies representing Indian and Foreign films.

4.19.3 NFDC encourages the concept of low budget films which are high in quality, content, and production values. During the year 1998-99 (up to



*Students in outdoor shooting session*



*Film Institute Students at AMEK Console*

November, '98), NFDC financed/produced films which won two National Awards and 13 State Awards, while 3 films were selected for Indian Panorama. Twelve films have been completed during the year. Work is continuing on two foreign co-productions titled 'Ekti Nadir Naam' and 'Shadows In The Dark'. The film on "Dr. Baba Saheb Ambedkar" directed by Dr. Jabbar Patel, is expected to be completed by the end of the year.

4.19.4 The Corporation launched its programme of foreign co-productions with the film "Gandhi" directed by Sir Richard Attenborough. The other foreign co-productions to follow were Salaam Bombay, "Maya Mem Saab", "Making of the Mahatma" and "The Show Goes On".

4.19.5 The Corporation also imports about 90 to 100 films every year which are exhibited throughout the country. During the year 1998-99 (up to November, '98) NFDC imported two films for theatrical and non-theatrical rights and 62 films were distributed for TV, Cable and Satellite Channels. NFDC also exhibits its own and acquired films on Doordarshan channels and has also produced and marketed programmes for DD-I and DD-II. During the year 1998-99 (up to November, '98) 29 films were exported by NFDC to various countries, the export realisation for which amounted to Rs. 42.00 lakhs.

4.19.6 NFDC's 16mm film centre in Calcutta provides production and post-production facilities. The facilities have been widely utilised by film makers of the eastern region and by the local Doordarshan Kendras. It has a Millennia Laser Unit for film sub-titling of films in all European languages as well as in Arabic. During the year 1998-99 (up to November, '98) it has received order for sub-titling 431 films in four international languages. NFDC not only caters to the demands of the Indian film industry but also of neighbouring countries like Sri Lanka and Iran. It has also undertaken capsuling work for television apart from preparation of promotional materials, trailers, quality checking, etc. for cassettes sent to various channels for purposes of telecast. The Video Centre of NFDC in Chennai caters to the film to video transfer requirements of the southern region.

4.19.7 The Cine Artistes Welfare Fund of India,

set up by NFDC, is perhaps the biggest trust in the Indian film Industry with a corpus of Rs. 3.88 crores. More than 600 Cine Artistes have availed financial and other benefits from the Trust. During the year 1998-99, financial assistance to the tune of Rs. 25.00 lakhs has been rendered to needy cine artistes. Currently, about 475 cine artistes are availing assistance from the fund.

#### **CENTRAL BOARD OF FILM CERTIFICATION (CBFC)**

4.20.1 The Central Board of Film Certification (CBFC) set up under the Cinematograph Act, 1952 certifies films for public exhibition in India. It consists of a Chairperson and 25 other non-official members. The Board has its headquarters at Mumbai and nine regional offices located at Bangalore, Calcutta, Chennai, Cuttack, Guwahati, Hyderabad, Mumbai, New Delhi and Thiruvananthapuram. The regional offices are assisted in the examination of films by advisory panels consisting of eminent personalities from different walks of life. The advisory panels at all the regional centres except New Delhi were reconstituted on 9.10.98.

4.20.2 During 1998, the CBFC issued a total of 3,206 certificates (2,177 for theatrical films and 1029 for video films). Out of 693 Indian feature films certified during 1998, 475 (68.54%) were granted 'U' certificates (unrestricted public exhibition), 80 (11.54%) 'UA' certificates (unrestricted public exhibition) with parental guidance for children below the age of 12 years) and 138 (19.92%) 'A' certificates (exhibition restricted for adults only). Among the 180 foreign feature films certified in 1998, 34 were granted 'U' certificates (18.89%), 38 'UA' certificates (21.11 %) and 108 'A' certificates (60%). A total of 17 Indian feature films and 23 foreign feature films were initially refused certificates by the Board, as they were found violating one or more of the film certification guidelines. Some of them were subsequently certified in their revised versions.

4.20.3 During 1998, under the theatrical film category, the Board certified 934 Indian short films (844 'U' certificates, 40 'UA' certificates and 50 'A' certificates) and 365 foreign short films (226 'U' certificates, 72 'UA' certificates and 67 'A' certificates). In addition, 5 Indian long films were granted 'U' certificates.

4.20.4 The Board certified 1,029 video films. Out of these, 102 were Indian feature films (101 'U' certificates and 1 'UA' certificate), 39 foreign feature films (8 'U' certificates, 4 'UA' certificates and 27 'A' certificates), 684 Indian short films (681 'U' certificates, 1 'UA' certificate, 1 'A' certificate and 1 'S' certificate), 198 foreign short films (193 'U' certificates, 1 'UA' certificate, 3 'A' certificates and 1 'S' certificate) and 6 films ('U' certificates) belonging to 'others' category.

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

4.20.6 A 3-day workshop on the theme "Towards a critical analysis of popular mass media" was held for the members of the Board and Regional Officers from 3.7.98 to 5.7.98. Workshops were also arranged at various regional centres for the benefit of the members of the advisory panels and examining officers.

4.20.7 The Board continued to collect the cine-workers welfare cess on Indian feature films as

prescribed by the Ministry of Labour. The rates are Rs. 10,000 for Hindi films, Rs. 5000 for Tamil, Telugu, Kannada and Malayalam films, Rs. 3000 for Bengali, Marathi and Gujarati films and Rs. 2000 for Oriya, Assamese and all other language films.

4.20.8 The work relating to grant of No Objection Certificate (NOC) for import of foreign films continued to remain with the CBFC.

### **FEDERATION OF FILM SOCIETIES OF INDIA (FFSI) .**

4.21 The Federation of Film Societies of India (FFSI) an apex body of the film societies in the country, is given grants-in-aid by this Ministry to propagate film consciousness and development of the audience's taste in the field of cinema. These film Societies aim at developing film cultures. A budgetary provision of Rs. 4.00 lakhs has been provided in 1998-99 for release as grants-in-aid to the Film Societies, out of which an amount of Rs. 3.00 lakhs has already been released to the Federation. The second and final instalment of Rs. 1.00 lakh will also be released to the FFSI during the financial year 1998-99.

## PRESS PUBLICITY

### PRESS INFORMATION BUREAU

5.1.1 Press Information Bureau (PIB) is the nodal agency of the Government to disseminate information to the print and electronic media on its various policies, programmes, initiatives and achievements. The Bureau with its 8 Regional Offices, 32 Branch Offices and Information Centres disseminates information through different formats such as Conferences, Press Releases, Briefings, Interviews, Feature articles, Backgrounders, Bulletin

Board Services, Video tapes, etc.

5.1.2 The information material released by the Bureau in Hindi, English, Urdu and other regional languages reaches to over 7,000 newspapers and media organizations. The Bureau at Headquarters has a team of officers who are exclusively attached to various Ministries and Departments for the purpose of assisting them in disseminating information to the media. They also provide feedback to their assigned Ministries/Departments



*Smt. Sushma Swaraj, the then Minister of Communications & I&B addressing the Economic Editors' Conference held in Delhi from 16-18 September, 1998*

on people's reaction being reflected in media towards Government policies and programmes. As part of the Special Services the Feedback Cell prepares daily digest and special digests based on news stories and editorials from national as well as regional dailies and periodicals. The Features Unit provides backgrounders, updates, features and graphics. These are circulated on the national network and now on Internet and also sent to the Regional and Branch Offices for translation and circulation to the local press. PIB arranges photo coverage of Government activities and the photographs are supplied to dailies and periodicals published in English and other Indian languages all over the country. During April-December 1998, 2,23,135 photographs were supplied to the newspapers and periodicals.

5.1.3 The Bureau is linked with 30 of its Regional and Branch Offices over computer network to facilitate fast feeding and dissemination of information. The Home Page on internet makes available publicity material for international consumption and is accessible at website [www.nic.in/India-Image/PIB](http://www.nic.in/India-Image/PIB). The press releases are also faxed through computers to local newspapers as well as all resident-correspondents of the important outstation newspapers. PIB has started photo transmission by computer to its offices.

5.1.4 PIB is connected to 22 Regional Centres by video conferencing system. This enables media persons at Regional Centres to participate in Press Conferences in New Delhi and also in other parts of the country. The Bureau also utilizes video conferencing facilities with the press persons participating from the different States.

5.1.5 PIB provides accreditation facility to media persons so as to make easy access to information from the Government sources. 1006 correspondents and 226 cameramen are accredited with the Bureau's headquarters. Besides, about 133 technicians and 56 editors/media critics have also been granted these professional facilities.

5.1.6 A National Press Centre set up at the headquarters serves as a nerve-centre for both national and international media. The Centre has basic facilities of a media centre like a

telecommunication centre, a press conference hall, a press lounge and a cafeteria. A Task Force is set up to put a Data Bank with linkages to the Home Page of PIB on the net. A Cyber Cafe facility for journalists is made available in PIB.

### Highlights of Various Campaigns

5.2.1 Several publicity campaigns were launched during the year giving major thrust on celebration of Golden Jubilee of India's Independence, Pokhran-II, Pulse Polio Immunization Programme, Pollution problem, conducting Assembly Elections in Rajasthan, Madhya Pradesh, Delhi and Manipur States, World Habitat Day, the Prime Minister's visit to foreign countries, Public Distribution System, Measures to Tackle problems of edible oil, Price monitoring of essential commodities, the Prime Minister's address to the nation on Independence Day, Non-aligned Movement Summit, Special packages announced for the North-East, etc.

5.2.2 In connection with the Golden Jubilee Celebration of Independence, a number of features highlighting the glorious sacrifices made by the freedom fighters in different parts of the country were issued. Photo Exhibitions depicting various phases of the country during the fifty years as well as a seminar on the role of Punjabi press in freedom struggle was also organized. Adequate coverage was provided to the National Pilot Project inaugurated by the Prime Minister for the training of parents, professionals and NGOs on "how to look after disabled children at home".

5.2.3 PIB organized the Annual Economic Editors' Conference during September, 1998 in which more than 200 senior editors from all over the country participated. The conference was inaugurated by the Finance Minister, Shri Yashwant Sinha and addressed by 10 senior Ministers mainly from Economic Ministries. Wide publicity was arranged for the General Budget presented by the Finance Minister on 1st June '98. Multi-Media publicity was provided to the public sector reforms, initiatives of the Government in respect of patent regime, liberalization in the insurance sector and steps taken to attract more foreign direct investment. Publicity projection was also given to the achievements of profit-making PSUs. The Bureau prepared a brochure "Destination India:

An Outline of Investments and Trade Opportunities". This was circulated by the Union Commerce Minister on the occasion of Indian Day at Singapore. Adequate media coverage was provided to UNCTAD, Regional symposium on FDI, second meeting of the Indo-Israel Joint Trade Committee, Indo-Pakistan trade talks, India-Kenya joint trade committee, G-77 Trade Conference and India International Trade Fair, 1998. The Bureau gave wide publicity to the special package for export revival announced by the Government and promulgation of an ordinance to amend the Companies Act, 1956. The Prime Minister's announcement to bring the package of economic reforms aimed at reviving the sagging capital market was also publicized. The working of Targeted Public Distribution System with its focus on the poor and measures undertaken by the Government to tackle the problem of adulteration of edible oil were given wide coverage during the year. The activities of the testing facility under the Department of Consumer Affairs was also highlighted in the media.

5.2.4 The Bureau organized wide publicity to the New Railway Budget, inauguration of new railway lines from Sambalpur to Talcher and new broadgauge line from Tambarm to Tiruchirapalli and introduction of a dozen new trains. Publicity was also arranged to the railway's participation in IITF - 1998, National Exhibition Train, building new railway lines in the various cities, passenger amenities, cleanliness, computerized reservations and modernization of telecom and signalling. The Bureau also organized a press conference in the announcement by the Minister of Surface Transport for formation of joint ventures by major ports with minor ports/foreign ports/companies. Wide publicity was given to the rescue and relief operations provided to the Kandla port damaged in a cyclonic storm and the road projects awarded to the private sector by the Ministry of Surface Transport for construction under the BOT scheme. This Bureau also covered the State Tourism Ministers meeting as well as the first ever tourism exposition organized by the Ministry of Tourism at Pragati Maidan.

5.2.5 The Bureau provided wide publicity to a national seminar on "Safer Cities" marking the World Habitat Day. Publicity was also given to the Habitat policy providing for 20 lakh houses annually

and urban infrastructure like water supply, sewerage, drainage, roads, urban transport, slum development programme, etc. A special campaign for Hansa - 3 Test flights was launched and a press conference was organized for the Minister of Human Resource Development for this purpose. The Bureau also gave publicity to a seminar on "Reforms of Electoral Laws" organized by the Law Commission of India.

5.2.6 Wide publicity was arranged for the Indo-Russian Group Meeting on Petroleum in Moscow and the international energy conference in South Africa. In the area of international cooperation specially in the oil sector, the Indo-Iraq Joint Commission meeting held in New Delhi was prominently covered by the Bureau.

5.2.7 Publicity was arranged for the first Assembly Meeting of Global Environment Facilities (GEF), National Conference and Annual Session of Confederation of Indian Industries (CII), Shanti Swarup Bhatnagar Awards, Gyanpeeth Puraskar, International Literacy Day, Anti-Tobacco Day, Shram Award Function. The Bureau also gave publicity to the Conference of State Education Ministers and Secretaries, Chief Ministers' Conference to review price situation, All India Conference on Housing Challenges, National Awards for the welfare of people with disabilities, 70th AGM of ASSOCHAM, Seminar on AIDS and Prime Minister's Advisory Council on Trade & Industry etc.

5.2.8 The Bureau organized media visits to the North-Eastern Region to highlight the achievements of centrally sponsored schemes. PIB coordinated with UNICEF for studying the awareness level of HIV cases in Manipur. The meeting of the Chief Ministers of the North-Eastern States to discuss the various problems in the North-Eastern region was also publicized by the Bureau.

5.2.9 PIB, Jaipur releases a monthly magazine, "Manugandha" regularly. It also released a special issue in August, 1998 to commemorate the conclusion of 50 years of Independence. Regular features like Republic Day Parade, Army Day Parade and Defence Institute ceremonies at Rashtrapati Bhavan were also given wide publicity.

**HIGHLIGHTS**  
(April to December 1998)

1. No of assignments covered by headquarters	1105
2. No of news photos released to newspapers	1192
3. No. of photo prints released	2,23,135
4. No. of press releases	26,137
5. No. of features issued	1702
6. No. of press conferences organized	594
7. No. of press tours conducted	52



*Shri Yashwant Sinha, Finance Minister, addressing Economic Editors' Conference held in Delhi from 16-18 September, 1998*



## REGISTRATION OF NEWSPAPERS

### REGISTRAR OF NEWSPAPERS FOR INDIA

6.1.1 The office of the Registrar of Newspapers for India (RNI) is an attached office of the Ministry of Information and Broadcasting. Its statutory functions are to verify and regulate the availability of titles of newspapers, register them and verify circulation claims, and to bring out an annual report, 'Press in India' which contains detailed information on newspapers. The office performs the non-statutory function of issuing authenticated certificates for import and purchase of newsprint from indigenous newsprint mills. In addition to this, RNI certifies essentiality for import of printing machinery and allied materials required by the newspapers.

6.1.2 During April 1998 - February 1999, it scrutinised 18,459 applications for availability of titles, of which 7,738 titles were found available for verification, while in the remaining applications, titles were not found available. During the same period, 2,693 newspapers/periodicals were issued Certificates of Registration (2,145 fresh CRs + 548 revised CRs) and circulation claims of 1536 newspapers/periodicals were assessed.

6.1.3 'Press in India-1997' was released for sale. 'Press in India-1998' is expected to be released for sale by April 1999.

### Newsprint

6.2.1 Newsprint is one of the most important ingredients for printing and production of newspapers. Till 1994-95, newsprint allocation was regulated by Newsprint Control Order, 1962 and the Newsprint Import Policy announced by the Government every year. Newspapers were issued Entitlement Certificates for import and purchase from the scheduled indigenous newsprint mills.

However, Newsprint Policy is modified every year depending upon the import policy of the Government.

6.2.2 Newsprint has been placed under 'Open General Licence' with effect from 1 May 1995 and all types of newsprint including glazed newsprint became importable by all persons without any restriction. Under the latest newsprint policy/guidelines for the import of newsprint issued by the Ministry of Information and Broadcasting, authentication of certificate of registration is done by the Registrar of Newspapers for India for import of newsprint, on submission of a formal application and necessary documentary evidence.

6.2.3 Newsprint produced by indigenous newsprint mills is free from excise duty when purchased by the newspapers registered with RNI. In order to safeguard the interests of small and medium newspapers, the Ministry of Industry, Department of Industrial Policy and Promotion, has issued an Order to reserve one-third of the total production of indigenous newsprint of the scheduled newsprint mills in their favour. Under this policy, RNI is empowered to issue Entitlement Certificates for procurement of indigenous newsprint from the scheduled mills from the reserved quota to publications whose total annual entitlement is less than 200 MTs and whose circulation is below 75,000 copies per publishing day. The entitlement certificate is issued by the RNI only on receipt of application from the entitled newspapers. During April 1998 - February 1999, 745 Authenticated Certificates of Registration were issued.

### De-Blocking of Titles

6.3.1 For the first time in the history of RNI, a massive work of de-blocking of about two lakh titles was undertaken. As per decision, all such

titles of newspapers were verified till 31.12.1995 and whose publishers/owners have not got their publications registered with RNI were have been de-blocked.

6.3.2 The work of entering registered titles has been completed and the lists have been despatched to state governments. Nearly one-and-a-half lakhs of unused titles have become available for allocation to other newspapers from January 1st, 1999.

### **Printing Machinery**

6.4 RNI is the sponsoring authority for the import of printing machinery and allied materials at the concessional rate of customs duty available to the newspapers. During April 1998 - February 1999, applications of four newspaper establishments were recommended for import of printing machinery and allied equipments.

## PUBLICATIONS

### PUBLICATIONS DIVISION

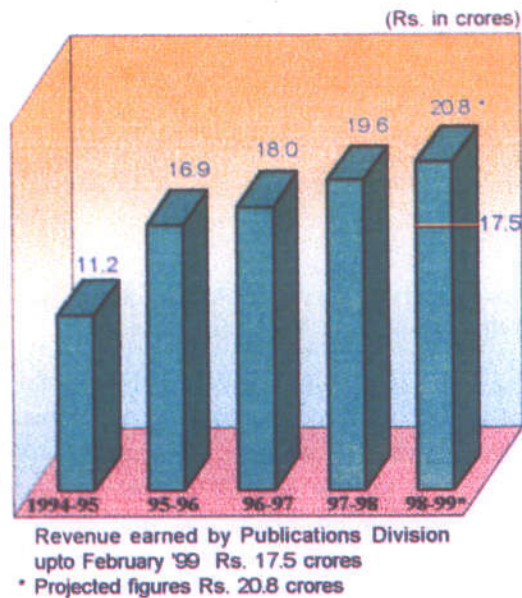
7.1.1 The Publications Division has today acquired the status of one of the biggest publishing enterprises in the country. Set up in 1941 as a branch of Bureau of Public Information, it acquired its present name and identity in 1944. The Division aims at disseminating information to the common people by making available good and informative books at affordable prices. It has so far published 7000 titles, out of which 1500 titles are live

today. During the period April 1998 to February 1999 it published 141 books.

7.1.2 The Division has to its credit 21 journals for the period under report. It is starting a new series called "Introduction India", which will have two sub-series: one on the ancient Indian sciences and the other highlighting India's art and culture. There will be separate books on each theme. The Division has published perhaps the largest series by a single individual - 'The Collected Works of



Smt. Sushma Swaraj, Former Minister of Information & Broadcasting releasing a book entitled 'Zabtsħuda Tarane' in New Delhi



'Mahatma Gandhi' - in 100 volumes in English, out of which 87 volumes have been published in Hindi and three more volumes are expected to be out shortly. It is engaged in bringing out a multimedia Compact Disk on the 'Collected Works of Mahatma Gandhi'. In addition, an electronic book on 'The Collected Works of Mahatma Gandhi' is also being produced.

### Books

7.2.1 To mark India's 50 years of Independence, the Division brought out a book entitled 'Zabtshuda Tarane' containing songs and ballads. Nine language editions of another book entitled 'Yaad Kar Lena Kabhi' (Shaheedon Ke Khat) containing letters of martyrs were also brought out in English, Urdu, Assamese, Gujarati, Marathi, Tamil, Malayalam, Telugu and Punjabi.

7.2.2 During this period some of the important books published include: 'Children in Quotes', 'Indian Calendric System', 'Press in India-1997', 'Letters of Martyrs' Indian Cinema : A Visual Voyage', 'Sardar Panikkar - His Life and Times', 'India-99' in English, 'Bagwani Kaise Karen', 'Hamari Jheelen aur Nadiyan', 'Trekking', 'Bharat 99', 'Sarvadharm Sambhav', 'Raj Bhasha Hindi', 'Hamara Rashtriya Dhvaj', 'Behari Satsai' and

'Bharat Mein Sharirik Shiksha', in Hindi.

7.2.3 The Division is laying emphasis on publishing more books on Indian languages. 'Our National Flag' has been published in 10 regional languages, 'Shaheedon ke Khat' in nine languages, 'Together We March' in Tamil and 'Shilpa Shiksha O Aupaniveshik Bharat' in Bengali. During the year, Urdu books under the 'Builders of Modern India' series on Sarojini Naidu, Hakeem Ajmal Khan and Dr. M.A. Ansari have been published, besides the Urdu translation of 'Gospel of Mahatma Buddha' and a book on 'Quli Qutab Shah'.

### Journals

7.3.1 Besides books, the Publications Division brings out 21 journals on issues of national importance and social purposefulness.

7.3.2 *Yojana*, a premier monthly journal of the Division, aims at propagating the message of planned development to all sections of the society. The journal is brought out in 13 languages, namely, Assamese, Bengali, English, Gujarati, Hindi, Kannada, Malayalam, Marathi, Oriya, Punjabi, Tamil, Telugu and Urdu. The theme of the Independence Day special issue 1998 was 'Development: Setting New Goals'. Noted economists, educationists, technocrats, environmentalists and subject specialists contributed to the issue which was released at various centres in the country.

7.3.3 *Kurukshetra*, devoted to rural development, is brought out in English and Hindi on behalf of the Ministry of Rural Areas and Employment. During the year, a special issue was brought out on achievements and prospects of rural development to mark the completion of celebrations of 50 years of India's Independence. The annual issue brought out in the month of October dealt with the subject of Poverty Alleviation and Progress.

7.3.4 *Bal Bharati*, a children's monthly journal in Hindi, is being published since 1948. Commemorating 50 years of its publication, its May 1998 issue included material from the first

decade of the magazine. A series on 'Stars in the Sky' is being carried in the journal. Another series on India's Land and People ended in December 1998. Its February 1999 issue will be a special Science number with focus on Oceanography and Antarctica Expedition.

7.3.5 *Aajkal*, a literary monthly magazine is published in Hindi and Urdu. *Aajkal* (Hindi) brought out a number of special issues. It also published Hindi translations of literary works in various Indian languages. The May 1998 issue of the *Aajkal* carried a special feature on science fiction and its June issue carried a comprehensive interview with three eminent exponents of music. To mark the conclusion of celebrations of 50 years of India's Independence, its August issue published articles on freedom struggle and national unity. Its October issue published articles on films made on the life of Mahatma Gandhi. During this period, *Aajkal*

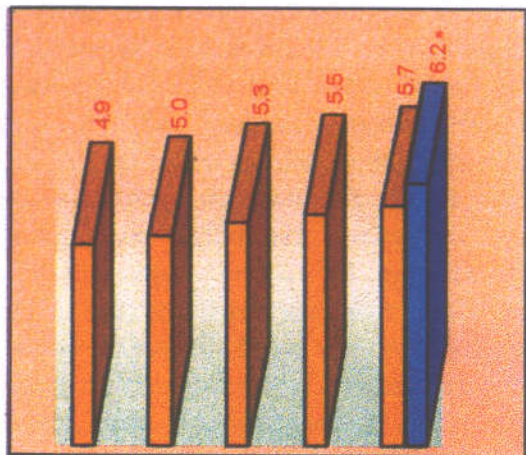
(Urdu) published various literary and cultural items. A special number on the celebrated poet Mirza Ghalib was published.

7.3.6 *Employment News/Rozgar Samachar*—published in English, Hindi and Urdu every week—is the largest circulated career guide today. It carries information about job vacancies in Central/ State Government departments, public sector undertakings, educational institutions and reputed private organisations. Its editorial pages include a lead article, diary of events, letters to the editor, quotations, articles on the world of science, besides those on career guidance and other matters of use to examinees. The journal has 360 sales agents throughout the country. The circulation of the journal is around 6 lakhs as on date which contributes to its substantial profits.



Shri Mukhtar Abbas Naqvi, Minister of State for Information & Broadcasting releasing the book 'Shaheedon Ke Khat' in nine languages

Circulation of Employment News in last five years  
(In lakhs)



1994-95    95-96    96-97    97-98    98-99\*

Circulation in February '99 — 5.7 lakhs

\* Projected figure 6.25 lakhs

## Awards

7.4 The Publications Division has instituted the Bharatendu Harishchandra Awards to encourage

original writings in Hindi on mass communication. Its three books—'Life and Environment—A Photo album', (English), 'Bharatiya Kala aur Kalakar' (Hindi) and 'Jawaharlal Nehru' (Urdu) won prizes for Excellence in Printing in 1998-99.

## Marketing

7.5 The Publications Division carries out the sale of its own publications and books of other government and semi-government organisations through its Sales Emporia/Outlets located at New Delhi, Mumbai, Hyderabad, Calcutta, Lucknow, Chennai, Patna and Thiruvananthapuram.

## Exhibitions

7.6 During the period under report, the Division organised/participated in nearly 110 book exhibitions/fairs all over the country. Two special exhibitions were organised to mark the 'conclusion of Golden Jubilee celebrations of India's Independence. The Division earned a total revenue of Rs. 1746.00 lakhs during April 1998 - Feb. 1999.

## FIELD PUBLICITY

### DIRECTORATE OF FIELD PUBLICITY

8.1.1 The Directorate of Field Publicity (DFP) was established in 1953 under the name of 'Five Year Plan Publicity Organisation'. In December 1959, the Organisation was renamed the Directorate of Field Publicity. Now, the Directorate with its headquarters at New Delhi has 268 units under the control and supervision of its 22 Regional Offices. Out of the 268 units, 166 are General Units, 72 Border Units and 30 Family Welfare Units. There are 8 to 18 units in a region.

8.1.2 The Directorate by virtue of its being a

grassroots-level organisation, has been playing a pivotal role in the task of national cohesion and development of people belonging to every stratum of society. It utilises a variety of suitable communication channels including group discussions and public meetings, besides seminars, symposia and competitions of various kinds to arouse public involvement and participation. Films and live entertainment media are also utilised to communicate the messages. The organisation also gathers people's reactions to various programmes and policies of the Government and their implementation down to the village level.



*A view of winners of local talent competition during a Mothers' Meet on Pulse Polio Campaign organised by DFP, Puri Unit*

## Modernisation

8.2.1 The Regional Offices of the DFP have been provided with computers and connected to the E-mail network. The 16mm projectors replaced by portable video projectors will enable the field units to use video films, production of which is cheaper and easier. An amount of Rs. 16.10 lakhs has been incurred for purchase of 50 light-weight generators and 75 carrying cases for video projectors. It has so far procured a total of 4,595 copies of 34 documentary films, incurring an expenditure of Rs. 18.84 lakhs.

## Computerisation

8.2.2 An expenditure of Rs. 14.42 lakh out of the approved outlay of Rs. 15.00 lakh has already been incurred for purchase of computer hardware and software, which comprise 14 Pentium-II computers, 14 printers and 4 UPS, 10 MS Office 97 (Pro) and 3 Windows '98. In order to acquaint the officials of this Directorate with computers, one Computer Training Programme was also organised.

## Conducted Tours

8.3 Out of the seven conducted tours planned this year, six\* have already taken place. The remaining conducted tour will be held during March 1999. Special care has been taken to include opinion leaders from different walks of life to North-East India and their counterparts to the rest of India.

## Performance

8.4

<b>Programmes</b>	<b>Actual Performance (April-October '98)</b>	<b>Target (Nov. '98-March '99)</b>
Film shows	28,063	26,000
Oral communication	35,695	27,300
Photo exhibitions	19,174	10,400
Special programmes	4,512	3,250
Tour days	14,411	15,600

## Reactivation in J&K

8.5 Directorate of Field Publicity is reactivating the publicity activities in J&K which have remained suspended since December 1989. The field units will launch special publicity campaigns on some identified themes like small family norm, environment, rural development, immunization, child labour, literacy, etc., exclusively through oral communication.

## Rural Development

8.6 The DFP launched a massive three-month all-India campaign on rural development. The theme of the campaign was rural development schemes like TRYSEM, NSAP, DWCRA, Employment Assurance Scheme and Rural Sanitation Scheme. The remotest and most backward areas formed the major target for the campaign. It was largely a direct oral and interpersonal communication drive. Group discussions, public meetings and seminars were organised. Publicity literature were also distributed and displayed during the field programmes. A total number of 6,672 film shows, 8,167 oral communication programmes, 4,139 photo exhibitions, 398 song & drama programmes and 1028 special programmes were held during the campaign.

## Health & Family Welfare

8.7 The Directorate of Field Publicity launched campaigns on World Health Day and World Population Day to create awareness regarding malaria, diarrhoea, breast feeding, nutrition and prevention of blindness. It has been carrying special campaigns to create mass awareness regarding AIDS control through seminars, symposia, debates, workshops, conferences and contests.

## National Integration and Communal Harmony

8.8 Publicity activities on national integration and communal harmony were integrated with occasions like the concluding ceremony of Golden Jubilee celebrations of India's Independence, 125th



Birth Anniversary of Mahatama Gandhi, Sadbhavana Day/Fortnight, Quami Ekta Day/Week.

### Fairs & Festivals

8.9 The Field Publicity covered a number of important fairs and festivals during the year. Some of them were Nauchandi Mela in Meerut, Rath Yatra of Puri, Ganesh Puja, Gangaur Mela and Urs of Khawaja Moinuddin Chishti at Ajmer in Rajasthan, Onam festival of Kerala, Kamakhya Mela of Guwahati, Shudh Mahadev Fair of Udampur, Adi Badri in Chamoli, Tirupati Fair, Sunderban Mela and Asia's largest cattle fair at Sonapur in Bihar.

### Women & Child Development

8.10 The DFP in coordination with the UNICEF organised two workshops on the Rights of the Child to sensitise the Field Publicity officers in the western and southern regions. DFP units have been launching special campaigns through interactive programmes like Baby Shows, Mothers Meets, etc.

### Drug Abuse

8.11 The Field Publicity units screened various films including *Boond Boond Zahar*, *Jam aur Anjam*, *Alcoholic Drink* and *Bottled Cannibal* to highlight the evils of drug abuse and alcoholism. The International Day against Drug Abuse and the Prohibition Week were specially utilised for this purpose.



A view of a rally by school students of Chasa Mahuli, Orissa on 13.1.99

**Regional Offices and Field Publicity Units of DFP**  
(Regional Offices in Bold)

\* *New Units*

**ANDHRA PRADESH**

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

**ARUNACHAL PRADESH**

- |                    |              |                |
|--------------------|--------------|----------------|
| 1. <b>Itanagar</b> | 5. Khonsa    | 9. Seppa       |
| 2. Anini           | 6. Nampong   | 10. Tawang     |
| 3. Along           | 7. Daporijo  | 11. Tezu       |
| 4. Bomdilla        | 8. Passighat | 12. Ziro       |
|                    |              | 13. Yingkiong* |

**ASSAM**

- |                    |            |                    |
|--------------------|------------|--------------------|
| 1. <b>Guwahati</b> | 5. Barpeta | 9. North-Lakhimpur |
| 2. Dhubri          | 6. Haflong | 10. Nowgong        |
| 3. Dibrugarh       | 7. Jorhat  | 11. Silchar        |
| 4. Diphu           | 8. Nalbari | 12. Tezpur         |
|                    |            | 13. Dhemaji*       |

**BIHAR-NORTH**

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

**BIHAR-SOUTH**

- |                  |               |               |
|------------------|---------------|---------------|
| 1. <b>Ranchi</b> | 4. Gaya       | 7. Jamshedpur |
| 2. Dhanbad       | 5. Gumla      | 8. Daltonganj |
| 3. Dumka         | 6. Hazaribagh | 9. Chaibasa*  |

**GUJARAT**

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

**JAMMU & KASHMIR**

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

**KARNATAKA**

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

**KERALA**

- |                              |               |               |
|------------------------------|---------------|---------------|
| 1. <b>Thiruvananthapuram</b> | 5. Kottayam   | 9. Quilon     |
| 2. Cannanore                 | 6. Kozhikode  | 10. Trichur   |
| 3. Ernakulam                 | 7. Malappuram | 11. Alleppey  |
| 4. Wynad                     | 8. Palghat    | 12. Kavaratti |

**MADHYA PRADESH-WEST**

- |                  |              |             |
|------------------|--------------|-------------|
| 1. <b>Raipur</b> | 5. Jabalpur  | 9. Rewa     |
| 2. Balaghat      | 6. Jagdalpur | 10. Shahdol |
| 3. Bilaspur      | 7. Kanber    | 11. Sidhi   |
| 4. Durg          | 8. Ambikapur | 12. Bastar* |

**MADHYA PRADESH-EAST**

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

**MAHARASHTRA AND GOA**

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

**MEGHALAYA, MIZORAM AND TRIPURA**

- |                    |                |                |
|--------------------|----------------|----------------|
| 1. <b>Shillong</b> | 5. Kailashahar | 9. Tura        |
| 2. Aizawl          | 6. Lunglei     | 10. Udaipur    |
| 3. Jowai           | 7. Saiha       | 11. Nongstoin* |
| 4. William Nagar   | 8. Agartala    |                |

**NAGALAND AND MANIPUR**

- |                  |               |               |
|------------------|---------------|---------------|
| 1. <b>Kohima</b> | 5. Mokokchung | 9. Ukhrul     |
| 2. Churachandpur | 6. Mon        | 10. Senapati* |
| 3. Imphal        | 7. Tamenglong |               |
| 4. Chandel       | 8. Tuensang   |               |

**NORTH-WEST**

- |                      |              |               |
|----------------------|--------------|---------------|
| 1. <b>Chandigarh</b> | 4. Dharmsala | 7. Hissar     |
| 2. Amritsar          | 5. Ferozepur | 8. Jalandhar  |
| 3. Ambala            | 6. Hamirpur  | 9. Rikong Peo |

10. Ludhiana
11. Mandi
12. Nahan
13. Narnaul

### ORISSA

1. **Bhubaneswar**
2. Baripada
3. Berhampur
4. Bhawanipatna

### RAJASTHAN

1. **Jaipur**
2. Alwar
3. Barmer
4. Bikaner
5. Ajmer

### TAMIL NADU AND PONDICHERY

1. **Chennai**
2. Dharmapuri
3. Coimbatore
4. Madurai

### UTTAR PRADESH (CE)

1. **Lucknow**
2. Azamgarh
3. Banda
4. Gonda
5. Gorakhpur

### UTTAR PRADESH (NW)

1. **Dehradun**
2. Aligarh
3. Bareilly
4. Agra
5. Gopewar

### WEST BENGAL - NORTH

1. **Siliguri**
2. Gangtok
3. Jalpaiguri

### WEST BENGAL - SOUTH

1. **Calcutta**
2. Barrackpore
3. Berhampur
4. Burdwan

14. New Delhi (I)
15. New Delhi (II)
16. Pathankot

5. Balasore
6. Cuttack
7. Dhenkanal
8. Jeypore

6. Jaisalmer
7. Jodhpur
8. Kota
9. Dungarpur
10. Sikar

5. Pondicherry
6. Ramanathapuram
7. Salem
8. Thanjavur

6. Jhansi
7. Kanpur
8. Lakhimpur Kheri
9. Allahabad
10. Mainpuri

6. Meerut
7. Moradabad
8. Muzaffarnagar
9. Nainital
10. Pauri

4. Jorethang
5. Kalimpong
6. Malda

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

17. Rohtak
18. Shimla
19. Chamba\*

9. Keonjhar
10. Phulbani
11. Puri
12. Sambalpur

11. Sriganganagar
12. Udaipur
13. Sawaimadhopur
14. Sirohi\*

9. Tiruchirapalli
10. Tirunelveli
11. Vellore

11. Rae Bareli
12. Sultanpur
13. Varanasi

11. Pithoragarh
12. Ranikhet
13. Uttarkashi

7. Raiganj
8. Cooch Behar

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

# ADVERTISING AND VISUAL PUBLICITY

## DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY

9.1.1 The Directorate of Advertising and Visual Publicity (DAVP) is the primary multimedia advertising agency of the Central Government to inform the people about the Government's activities, policies and programmes and to motivate them to participate in development activities. It caters to the communication needs of client ministries and departments as also of some autonomous bodies in different languages through print material, press advertisements, audio-visual publicity programmes on radio and television, outdoor publicity and exhibitions. Themes highlighted by the Directorate include rural development programmes, health and family welfare, uplift of girl child, rural development, population, handicrafts, national integration and communal harmony, defence, new economic policy, environment, literacy, employment, AIDS, drug abuse and prohibition, customs and central excise income tax, energy conservation and celebration of 50 years of India's Independence.

9.1.2 The main set-up DAVP at the headquarters consists of several wings like Campaign, Advertising, Outdoor Publicity, Printed Publicity, Exhibitions, Electronic Data Processing Centre, Mass Mailing, Audio-Visual Cell, Studio and Copy Wing.

9.1.3 DAVP has a network of offices spread all over the country. It has two regional offices, one at Bangalore and another at Guwahati to coordinate the Directorate's activities. Two Regional Distribution Centres at Calcutta and Chennai look after the distribution of publicity material in eastern and southern regions respectively. The Directorate has 35 field exhibition units which include seven mobile exhibition vans, seven family welfare units and 21 general field exhibition units.

### HIGHLIGHTS of DAVP Activities (April 98-February 1999)



Press Advertisements  
1.45 Lakh Insertions



Print Material  
1.33 Crore Copies



Outdoor Material  
11,165 Displays  
46,094 Cinema Slides  
2.50 Lakh Badges



Audio & Video Programmes  
7,260 Production  
Broadcasts/Telecasts  
49,744 Insertions



Literature Mailed  
1.46 Crore Copies

Exhibition  
1,938 Exhibition Days

## 50 Years of Independence

9.2.1 To commemorate 50 years of India's Independence, DAVP organised around 170 exhibitions throughout the country highlighting land, people, freedom struggle and development in various sectors in the last 50 years. The exhibitions were put up all over the country including the states of Kerala, Tamil Nadu, Chandigarh, Karnataka, Jammu and Kashmir, Himachal Pradesh, Andhra Pradesh, Uttar Pradesh, Rajasthan, Maharashtra, Punjab, Assam, Gujarat, Orissa, Delhi, Bihar and West Bengal.

9.2.2 Press advertisements were released on the occasion of Independence Day - August 15, 1998 and 129th Birth Anniversary of Mahatma Gandhi—October 2, 1998. Advertisements entitled 'Jai Jawan, Jai Kisan, Jai Vigyan', 'Sare Jahan Se Achchha Hindustan Hamara', 'Celebrating 50th Anniversary of India's Independence' and 'Kranti Divas' were also issued.

9.2.3 Posters entitled 'Vande Mataram', 'Strength Confidence and Resurgence' and 'Virasat' were printed on 50 years of India's Independence. A book on Programmes of Media Units of Ministry of Information and Broadcasting were also printed. A small booklet was printed on introduction to the exhibition on 50 years of Independence. National Flags and stickers were also printed and distributed. A publication was brought out on *Samar Yatra*.

9.2.4 In outdoor publicity, 45 hoardings were put up in Madhya Pradesh, Rajasthan, Haryana, Bihar and West Bengal. Flags were also produced and distributed. 300 decorative railings were displayed in Delhi. Animation displays were also arranged in Delhi and Uttar Pradesh. 3,475 Bus panels were displayed in Delhi, Rajasthan, Karnataka, Maharashtra, Haryana, Uttar Pradesh, Chandigarh, Punjab, Madhya Pradesh, Himachal Pradesh, Andhra Pradesh, West Bengal and Orissa. Kiosks were also put up in Delhi, Haryana, Rajasthan, Jammu and Kashmir, Uttar Pradesh, West Bengal and Kerala.

9.2.5 3,140 Wall paintings were exhibited in Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Pondicherry.

9.2.6 A total of 2.50 lakh badges was produced and distributed on 50 years of India's Independence. On the occasion of *Samar yatra*, hoardings, programme boards and banners were displayed in Delhi.

9.2.7 Two video spots produced in Hindi and regional languages were telecast on Doordarshan.

## Print Material

9.3.1 During the year, the Directorate brought out folders, booklets, brochures, posters, stickers, wall hangings, etc., on a variety of schemes/programmes like rural development, immunization, health and family welfare, women and child development, national integration & communal harmony, income tax, union budget 1998-99, AIDS, drug abuse and prohibition, food and nutrition, etc.

9.3.2 The speeches of the Prime Minister delivered on various occasions were printed in the form of booklets/folders entitled 'Need for Global Partnership on Sustainable Growth', 'Need for Harmony in Economic Liberalisation & Social Liberation', 'Role of Small Scale Industries in National Development', 'Need for People's Action for Poverty Eradication', 'Rural Development—Engine of National Development', 'Joint Efforts for Economic Development of North-Eastern Region', 'India Achieves Nuclear Capability', 'Indian Science to meet Challenges of Liberalisation', 'The Prime Minister Speaks to the People', 'India's Commitment to Nuclear Disarmament', 'Jyanpith Awards', 'Need to Evolve a shared Vision of the Future', 'Need for Dedication in Health Care System', 'Media, Vital Instrument of National Building', 'National Pilot Project for Integration of Mentally Challenged Persons', 'Role of Chartered Accountants in the Era of Liberalisation', 'Need for Greater Application of Science & Technology in Agriculture', 'Jai Jawan, Jai Kisan, Jai Vigyan—Harbinger of Progress—Speech of Prime Minister delivered on August 15, 1998', 'Indian Commitment of Global Nuclear Disarmament', 'It is India's tomorrow' and Speech by the Prime Minister, at the Inauguration of Hite-City, Hyderabad—November 22, 1998'.

9.3.3 Titles printed were 'Conserve Land

**FIELD OFFICES/UNITS OF  
DAVP**

**REGIONAL OFFICES**

1. Bangalore
2. Guwahati

- Southern Region**  
**North Eastern Region**

**FIELD EXHIBITION UNITS**

<b>NO.</b>	<b>NAME OF UNIT</b>	<b>UNIT</b>	<b>NAME OF THE STATE / UT</b>	<b>JURISDICTION</b>
1	Agartala	Gen	Tripura	Tripura, Mizoram
2	Ahmedabad	Gen	Gujarat	Gujarat, Rajasthan, Daman and Diu, Dadra and Nagar Haveli
3	Bangalore	Gen	Karnataka	Karnataka
4	Bhubaneswar	Gen	Orissa	Bihar (Southern)
5	Mumbai	Gen	Maharashtra	Maharashtra and Goa
6	Calcutta	Gen	West Bengal	West Bengal, Sikkim and Bihar (Eastern)
7	Chandigarh	Gen	Union Territory	Chandigarh, Punjab and Haryana
8	Guwahati	Gen	Assam	Lower Assam and Meghalaya
9	Hqrs. No. I	Gen	New Delhi	National Capital Territory of Delhi and special assignments all over the country
10	Hqrs. No. II	Gen	New Delhi	National Capital Territory of Delhi and special assignments all over the country
11	Hyderabad	Gen	Andhra Pradesh	Andhra Pradesh
12	Indore	Gen	Madhya Pradesh	Madhya Pradesh
13	Imphal	Gen	Manipur	Manipur
14	Jammu	Gen	Jammu & Kashmir	Jammu & Kashmir
15	Jorhat	Gen	Assam	Upper Assam
16	Kohima	Gen	Nagaland	Nagaland
17	Lucknow	Gen	Uttar Pradesh	Uttar Pradesh, Western Bihar
18	Madras	Gen	Tamil Nadu	Tamil Nadu, Pondicherry
19	Shimla	Gen	Himachal Pradesh	Himachal Pradesh
20	Thiruvananthapuram	Gen	Kerala	Kerala
21	Tura	Gen	Meghalaya	Garo Hills, adjoining districts of Assam

22	Jaipur	FW	Rajasthan	Rajasthan, Gujarat
23	Bhopal	FW	Madhya Pradesh	Madhya Pradesh and Rajasthan
24	Calcutta	FW	West Bengal	West Bengal, Orissa, entire North Eastern Region
25	Varanasi	FW	Uttar Pradesh	Eastern U.P.
26	Lucknow	FW	Uttar Pradesh	U.P. and Bihar
27	New Delhi	FW	New Delhi	Delhi and adjoining areas and special assignments
28	Patna	FW	Bihar	Bihar
29	Ahmedabad	Van	Gujarat	Gujarat, Maharashtra, Goa, Daman and Diu, Dadra and Nagar Haveli
30	Aizawl	Van	Mizoram	Mizoram
31	Bikaner	Van	Rajasthan	Rajasthan
32	Calcutta	Van	West Bengal	West Bengal
33	Itanagar	Van	Arunachal Pradesh	Arunachal Pradesh
34	Port Blair	Van	A & N Islands	A & N Islands
35	Shillong	Van	Meghalaya	Assam & Meghalaya

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

Resources'. Indian Air Force — Air Force Day cum Investiture Parade 1998 Rajbhasha Calendar 1998-99', 'Paridrishya', 'Intelligence Bureau', 'Registration of Births and Deaths', 'Infant Feeding' and 'Teacher's Day — 5<sup>th</sup> Sept., 1998', '50 Years of Development of Scheduled Castes', 'Your World My World', 'An Impairment Need not Become a Disability Later', 'I Did Not Choose My Disability' and 'Handicrafts Week'.

9.3.4 DAVP also brought out two publications on behalf of Ministry of Finance entitled 'How to Compute Your Salary Income' and 'Indirect Taxes in India'.

9.3.5 On the subject of health and family welfare the titles printed were 'Malaria', 'Prevention from Malaria for Pregnant Women', 'Malaria Control — An Attempt', 'High Risk Behaviour Study — From 18 Cities', 'STI and RTI Treatment Guidelines',

'Malaria— Protection for School Children', 'High Blood Pressure is a Silent Killer', 'Sore Throat can damage Heart', 'Longer the Waist Line — Shorter the Heart Line', 'Tambakhoo Ya Swasthaye — Kisi Ek Ko Chuna Hoga', 'Achchey Swasthaye Ke Liye Pratidin Vyayam Karo', 'Uccha Rakta Chap Se Dil, Dimag, Ankhey aur Gurdey Ko Nuksan Hota Hai', 'Guinea Worm Disease' and 'Report on Workshop on Involvement of Consumer in the Programme'.

9.3.6 Through its own budget DAVP printed 'Great Poet Mirza Ghalib—200 Anniversary 1797—1997', 'PIB Accreditation Index 1998', 'Akashwani National Awards', 'Towards an Efficient and Responsive Government', 'National Human Rights Commissions', 'Viral Hepatitis (Jaundice)', 'Appeal — Use of Hindi', 'Delhi Doordarshan— Facts and Figures —1998', 'Sardar Patel Memorial Lectures' and 'Universal Declaration on Human Rights'.



**MATERIAL PRINTED  
(April-November 1998)**

Publications Printed	—	343
Copies Printed	—	92 Lakhs
Languages Covered	—	Hindi, English & All Regional Languages

9.3.7 A booklet on Union Budget—1998-99—'Towards a Strong and Self Reliant Economy' was brought out in Hindi, English and all regional languages. Publications on Panchayati Raj, Jawahar Rozgar Yojana, Self Employment Programme, Employment Assurance Scheme and a calendar on rural development programmes were also brought out.

9.3.8 On the 45<sup>th</sup> National Film Festival DAVP brought out a booklet and also a publication on 'Dada Sahib Phalke Award—Kavi Pradeep'.

#### Exhibitions

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

9.4.2 Besides organising a series of exhibitions on 50 Years of India's Independence, around 100 exhibitions were organised on national integration & communal harmony entitled 'Ek Rashtra Ek Pran' in various parts of the country including the states of Delhi, Gujarat, Meghalaya, Assam, West Bengal and Kerala.

9.4.3 Around 25 exhibitions were organised on family welfare entitled 'Chhota Parivar— Sukh Ka Aadhar', 'Chhota Parivar— Swasth Parivar' and

**EXHIBITIONS PUT UP  
(April 1998 - February 1999)**

No. of Exhibitions	—	390
No. of Exhibition Days	—	1938
Reach	—	All India

'Chhota Parivar - Khushiyan Apar' in the States of West Bengal, Uttar Pradesh, Rajasthan, Bihar and Delhi.

9.4.4 Exhibitions were also put up on the 45<sup>th</sup> National Film Festival, New Delhi, 'Mahatma Gandhi', 'Gram Vikas', 'North East Marches Ahead', 'Jawahar Lal Nehru' and 'Swatantrata Sangram'. Exclusive exhibitions were put up on 'Photo Vision of the Nation', 'Netaji Subhas Chandra Bose', 'Parliament & Democratic Heritage of India' and 'Indo African Cooperation'.

#### Press Advertisements

9.5.1 DAVP released press advertisements on behalf of various ministries/departments and for some of the autonomous bodies. During April-November 1998, press advertisements were issued on 'National Foundation for Communal Harmony—Donate Generously—Flag Day', '69<sup>th</sup> Annual General Meeting of the ICAR Society', 'World Disaster Reduction Day —October 14, 1998', 'Public Grievances—Are You Aware', '1948-1998—NCC Golden Jubilee—NCC for Unity & Discipline', 'NCC Cadets have an Edge', 'Indira Gandhi Paryavaran Puraskar 1998', 'Invitation of Nominations for the Rajiv Gandhi Wildlife Conservation Award' and 'How to Enjoy Fireworks Safely'.

**NEW DAVP ADVERTISEMENT RATES**

There has been a long pending demand from the newspaper industry to revise the DAVP advertisement rates upwards. In response to this demand, the Govt. had set up a Committee in September, 1998 to look into the present rate structure formula and to recommend, if necessary, a new rate structure. Based on the recommendations of the Committee, Govt. has decided to increase DAVP advertisement rates for all levels of circulation by 30% approximately. The new rate has come into effect from 1st January 1999. While accepting the recommendations, the Govt. has kept in mind the interest of small and medium newspapers.

9.5.2 Press advertisements were released on behalf of the Ministry of Social Justice and Empowerment on 'International Day Against Drug Abuse and Illicit Trafficking', 'Manufacturers/Fabricators/Suppliers of Aids and Appliances for persons with Disabilities' and 'Free yourself from Drug Abuse Menace'.

9.5.3 A series of advertisements in Hindi,

English and all regional languages also released on behalf of Income Tax Department entitled 'Salaried Tax Payers', 'Tax Date for Companies', 'Hurry up and Avoid Default', 'Join Pay Roll Savings Scheme', 'Sanchayika Day— September 15, 1998', 'Revised Rates for Filing Income Tax Appeals', 'If Any of these Six Conditions Apply to You—The Taxman could be looking for You', 'Quoting of PAN Compulsory Now', 'Those who have Applied for allotment of Permanent Account Number (PAN) under the New Series and have received a letter asking for Further Information' and 'Have you Filled in your Direct Tax Chalan Properly'.

9.5.4 On health & family welfare themes, press advertisements in Hindi, English and regional languages were released on 'Voluntary Blood Donation Day— October 1, 1998', '13<sup>th</sup> National Fortnight of Eye Donation', 'Why Pulse Polio Again', 'Join the Assault on Polio', 'God Forbid, Your child Should Ever Need These', 'Take a few Steps Today, so that your Little One Walks with Confidence Tomorrow'.

9.5.5 An advertisement was issued on the historic bus journey of Hon'ble Prime Minister to Pakistan on 20.2.99 highlighting the new initiative in Indo-Pak relations. A pictorial booklet is being produced by DAVP.

9.5.6 Other press advertisements were released on 'Pt. Govind Vallabh Pant Award', 'National Poster Competition on Literacy/Adult Education', '6<sup>th</sup> National Photo Competition on Literacy/Adult Education', 'Sexual Harassment at the Work Place', 'National Nutrition Week', 'Universal Children's Day — November 14, 1998', '129<sup>th</sup> Birth Anniversary of Mahatma Gandhi', 'Legal Service Day', 'Revised Postal Tariff', 'Marching Ahead

with a Technology Vision for the 21<sup>st</sup> Century', 'Why Not become Steel Person?— Use More Steel', '100 Days — Indian Textile Industry on the Move', 'Awards for Excellence — Tourism', '12<sup>th</sup> National Conference on in-house R&D in Industry'.

## OUTDOOR PUBLICITY

9.6.1 In outdoor media hoardings, kiosks, bus-panels, wall paintings were displayed on National Integration & Communal Harmony, Consumer Rights, Drug Abuse, Employment Assurance Scheme, Jawahar Rozgar Yojana, National Family Benefit Scheme, National Maternity Benefit Scheme, Panchayati Raj, National Old Age Pension Scheme, Navy Recruitment Fire Service Week, Hindi Pakhawada, Quami Ekta, Road Safety and Rural Development Programmes.

9.6.2 On Consumer Rights Day, DAVP put up hoardings in Tripura, Mizoram, Assam, Meghalaya, Manipur and Arunachal Pradesh. Kiosks were displayed in Kerala and Tamil Nadu and bus panels were displayed in Karnataka and Andhra Pradesh. Two series of cinema slides, comprising 18,272 slides, were produced and screened in different cinema halls located all over the country.

9.6.3 On national integration and communal harmony, hoardings were displayed in Assam, Uttar Pradesh, Bihar, Madhya Pradesh, Chandigarh, Rajasthan, Haryana, West Bengal, Meghalaya, Manipur and Nagaland. Bus panels were displayed in Uttar Pradesh, Himachal Pradesh, Haryana, Punjab, Maharashtra, Rajasthan, Gujarat and West Bengal. Kiosks were also displayed in Uttar Pradesh, Punjab, Haryana, Rajasthan and New Delhi. Kiosks and animation displays were also arranged in Delhi and Uttar Pradesh on Quami Ekta.

9.6.4 On Rural Development programmes, hoardings were displayed in Rajasthan, Haryana, Madhya Pradesh and Bihar on Employment Assurance Scheme, Panchayati Raj and Jawahar Rozgar Yojana. Cinema slides were produced on National Family Benefit Scheme, National Maternity Benefit Scheme and National Old Age Pension Scheme. Bus panels were also displayed on various rural development programmes in Andhra Pradesh. Wall paintings were displayed in Andhra Pradesh, Karnataka and Pondicherry. Bus panels were also displayed in Andhra Pradesh and Kerala.

9.6.5 On the occasion of the 45<sup>th</sup> National Film Festival, New Delhi, two hoardings, two programme

### **PRESS ADVERTISEMENTS (April 1998 - February 1999)**

<b>Classified Ads Released —</b>	<b>15,500</b>
<b>Display Ads Released —</b>	<b>360</b>
<b>Total Ads Released —</b>	<b>15,860</b>
<b>Languages Covered —</b>	<b>Hindi, English &amp; All Regional Languages</b>
<b>Newspapers on Panel —</b>	<b>6,241</b>

**OUTDOOR PUBLICITY MATERIAL****(April 1998 - February 1999)**

Hoardings	—	485
Kiosks	—	2,355
Decorative Railings	—	950
Wall Paintings-	—	3,140
Bus Panels	—	3,475
Banners	—	760
Cinema Slides	—	40,094
Badges	—	2.50 Lakhs
Languages covered	—	Hindi, English & Regional Languages
Reach	—	All India

boards and 55 banners were produced and displayed in Delhi. For 'European Film Festival', 'Korean Film Festival' and 'Sri Lankan Film Festival' hoardings, programme boards and banners were displayed in Delhi.

9.6.6 Hoardings were displayed on Drug Abuse in Assam, Meghalaya, Nagaland, Mizoram, Tripura, Madhya Pradesh, Rajasthan and Jammu & Kashmir. On Road Safety, 250 decorative railings and animation displays were arranged.

**Audio and Visual Publicity**

9.7.1 DAVP produced and broadcast nine weekly radio-sponsored programmes entitled 'Aao Hath Badhayen' on welfare themes, 'Naya Savera' on women and child development, 'Haseen Lamhe' and 'Yeh Bhi Khoob Rahi' on health and family welfare, 'Apne Adhikar' on consumer rights, 'Nai Raah Apnao' on non-conventional energy sources 'Jeo aur Jeene Do' on AIDS, 'Gaon Vikas Ke Ore' and 'Chalo Gaon Ke Ore' on rural development programmes. These programmes are being broadcast through 30 Commercial Broadcasting Channels on AIR in Hindi and all regional languages. Some of these programmes are now also being broadcast in the north-east region.

9.7.2 Audio and Video programmes have also been made on other themes including food and nutrition, cardio-vascular disease, oral cancer, mental tension, chewing of tobacco, sales tax, etc. Three audio jingles were produced on pulse polio immunisation programme and were broadcast on 127 Primary Channels and 30 Commercial

Broadcasting Stations of AIR. Two video spots on Postal Life Insurance in Hindi and regional languages were also produced.

9.7.3 The Directorate also produced a video spot in 25 languages on Registration of Births and Deaths, fourteen audio spots on health and family welfare and two audio spots on ISI Mark. Audio spots were produced on Malaria, Dropsy and Human Rights. Three audio and three video spots were produced on National Family Benefit Scheme, National Maternity Benefit Scheme and National Old Age Pension Scheme.

9.7.4 The programmes produced by DAVP are being broadcast/telecast through All India Radio and Doordarshan and also through Close Circuit

**AUDIO & VIDEO PROGRAMMES****(April 1998 - February 1999)**

Audio Programmes	—	7,000
Broadcast	—	46,092
Video Programmes	—	260
Telecast	—	3,652
Languages Covered	—	Hindi, English & Regional Languages

Television (CCTV) throughout the country.

**Mass Mailing**

9.8 The Mass Mailing Wing has over 15 lakh addresses under 545 categories. The categories include schools, colleges, hospitals, social and voluntary organisations, State Information Departments, BDOs, Field Publicity Offices, VIPs, MLAs, Members of Parliaments, etc.

**MAILING OF MATERIAL****(April 1998 - February 1999)**

Material Mailed	—	1.46 crore copies
Updation of Old Addresses	—	41,131
New Addresses Added	—	17,058
Total No. of Addresses	—	15.00 Lakhs
Total Categories	—	545 Categories
Reach	—	All India

## PHOTO PUBLICITY

### PHOTO DIVISION

10.1.1 The main function of the Photo Division is to document photographically, the growth and social changes in the country and to provide photographic material to the media units of the Ministry of Information and Broadcasting and other Central and State Governments, Ministries/ Departments including President's Secretariat, Vice-President's Secretariat, Prime Minister's Office/

Residence, Lok Sabha/Rajya Sabha Secretariats as part of internal publicity, and to Indian Missions abroad through XP Division of the Ministry of External Affairs. The Division also supplies photographs on payment, both black and white and colour photographs, to non-publicity organisations and general public. During April-November, 1998, it earned a revenue of Rs. 6.15 lakhs by supplying black and white and colour photographs.



*Dr. M.S. Gill, Chief Election Commissioner and Dr. Madhu Pant, Director, National Bal Bhawan releasing the catalogue of the 11th National Photo Contest organised by Photo Division*

10.1.2 The Division has well equipped laboratories and equipment for handling different kinds of photographic jobs and assignments both in black-and-white and in colour at its Headquarters in Delhi. News Photo Network has also been installed at its Head Office in New Delhi. The network for linking with all regional offices is in progress. The process of digitally storing photographs on current events in the News Photo Network is also in progress. It also feeds photographs to the Press Information Bureau, which makes available these photographs in their Home Page on the Internet. The Division has four regional offices at Mumbai, Chennai, Calcutta and Guwahati.

### 50 Years of Independence

10.2.1 On the occasion of the concluding ceremonies of 50 years of India's Independence, Photo Division organised photo exhibitions at Calcutta, Chennai, Mumbai and Lucknow. It organised 2<sup>nd</sup> Refresher Course on Photography in which 52 participants deputed by the Information & Public Relations Departments of the State Governments took part.

10.2.2 Photo Division organised its 11th National Photo contest. The theme of the contest was

'Future Vision of the Nation'. 149 black-and-white and 582 colour prints were received from the entrants. The Jury screened all the entries and selected 26 award-winning photographs in each section. In addition to this, the Jury considered 80 photographs for exhibition.

10.2.3 The number of photo assignments covered both in black-and-white and in colour, negatives handled and prints/albums prepared/produced by the Photo Division during the year (April-November 1998) are as under:

1.	News and feature assignments covered (black-and-white and colour)	2,357
2.	Negatives handled (b&w and colour)	71,085
3.	Colour slides/transparencies prepared	1,010
4.	Black-and-white prints made/prepared	3,01,504
5.	Colour prints made/prepared	30,022
6.	Total black-and-white and colour prints made	3,31,526
7.	Total photo albums/wallets produced/prepared	85

## SONG AND DRAMA

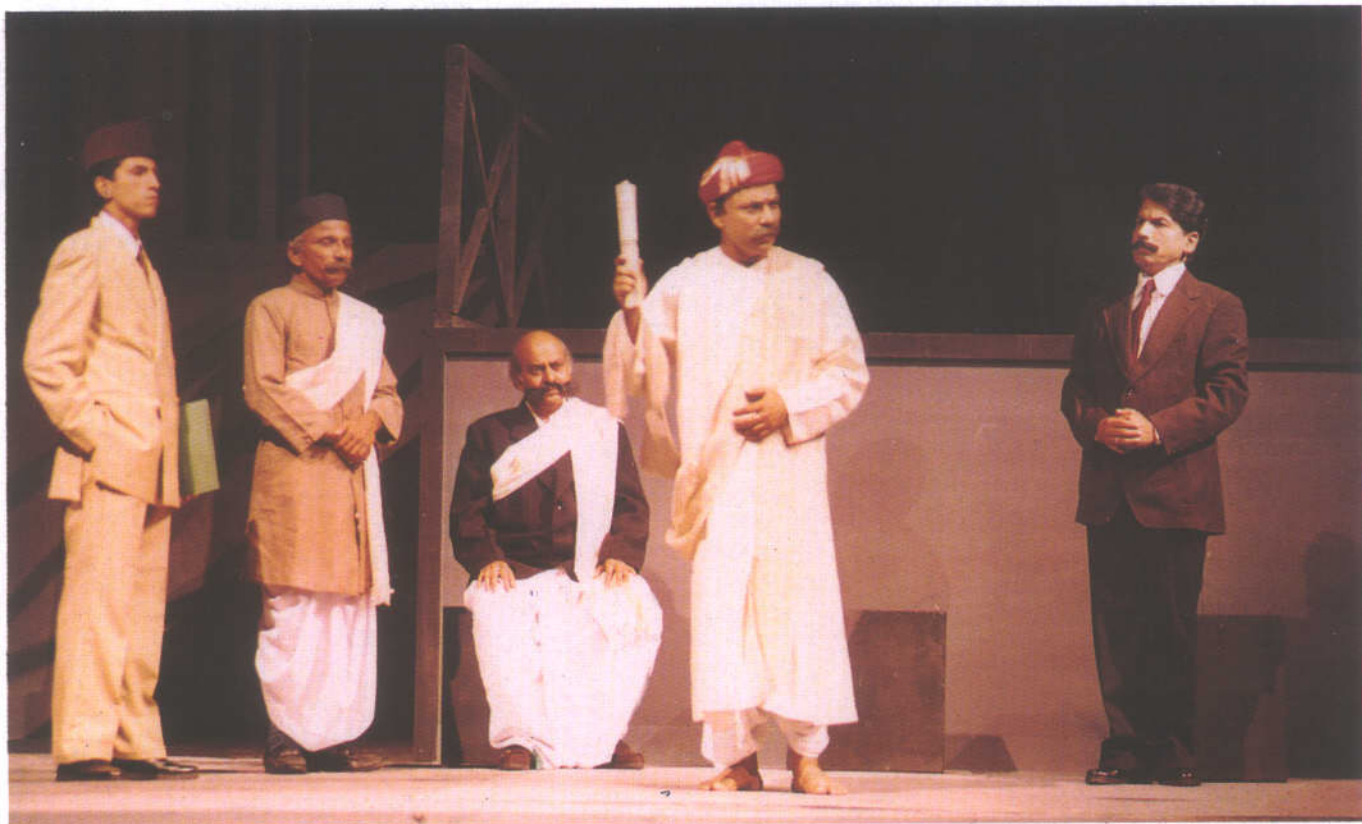
### SONG AND DRAMA DIVISION

11.1 The Song and Drama Division is a media unit of the Ministry, with a specific mandate of development of communication in rural areas. This is the largest organisation in the country which uses the performing arts as a mode of communication. It utilises a wide range of folk and traditional forms, including recitals, puppetry and even the skills of hundreds of magicians with an age-old tradition. In addition, the Division also utilises Sound and Light shows with modern techniques for presenting programmes on broad

national themes such as Communal Harmony, National Integration, Secularism, Promotion of Cultural Heritage, Health, Environment, Education, etc.

### Organisational Set-up

11.2 With its Headquarters in Delhi, the Division has ten Regional Centres, seven Border Centres, six Departmental Drama Troupes, nine Troupes of Armed Forces Entertainment Wing, three Sound and Light Units and a Tribal Pilot Project at Ranchi, apart from approximately 700 registered



*A scene from 'SAMAR YATRA' - A Light and Sound Programme*

troupes and about 1000 empanelled artistes of various categories.

### **Border Publicity Troupes**

11.3 The Division has 28 Border Publicity Troupes located in seven Border Centres, viz., Imphal, Jammu, Shimla, Nainital, Darbhanga, Jodhpur and Guwahati. These Troupes have undertaken publicity in the remote border areas to educate the people about various development schemes and also to counter the propaganda across the border. During 1998-99 (till December 1998) 995 programmes were organised in close collaboration with SSB, BSF and other Government agencies.

### **Departmental Drama Troupes**

11.4 Departmental Drama Troupes situated at Pune, Patna, Hyderabad, Bhubaneswar, Srinagar and Delhi presented 230 shows on various themes like Family Welfare, AIDS, Drug Abuse, National Integration, Communal Harmony, Environment issues, etc. These troupes presented shows especially in local fairs and festivals where large number of people congregate. Famous festivals like Ganesh Festival in Maharashtra, Car Festival in Orissa, Budh Mahotsav in Bodh Gaya were also covered.

### **Armed Forces Entertainment Troupes**

11.5 The Armed Forces Entertainment Wing of the Division provides entertainment to the Jawans in forward areas. There are nine troupes situated in Delhi and Chennai. During the year, the troupes presented 261 programmes upto February 99. These programmes were organised in coordination with the Defence authorities. In addition, these troupes presented programmes for national and international gatherings and also participated in *Sadbhavana Samaroh* in Leh and Ladakh, Golden Jubilee Celebrations, Peace March, Campaigns on Pulse Polio, Rural Areas and Employment Schemes, Campaigns on Prevention of Malaria, Girl Child Week, Prevention of AIDS, etc.

### **Tribal Publicity**

11.6 The Ranchi Tribal Centre established for

involving Tribal Cultural Troupes has been upgraded to increase the awareness activities and also to involve more and more tribal artists in the developmental process. During 1998-99 (till February 1999), 746 programmes were organised by these troupes in the tribal areas of Bihar, Orissa and Madhya Pradesh to educate the people about various schemes meant for the tribals. Various Adivasi festivals were covered by organising special cultural programmes. Special efforts were made by the Guwahati Regional Centre to reach the tribal population of North-Eastern States by deploying troupes to communicate on developmental issues.

### **Sound and Light Programmes**

11.7 With the objective of educating the people in general and youth in particular about the rich heritage of the country and the sacrifices made by the freedom fighters, the Sound and Light Units of the Division are mounting Sound and Light spectacle which are witnessed by thousands of people. The Delhi Unit mounted special Sound and Light Programmes "SAMAR YATRA" in Delhi in August 1998 to mark the closing function of the Golden Jubilee Celebrations of India's Independence and "Manzilen Aur Bhi Hain" at Pushkar, Rajasthan. The Bangalore unit presented "Subramania Bharati" at Chennai, "Karnataka Vaibhav" at Dharwad and "Krishna Deva Raya" at Hampi and "Jaati Ki Oopiri Swathantryam" at Ananthapur, Andhra Pradesh. These units presented 82 programmes during 1998-99 (till February 1999). On the occasion of the Liberation of Goa, the Division presented 7 shows of the special Sound and Light programme "Samar Yatra" at Goa in December 1998.

### **Professional and Special Services**

11.8 The Division deploys cultural troupes comprising the folk and traditional artists for communicating to the people in their own cultural context. The private troupes are registered and oriented for communicating various developmental themes to the people living in rural areas. More than 700 troupes comprising about 7,000 artists and more than 1,000 empanelled artists engaged in the activities of the Division presented 28,594 programmes upto February 1999. These troupes

participated in the campaigns organised by the Division on AIDS Awareness, Health and Family Welfare, National Integration, Communal Harmony, New Economic Policy, National Social Assistance Programme, Girl Child Week and Prevention of Malaria, etc.

### Health and Family Welfare

11.9 To publicise the various aspects of Health Care, Small Family Norm, Mother and Child Health, Sanitation, Immunization, etc., the Division makes use of the various formats of live media to reach the remote and backward areas where electronic and print media are inaccessible. Orientation workshops on these programmes were organised for the officers of the Division and for troupes to prepare new programme packages. A campaign on Pulse Polio Immunization was launched to present 5,000 programmes. The programmes on Health and Family Welfare were also organised at the prominent fairs and festivals including the India International Trade Fair. More than 6,000 performances were presented on Health and Family Welfare up to November 1998.

### Major Activities

11.10 The Division undertook major publicity campaigns on National Social Assistance Programme, Prevention of Malaria, Prevention of AIDS, Pulse Polio Immunization, Drug Abuse, National Integration and Communal Harmony, Revamped Public Distribution System and New Economic Policy. *Sadbhavana Samaroh*, Golden Jubilee Celebrations of India's Independence, Sound and Light Programmes "SAMAR YATRA" and "MANJILEN AUR BHI HAIN" on freedom struggle, 'Krishnadevaraya of Vijayanagar Empire', 'Karnataka Vaibhava' on the history and culture of Karnataka and "Subramania Bharati" on freedom movement are some of the prestigious programmes of the Division organised till date, during the period. Special publicity was undertaken in the sensitive and Inner Line areas of North-Eastern States, Jammu and Kashmir, Punjab and other border regions of the country. Cultural Troupes from Tribal, Scheduled Caste and Minority Communities were involved for such publicity efforts. The activities of the Division are carried out under various Plan and Non-Plan schemes.

### Golden Jubilee Year of Independence

11.11 As part of its activities for the closing celebrations of the Golden Jubilee Year of India's Independence, the Division organised year-long programmes from August 1997 in different parts of the country. Programmes were also organised in Uttar Pradesh, Punjab, Himachal Pradesh and Karnataka. A special programme *Amar Bharati* was presented at Calcutta. On the Marina Beach in Chennai programmes were presented for a fortnight. In addition, the Division presented colourful programmes in Nepal on this occasion.

### Sound and Light Programme

11.12.1 The Division also arranged the following Sound and Light Programmes:-

- A. Delhi, Goa and Ahmedabad - SAMAR YATRA - On freedom movement of India's Independence from 1857 to 1947
- B. Pushkar (Rajasthan) - "MANJILEN AUR BHI HAIN" depicting the rich cultural heritage with special reference to the 1857 mutiny.
- C. Chennai (Tamil Nadu) - "Subramania Bharati", a Sound and Light spectacle highlighting the contribution of the great poet in attaining freedom.
- D. Ananthapur (Andhra Pradesh) - 'JAATI KI OOPIRI SWATANTRAYAM', depicting great events in India's freedom struggle.
- E. Dharwad (Karnataka) - "KARNATAKA VAIBHAVA", on the cultural heritage of Karnataka and freedom movement.
- F. Hampi (Karnataka) - "SRI KRISHNADEVARAYA", on communal and linguistic harmony.
- G. Kaladi (Kerala) - SWATHANTHRYAM THANNAE JEEVITHAM - the history and culture of Kerala & Indian freedom struggle.

11.12.2 A *Sadbhavana Samaroh* was organised in Ladakh region of Jammu and Kashmir. About 1000 programmes were organised during Communal Harmony campaigns launched in



Rajouri, Poonch, Kathua and Udhampur districts of Jammu & Kashmir. A campaign on National Integration was organised in sensitive areas of Assam and border areas of North-East Region. Similar campaigns on National Integration and Communal Harmony were also launched in Andhra Pradesh, Karnataka, Punjab and Uttar Pradesh.

11.12.3 During a special campaign on Prevention of Malaria, programmes were organised in identified districts of Rajasthan, Orissa and Madhya Pradesh. With its coordination of the AIDS Cell of the State Governments special campaigns on Prevention of AIDS were launched in Haryana, Madhya Pradesh, Uttar Pradesh, Andhra Pradesh and North-Eastern States. More than 1,000 programmes were organised during a campaign on Panchayati Raj, NSAP, Employment Assurance Scheme and Watershed Programme in coordination with the Ministry of Rural Areas and Employment, in the rural and remote areas of the country. Publicity was also undertaken by the Division on New Economic Policy measures being implemented by

the Government. Similarly, programmes on the Revamped Public Distribution System were organised especially in the Tribal and identified areas. On the Girl Child, a special campaign was launched in West Bengal and Orissa in coordination with UNICEF.

### **Fairs, Festivals and Anniversaries**

11.13 The Division covered almost all prominent Fairs, Festivals and Melas. Car Festival of Orissa, Dussehra Festival of Karnataka, Himachal Pradesh and West Bengal, Onam Festival of Kerala, Baishakhi in Punjab, Pongal in Tamil Nadu, Bihu in Assam, Raas and Yakchung in Manipur, Ganesh Festival of Maharashtra, Holi Festival, Durga Puja Festival of West Bengal, India's International Trade Fair, New Delhi were covered by presenting cultural programmes. Gandhi Jayanti, Children's Day, Sadbhavana Diwas, Teacher's Day, Quami Ekta Week, etc., were also observed including the Birth Anniversaries of Netaji Subhas Chandra Bose, Vinoba Bhave, Dr. B.R. Ambedkar, Rabindranath Tagore and Swami Vivekananda.

## RESEARCH, REFERENCE AND TRAINING

### RESEARCH, REFERENCE AND TRAINING DIVISION

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

others engaged in mass communication. The Division also looks after the training aspects of the Indian Information Service (IIS) officers in collaboration with the Indian Institute of Mass Communication (IIMC), further underscoring the Ministry's emphasis on manpower planning and development.

12.1.2 During the year 1998-99, a comprehensive review of the functioning of the Division was undertaken and action was initiated for total computerisation of the Division. Internet facility and e-mail services were introduced and a Website was set up. Action has been started on the installation of a "Composite Library Information Management



*Shri Pramod Mahajan, Minister of Information and Broadcasting, releasing the Reference Annual 'India-1999'*

System” which will provide on-line referral services to the users. Two new services—Development Digest (monthly), which focuses on development issues and Media Update (fortnightly), which highlights national and international media events were started.

12.1.3 The Division compiles two annual reference works entitled ‘India—A Reference Annual’, an authentic work of reference on India, and ‘Mass Media in India’, a comprehensive publication on mass communication in the country. The forty-third edition of the Reference Annual ‘India-1999’ was released on 31 December 1998 and ‘Mass Media in India’ is expected to be released in March 1999. The work of compiling and editing the two books was undertaken by the Division, with special efforts to supplement the Reference Annual with up-to-date inputs on Government perspectives and policies on information technology. The Division is also working on an exhaustive Compendium (Diary of National Events) encompassing the history of India in its 50 Years since Independence.

12.1.4 During the year 1998-99 (upto February 1999), the Division completed 52 reference assignments in Hindi and English. Prominent among them are: ‘A biography of Nobel Laureate Amartya Sen’ and the Reference Papers: ‘50 Years of Nuclear Research’, ‘Space Scientists Scale New Heights’, ‘Maternal and Child Healthcare’, ‘Atomic Energy - A Proud Indian Chapter’, ‘SAARC - A Symbol of Cooperation’, ‘Right to Information’, ‘Broadcasting to and for the People’, ‘Internet - the New Info-wave’, ‘Educational Achievements during the Last 50 Years’, ‘India - The Antarctic Experience’ and ‘Regulatory Mechanisms in Cable TV Network and Broadcast Services’. The English fortnightly ‘Diary of National and International Events’ continues to be released by the Division in a new format.

### Reference Library

12.2 The Division has a well-equipped library with a large collection of documents on various subjects, bound volumes of selected periodicals and various reports of the Ministries, Committees and



*Valedictory function of the Diploma Course in Development Journalism for Non-aligned and other Developing Countries*

Commissions. Its collections include specialised books on subjects pertaining to Journalism, Public Relations, Advertising and Audio-Visual Media, all prominent encyclopaedia series, year-books and contemporary articles. The library facilities are available to accredited correspondents from both Indian and foreign Press and to Government officials. Nearly 400 new titles were added to the library during the year, including books in Hindi on various subjects.

### **National Documentation Centre on Mass Communication (NDCMC)**

12.3.1 The National Documentation Centre on Mass Communication (NDCMC) was created in 1976 as a part of the Division on the recommendation of an Experts Committee set up by the Ministry, for collecting, interpreting and disseminating information about the events and trends in Mass Media. The NDCMC documents and indexes all news items, articles and other information materials available on mass communication. The current activities of the Centre range from collecting and documenting information to dissemination of it not only for the development of cross-country mass communication but also for participation in the international information flow.

12.3.2 The information collected by the NDCMC is maintained and disseminated through about a dozen regular services. These include 'Current Awareness Service' 'Bibliography Service', 'Who's Who in Mass Media' and 'Honours Conferred on Mass Communicators'. The Centre brought out 36 papers during 1998-99 (upto February 1999).

### **Training**

12.4.1 A batch of 18 IIS Group 'A' probationers completed their 11-month orientation and Basic Course in Mass Communication. They have now been attached to different media units for on-the-job training for 12 months. A new batch of 11 officers of Senior Grade IIS Group 'A' have joined the IIMC for an 11-month Orientation and Basic Course in Mass Communication.

12.4.2 A three-month basic training course in communication for Senior Grade IIS Group 'B' officers, newly recruited by UPSC was organised by

the Division at IIMC. This training gave the new officers orientation and exposure to the working of various media units under the Ministry of I&B. A specially designed computer training module conducted by NIIT professionals was included in their training programme.

### **Indian Institute of Mass Communication**

12.5.1 Indian Institute of Mass Communication (IIMC) was set up on August 17, 1965 as a centre of advanced study, research and training in various fields of mass communication. It is an autonomous body receiving funds primarily from Government of India through the Ministry of Information and Broadcasting. The Institute was registered on January 22, 1966 under the Societies Registration Act (XXI) of 1860.

12.5.2 It conducts teaching, training and research programmes, organises workshops, seminars and conferences and contributes to the creation of information infrastructure suitable for India and other developing countries. The Institute has acquired fairly good image both nationally and internationally and is recognised as "Centre of Excellence" by international organisations such as the AMIC, UNICEF, UNESCO, WHO, FES and IAMCR etc. The Institute also provides consultancy services on request to Central and State Government Departments and Public Sector Undertakings, and helps in training and research programmes related to different media of communication.

12.5.3 During the year 1998-99, the IIMC conducted two training programmes and five Diploma courses namely, i) Orientation course for Officers of the Indian Information Service (Group A); ii) Broadcast Journalism Course for Personnel of All India Radio and Doordarshan; iii) Post-Graduate Diploma Course in Journalism (English) at New Delhi and Dhenkanal (Orissa); iv) Post-Graduate Diploma Course in Journalism (Hindi); v) Post-Graduate Diploma Course in Advertising and Public Relations; vi) Post-Graduate Diploma Course in Radio and TV Journalism; and vii) Diploma Course in Development Journalism for Non-aligned and Other Developing Countries.

### **Convocation**

12.6 31st Annual Convocation of the Institute



*Participants attending the State Information Ministers' Conference held at New Delhi in September, 1998*

was held on April 23, 1998. Altogether 159 successful students of the five post-graduate diploma courses including 18 participants of the Diploma Course in News Agency Journalism for Non-Aligned countries were conferred the Diplomas. 5th Annual convocation of the IIMC branch at Dhenkanal(Orissa) was held on May 9, 1998. 37 successful candidates were awarded the Diplomas.

### **Academic Session 1998-99**

12.7.1 The admission were offered to 40 students in Post-Graduate Diploma Course in Journalism (English), 41 in Post-Graduate Diploma Course in Journalism (Hindi), 41 in Post-Graduate Diploma course in Advertising and Public Relations and 29 in Post-Graduate Diploma Course in Radio and TV Journalism. In the 6th Post Graduate Diploma in Journalism (English) at IIMC, Dhenkanal(Orissa) admission were offered to 38 students.

12.7.2 The Institute conducted 22 short courses, workshops and seminars during the period from April to December, 1998. 22 participants from 19 countries participated in the 31st Diploma Course in Development Journalism for Non-aligned and Other

Developing Countries which commenced from July 6 to November 27, 1998. 32nd course in the series commenced from December 7, 1998.

### **Research & Evaluation Studies**

12.8 During the period from April to December 1998 the Institute undertook research/evaluation studies.

- i) Assessment of All India Radio — On the basis of the field work for the project in North, South, East, West and Central Zones and North-East region the collected data from the respondents (media personnel) was analysed and two reports namely, a) Assessment of News Services Division of AIR and b) Multi-faceted aspect of All India Radio were submitted to DG: AIR.
- ii) Assessment of NACO- sponsored Programme on Radio (Time FM) — The preliminary report has been prepared.
- iii) Media Coverage of Health Issue (WHO) — The study by World Health Organisation was conducted in eight countries of South-East

Asia region. The health issues covered in Newspapers, Radio and Television Broadcast in each of the selected countries were analysed. The findings of the study were presented to WHO, Delhi.

- iv) Film Censorship Study (All India)
- v) Water and Sanitation Base Line Survey (All India)
- vi) Role of Media during elections.

### Publication

12.9 The Institute brings out two quarterly journals "Communicator" (English) and "Sanchar Madhyam" (Hindi) and a number of laboratory journals namely "ECHO", "IIMC Times", "Jan Sanchar" are being brought out by the Students.

IIMC published a book "Serving Bosses Big and Small: Reminiscences of an Information Officer". A book entitled "Press as leader of Society" was also published on behalf of the Press Council of India.

### Branches

12.10 The IIMC has opened its four branches in the country on regional basis to meet the growing demand for quality education and training in the field of mass communication. The first branch was set up on August 14, 1993 at Dhenkanal (Orissa). The remaining three branches at Kottayam (Kerala), Jhabua (Madhya Pradesh) and Dimapur (Nagaland) are at various stages of land acquisition/construction. These branches have, however, started organising short term courses, workshops and seminars of varying durations under their auspices.

## PLAN AND NON-PLAN PROGRAMMES

### Plan Outlay

13.1.1 The Planning Commission has approved an Annual Plan outlay of Rs.661.93 crore for

1998-99 and Rs. 2970.34 crore for the Ninth Plan. The details of outlays for the Ninth Plan and Annual Plan (1998-99) are as under:

(Rupees in Crore)

Sector	9th Five Year Plan (1997-2002)	Annual Plan (1998-99)
	Approved Outlay	Approved Outlay
1. Prasar Bharati	2684.34	599.40
a) AIR	848.34	150.00
b) DD	1836.00	449.40
2. Information Sector	98.30	19.55
3. Films Sector	187.70	42.98
<b>Total</b>	<b>2970.34</b>	<b>661.93</b>

13.1.2 The Statement showing details of the Budget for Plan and Non-Plan programmes in respect of Ministry of Information and Broadcasting is at Appendix.

13.1.3 The physical and financial achievements of the media units with regard to Plan programmes during 1998-99 are indicated below:

### INFORMATION WING

#### Press Information Bureau

13.2.1 The approved annual Plan (1998-99) outlay for PIB is Rs. 4.63 crore. During this period PIB continued its efforts to improve the network for dissemination of information relating to the policies and programmes of the government transmission of information by speeding up transmission

of information through expansion of the computer network. The Bureau has also developed a PIB Web site on the INTERNET, thus making its material available for international consumption. Under the scheme 'Modernisation and Computerisation of the activities of PIB', it is proposed to modernise the working of the Bureau by acquiring the latest equipments and updating the existing ones for effective communication network. While two PIB offices are envisaged to be modernised during this year, it is proposed to take up two more offices during 1999-2000. It is also proposed to upgrade the existing computers and install VSATs at the Regional/Branch offices.

13.2.2. During 1998-99, under the scheme 'Greater Mobility in PIB's Offices', 4 vehicles are proposed to be acquired. The scheme 'Opening of

Branch offices of PIB' aims at widening the information network in tribal areas through language and dialect newspapers and other media under Tribal Sub Plan in the North Eastern States' for promoting developmental activities and peoples' participation. Under the scheme 'Coordinating and organising of press parties to tribal areas under Tribal Sub Plan', five tours comprising small groups of journalists and columnists were arranged.

### **Publications Division**

13.3 An amount of Rs. 64 lakh has been allocated for the current financial year for (1) Modernisation viz. (a) Upgradation of DTP hardware and software; (b) Modernisation of sales emporia; (c) Human Resource Development - (Training); (d) Putting Publications Division on the Internet including electronic book and multimedia CD on CWMG, (2) Mobile bookshops in the North East region & (3) Bringing out Yojana in Oriya. Hardware and software have been purchased for computerisation of Art Section and Editorial publishing. Modern gadgets like photocopiers, FAX, electronic typewriters etc. have been purchased for various sales Emporia of the Division. To sharpen their skills in publishing/editing etc., the officials of the Division have undergone various training courses in publishing/editing etc.

### **Photo Division**

13.4 'Modernisation of Photo Division' has been included in the Annual Plan 1998-99 with an allocation of Rs. 76 lakh. As part of its modernisation programme Photo Division proposes to acquire a photo library for archiving the photographs and also modernise its photo gathering equipment through acquisition of digital camera systems and digital printing process.

### **Directorate of Advertising & Visual Publicity**

13.5 An allocation of Rs. 1.44 crore was made in DAVP's Annual Plan 1998-99 for schemes relating to Developmental Publicity Programmes and Strengthening and Improvement of Mobility. Publicity programmes relating to 50 years of India's Independence focussing on the achievements made in the country, were organised through various media under the sub head 'Dissemination of information on Electronic Media', audio spot was pro-

duced on information relating to the problem of Dropsy disease and was broadcast on AIR. Similarly, audio spot was also produced in the jingle format as part of celebration of 50th anniversary of Universal Declaration of Human Rights and was broadcast on national channel of AIR. Under the sub-head 'Outdoor Publicity' metallic badges depicting the logo of 50th Anniversary of India's Independence were produced and distributed to the school children. Under the scheme, 'Strengthening of DAVP and Improvement of Mobility', the second and final phase of preparation of site etc. as part of modernisation of DAVP has been completed.

### **Soochna Bhavan**

13.6 Construction of Phase IV of Soochna Bhavan which houses the various media units of this Ministry in a single complex, is under progress. The outlay earmarked for the scheme during annual Plan 1998-99 is Rs. 2.40 crore.

### **Computerisation of Pay & Accounts Organisation**

13.7 For the financial year 1998-99, an allocation of Rs. 25 lakh has been made for CCA's organisation for computerisation of PAO (Secretariat) New Delhi. Civil and Electrical works have been completed. Orders worth Rs. 11 lakh approximately have been placed for purchase of computer hardware and software. The residual works are proposed to be completed during the fourth quarter of this financial year.

### **Song & Drama Division**

13.8 The Plan Outlay for the year 1998-99 is Rs. 1.82 crore. Under the Sensitive areas and Inner Line Publicity Schemes and Special Publicity Schemes for Border areas, the Division has undertaken special publicity in the sensitive areas of the North Eastern states, J&K, Punjab and other border regions of the country. The objective of the Schemes is to bring the people in the border areas into the national mainstream and counter the propaganda from across the border. 1448 programmes were organised under these Schemes upto September 1998. The Division organised Sadbhavana Samarohs and programmes on celebration of 50 years of India's Independence in



Leh, (Ladakh); North-Eastern States and Jammu and Kashmir. The Sound & Light Units of the Division presented programmes at Ananthapur, Delhi, Dharwar, and Guwahati.

### **Directorate of Field Publicity**

13.9 The approved Annual Plan outlay for 1998-99 is Rs. 2.73 crore. This directorate organised five conducted tours and two more are planned during the last two months of the financial year. Computer hardware/software comprising eight computers, 5 MS Office 97, 5 UPS and computer articles etc. have been acquired. 50 Light Weight Generators and 75 Carrying cases for Video Projectors under the Scheme, 'Purchase of Video Projectors/generators' have been procured. Action has been initiated for the purchase of 50 Video Projectors. DFP has procured 355 VHS cassettes of 10 films so far. Under the Scheme 'Opening of new Units and Maintenance', the maintenance work of 8 Field Publicity Units, which were created during 1997-98, is underway. Action for procurement of eight vehicles for these units has been initiated.

### **Indian Institute of Mass Communication**

13.10 The Institute has an approved outlay of Rs. 3.80 crore for Plan Schemes during 1998-99. During this period, the Institute has undertaken six Research and Evaluation Studies out of which three studies have been completed and the remaining are in progress. The Institute has expanded its facilities for radio news gathering by adding nearly 20 professional tape recorders, microphones and other accessories. New Colour TV monitors, VCRs and a large number of U-matic tapes have been procured. In order to keep pace with developments in the field of communication, especially in the area of computer based editing and publishing, the Institute has acquired 28 Personal Computers and a Desk Top Publishing (DTP) system with four terminals to provide facilities to students in electronic editing and computer-based graphic lay-out, design and page makeup. There are two Camcorder units for video production. These include two HI-8 Video Cameras for digital technology with time code facility and Computer editing suite with Video typewriter. HI-8 Cameras also have Beta Cam attachment facility for high quality. On New Delhi Campus, a new Teaching Block has become

operational. At Kottayam, a site office has been constructed on the land under the Institute's possession.

### **Broadcast Engineering Consultants India Ltd. (BECIL)**

13.11.1. BECIL, has a provision of Rs. 1.03 crore towards Internal and Extra Budgetary Resources for Annual Plan 1998-99. The main focus of operations during 1998-99 has been to continue execution of consultancy and turnkey projects in the fields of audio and acoustic systems, video, studio systems and satellite uplinks and downlinks and also to make a foray in the overseas market. With this in view, BECIL participated in

- (i) Broadcast Asia-98 Expo in Singapore.
- (ii) Operation and Maintenance contract for Radio and Television Transmitters in Kuwait and Earth Station in Saudi Arabia.
- (iii) Execution of Stage Lighting and Stage furnishing project for Indira Gandhi Centre for Indian Culture (IGCIC), Mauritius and
- (iv) provision of Constancy for the introduction of RDS Services for Radio Nepal.

13.11.2 BECIL is executing the work of acoustics design and video systems and conference system for Auditoria at Lucknow. Projects for providing Duplexes for FX transmitters of All India Radio as well as DRS for Doordarshan are under progress. A project for integration, supply and testing of Text and Graphic Systems to Doordarshan Centres is also under process. BECIL is also providing Information Strategy Planning for National Seeds Corporation.

13.11.3 Some of the major works completed during this year include providing Audio system for National School of Drama and IIMC, Delhi; Phase III of Airport Announcement System at Patna Airport; consultancy on Microwave Line for ORTEL, Bhubaneswar; consultancy on Audio and Lighting Systems for Ashok Hotel Convention Hall; RDAT recording Equipment for All India Radio; and installation of sundry studios, DSNGs for Doordarshan and other TV channels. BECIL has

also provided experts for DSN operation for Telstra-V Comm. service by VSNL.

### **Films Division**

13.12 The Plan Outlay of Films Division for 1998-99 is Rs. 5.25 crores. During the period April 98 to October '98, the Division has completed 8 documentary/featurette films especially bringing out the cultural and social changes taking place in rural areas and more than 29 featurette/documentary films on various subjects such as National Integration, Dowry System, Untouchability, Bonded Labour, Upliftment of SC/ST and Illiteracy are at various stages of production. Under the scheme 'Professional Training and Orientation Courses', the Division sent 56 technical/non-technical staff to various training programmes. The Division organises biennial International Film Festival for Documentary, Short and Animation films and the next festival will be held in February-March 2000. Under the scheme 'Creation of Marketing and Sales Potential in Films Division', sale of 2550 cassettes, 34 prints and stockshorts for a total amount of Rs. 16.98 lakh has been made. There is a provision for (i) replacement and modernisation of obsolete equipments, (ii) to develop and equip the Division with video facilities, (iii) renovation/restoration of Gulshan Mahal and (iv) preparing revised plans and estimates for construction of building for preservation of archival material.

### **Directorate of Film Festivals (DFF)**

13.13 The Directorate organised the 45th National Film Festival in New Delhi during July 1998 and the 30th international Film Festival of India (IFFI) in Hyderabad from 10 to 20 January, 1999. For IFFI '99, around 250 films were procured. The festival was attended by about 250 delegates. Film Weeks, Cultural Exchange Programmes (CEPs) and Film Exposition other than CEPs are proposed to be organised abroad during the year.

### **National Film Archive of India (NFAI)**

13.14 A budget grant of Rs. 2.52 crore for seven continuing schemes and two new schemes was allocated to NFAI for the year 1998-99. During April to December '98, NFAI acquired 191 books, 90 scripts, 72 disc records, 88 pre-recorded audio

cassettes, 6 pamphlets, 1358 stills, 323 song booklets, 1093 wall posters, 408 slides and 3 audio compact discs. Further, 71 films and 92 video cassettes were also acquired during the same period. Under the scheme 'Construction of specialised vaults for nitrate films', technical spadework is under completion to enable start of construction work on the project. NFAI also conducted the annual four week Appreciation Course in May-June 1998 in Pune and short duration courses at other centres. Computerisation of archival data as well as the administrative work is making steady progress. 80 per cent work of construction of staff quarters has also been completed.

### **Film & Television Institute of India, Pune**

13.15 The outlay of Plan schemes for the year 1998-99 of Rs. 7.00 crore. This includes provision for purchase of machinery and equipment for film and TV wings. Most of the equipment proposed to be purchased are of the nature of updating obsolete equipment. The process for purchase of equipment is in progress.

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

13.16 The Annual Plan Outlay approved for the various Plan Schemes of the NFDC for the year 1998-99 is Rs. 8.70 crore which has been entirely funded by the Internal and Extra Budgetary Resources (IEBR) generated by the Corporation. NFDC has produced/financed 13 films/film equipment during this year. The corporation has extended loan assistance and joint venture for construction of five theaters. The Corporation has also imported 100 films for theatrical, video and TV rights.

### **National Centre of Films for Children & Young People (N'CYP)**

13.17 The Plan outlay for the current year is Rs. 5.60 crore. During the year work on these three feature films have been completed and work on three others is in progress. 26 episodes of a TV serial were completed and the production work on one short animation film is in progress. N'CYP has participated in 11 International Film Festivals and completed post-Festival activities in respect of

10th I'CYP during the year. The land to construct the proposed Children's Film Complex in Hyderabad has been taken over by N'CYP. The construction is expected to commence during 1999-2000 only.

### **Central Board of Film Certification (CBFC)**

13.18 During the year 1998-99, the approved Plan outlay for CBFC is Rs. 61 lakh for its five continuing Schemes. Under the scheme, 'Establishment of Computerised Management System' computers have been installed at Mumbai, Calcutta and Chennai. While computer has been purchased for the Regional Office, Hyderabad, action has been initiated to purchase computers for the Regional office, Bangalore. Action has also been initiated for procuring a Steenbeck editing machine for CBFC office at Bangalore under the scheme—Augmentation of Infrastructural Facilities in the Regional Offices of CBFC. Under the scheme 'Organisation of Training courses and Studies', a training programme was arranged for the benefit of Board Members and Officers in the Tata Institute of Social Sciences, Mumbai. A 'Study on Impact of Sex and Violence in Films' has been entrusted to the Indian Institute of Mass Communication, New Delhi.

### **Satyajit Ray Film and Television Institute, Calcutta (SRFTI)**

13.19 The approved Annual Plan outlay for SFTI for the year 1998-99 is Rs. 10.00 crore. Presently a total of 64 students are undergoing training in various courses in the Institute. A number of Film makers who were invited to hold workshops, seminars etc. organised workshops on different aspects of film production including Direction, Cinematography, Editing and Sound Recording. In addition, students visited Kalinga Prasad Studio, Bhubaneswar, for the latest training on processing and modern lab. The Institute has adopted an innovative role to screen films on a day-to-day basis for the benefit of the students. The institute screened 153 films including 29 shorts/documentaries. The Institute purchased/collected 731 foreign and Indian books for its library. The library has also collected 381 VHS cassettes, 283 CDs, 26 LDs and 31 audio cassettes. The various construction works, due for completion in March, 2000, are in progress.

## **BROADCASTING WING**

### **All India Radio**

13.20.1 AIR has an approved outlay of Rs. 150.00 crores for the year 1998-99. During the year, the power of the existing transmitters located at Sambalpur and Gulbarga have been upgraded. In addition, a 50 KW SW transmitter has been installed at Ranchi which will provide shortwave support to the medium wave primary coverage in the entire state of Bihar. Two high power SW transmitters of 250 KW each have been installed at Delhi for further strengthening of External Services. In the North-East, five Community Radio Stations, one each at Williamnagar (Meghalaya), Mon (Nagaland), Tuensang (Nagaland), Nongastoin (Meghalaya) and Saiha (Mizoram) have been set up. Besides, Studio facilities at Delhi, Calcutta, Mumbai, Chennai, Guwahati and Cuttack have been further refurbished and modernised with latest equipment.

13.20.2 All India Radio now has 195 stations. The present network of 302 transmitters (MW-144, SW-55 and FM -103) provides coverage to an estimated 97.3 per cent population spread over 90 per cent area of the country. Five more Stations, one each at Chamoli (U.P.) ; Kokrajhar & Dhubri (Assam); Ziro (Arunachal Pradesh) and Churachandpur (Manipur) and 10 KW FM transmitter projects for CBS, at Jamshedpur (Bihar), Siliguri (West Bengal), Coimbatore (Tamil Nadu) and 20 KW MW transmitter project at Pondicherry are expected to be technically ready by March, 1999.

13.20.3 During the period from 1 April 98 to 30 November 98, the Staff Training Institute (Technical) located at Delhi has conducted 71 courses (Out of which 35 courses were conducted outside Delhi) in which 1190 officials were trained. A Regional Staff Training Institute (Tech.) has been set up at Bhubaneswar.

### **Doordarshan**

13.21.1 During 1998-99, Doordarshan's approved outlay for Plan schemes is Rs. 449.40 crore. For the purpose of expansion of primary channel (DDI) coverage, 2 high power; 54 low power and 25 very low power transmitters and for expansion of metro channel (DD-2) coverage, 5 low power transmitters have been commissioned so far during the year. Besides, four Studio centres to augment

in-house production facilities have also been commissioned. The locations are given in Annexure-I. With the commissioning of the above projects, Doordarshan's network now comprises 45 studio centres and 1025 transmitters (Annexure-II). In addition, four studio projects, one HPT; 14 LPTs (including one for DD-2 service); and 6 VLPTs have been made technically ready. The details are given in Annexure III.

13.21.2 The other projects which are expected to be completed/commissioned during 1998-99 include Studio centres at Rajkot, Pune, Vijayawada, Bhawanipatna, Sambalpur (permanent set up); Mumbai (expansion); HPTs at Hassan, Rajamundry (permanent set up) and Bhuj (with antenna on 300 M tower) and Satellite uplinks at Kohima, Imphal, Shillong, Aizawl, Itanagar and Agartala.

13.21.3 The targets for 1999-2000 include completion of Studio projects at Mathura, Ranchi, Patiala and Trichur; installation of HPTs at 17 locations for expansion of DDI and DD2 service; completion of HPT projects in permanent set up at three locations and installation of 90 low power and very low power transmitters. Besides, there are projects like Satellite uplinking facilities at Panaji, Port Blair, Shimla and Srinagar and uplink facilities for digitally compressed News/OB feeds (simulcasting) at Bangalore, Hyderabad, Calcutta and Thiruvananthapuram.

## TRIBAL SUB PLAN / SPECIAL COMPONENT PLAN

### BROADCASTING SECTOR

#### Prasar Bharati : Doordarshan Wing

13.22.1 Doordarshan has commissioned 2 studios, 15 low power and 6 very low power transmitters in Tribal Sub Plan (TSP) districts during 1998-99 (till 15.12.1998). Locations of the above projects are given below:

#### I. Studios

- (a) Santiniketan - pmt. Set up (WB)
- (b) Jalpaiguri (WB)

#### II. LPTs

- (a) Tuni (Andhra Pradesh)
- (b) Gohpur (Assam)

- (c) Dibrugarh DD2 (Assam)
- (d) Mushabani (Bihar)
- (e) Radhanpur (Guj.)
- (f) Jhagadia (Guj.)
- (g) Dharampur (Guj.)
- (h) Cannanore - DD2 (Kerala)
- (i) Satana (Mah.)
- (j) Umerkhed (Mah.)
- (k) Mohana (Orissa)
- (l) Padua (Orissa)
- (m) Cheyyar (TN)
- (n) Kailasahar - DD2 (Tripura)
- (o) Taliamura (Tripura)

### III. VLPTs

- (a) Nichar (HP)
- (b) Udaipur (HP)
- (c) Sarangarh (MP)
- (d) Kalampur (Orissa)
- (e) Koksara (Orissa)
- (f) Chitrakonda (Orissa)

13.22.2 With the commissioning of the above projects, the number of studios in TSP districts has increased to 11 and that of transmitters to 333. Break up of transmitters is as under:

HPTs	-	20
LPTs	-	254
VLPTs	-	56
Transposers	-	3

13.22.3 All the 119 TSP districts are presently covered by TV services, either wholly or partially. For further expansion of coverage, 102 transmitters of varying power (including 29 high power transmitters) are presently under implementation in TSP districts.

#### Prasar Bharati : AIR Wing

13.23 All India Radio broadcast programmes relating to tribal welfare. Various welfare schemes of Central and State Governments relating to STs/SCs are given publicity from AIR stations. In the

North-East, five Community radio Stations at Williamnagar (Meghalaya), Mon (Nagaland), Tuensang (Nagaland), Nongstoin (Meghalaya) and Saiha (Mizoram) have been set up and will be commissioned as soon as the requisite staff for their operation and maintenance is sanctioned.

## **INFORMATION MEDIA**

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

13.24 PIB had identified two schemes to be taken up during 1998-99 for the benefit of the tribals, with an approved outlay of Rs. 10 lakh for each of the scheme. One of these schemes, namely, 'Coordinating Organising of Press parties to Tribal areas' aims to bring the people in the far flung North Eastern region into the National mainstream to promote national integration. Five press tours have been organised during this year so far. The other scheme 'Opening of branch offices of PIB under TSP' aims to open a branch office at Itanagar, to facilitate the flow of information and improve accessibility in the North-Eastern States.

### **Publications Division**

13.25 The Division has earmarked Rs. 10 lakh for benefit of the tribal population out of the 1998-99 Annual Plan outlay of Rs. 64 lakh. 'Upgradation of Desk Top Publishing', 'Mobile Book Shops for North-East region' and 'Bringing out Yojana in Oriya' are the schemes identified with the objective of dissemination of information on the policies and programmes of Government in tribal areas.

### **Song and Drama Division**

13.26 During 1998-99, two specific schemes

'Tribal Centre Ranchi', and 'Tribal/Hilly/Desert Area Publicity Scheme' have been identified by the Division for the benefit of STs. The Ranchi Centre presents programmes in tribal pockets to create awareness and sensitise the public on various schemes of the Government. During the year 1999-2000, the Division proposes to present 450 programmes in these areas. The Tribal/Hilly/Desert publicity scheme is operated by the Division through all Regional Centres. During the year 1999-2000, the Division proposes to present 1500 programmes. Under the Special Component Plan, the scheme 'Sensitive Area and Inner Line Publicity' aims to bring the people living in the border areas into the national mainstream and counter the propaganda from across the border. During the year 1999-2000, the Division proposes to present 2650 programmes. Besides, 'The Sound and Light Units at Delhi and Bangalore' have been set up with the objective to educate the people in general and the youth in particular about the history, culture and sacrifices made during the freedom struggle and progress thereafter. During the year 1999-2000, the Division proposes to present 30 programmes by each unit in Northern and Southern zones of the country.

### **Directorate of Field Publicity (DFP)**

13.27 DFP proposes to organise seven conducted tours, maintain eight Field Publicity units in the tribal areas including four units in the North-East region during 1998-99. Under TSP, it is also proposed to acquire 40 video Projectors, 50 Generators and 5 Pentium Computers during the year.

## INTERNATIONAL COOPERATION

### INDIA AND UNESCO

14.1.1 India is a founder member of UNESCO which is one of the specialised agencies of the United Nations Organisation. UNESCO's main goal is to promote international cooperation in the field of education, science and technology, social sciences, culture and mass communication. In order to promote the communication capabilities of developing countries, the 21<sup>st</sup> Session of the General Conference of UNESCO in 1981 approved the setting up of an International Programme for the Development of Communication (IPDC). India played a significant role in its inception and has been a member of the Inter-governmental Council (IGC) and also of the IPDC Bureau. India is playing a leading role in its activities over the years. Being one of the founding members of IPDC, this Ministry has been a representative at the meetings of the General Conference of UNESCO and Bureau/Session of IPDC.

14.1.2 India participated in the First SAARC Information Ministers Meeting held in Dhaka (Bangladesh) from 25<sup>th</sup> to 26<sup>th</sup> April 1998. The Meeting discussed the need for greater cooperation among media personnel, cooperation among news agencies, improving the programmes under SAARC Audio Visual Exchange and the steps to be taken to project SAARC outside the region.

14.1.3 India participated in the meeting of Asia-Pacific Regional Experts on the Legal Framework for Cyberspace from 8<sup>th</sup> to 10<sup>th</sup> September 1998. It also participated in the Third Regulatory Round Table for the Asia and the Pacific at Seoul from 14<sup>th</sup> to 16<sup>th</sup> September 1998 for finalising the report on Trans-border Satellite Broadcasting.

### India News Pool Desk and Non-aligned News Agencies Pool

14.2.1 The Non-aligned News Agencies Pool (NANAP) formally constituted in 1976 for the purpose of correcting imbalances in the global flow of information, is an arrangement for exchange of news and information among the national news agencies of non-aligned countries, viz., Asia, Africa, Europe and Latin America. Its affairs are managed by a Co-ordinating Committee elected for a term of three years. India is at present a member of the Co-ordinating Committee. The cost of running the Pool is met by the participating members.

14.2.2 The Press Trust of India (PTI) continued to operate the India News Pool Desk (INDP) of the Non-Aligned News Agencies Pool (NANAP) on behalf of the Government of India. India continued to contribute substantially to the daily news file of the Pool network. The reception of news into the Pool Desk during the year 1998-99 has been in the range of 20,000 words per day. INDP's own contribution to the Pool partners during the year has averaged 7,000 words per day.

## ADMINISTRATION

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

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

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

15.1.2 The Ministry is assisted and supported in its activities through 13 attached and subordinate offices, six autonomous organisations and two public sector undertakings.

### FORMATION OF THE MINISTRY OF INFORMATION & BROADCASTING

#### Attached and subordinate organisations

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 Archive of India
13. Chief Controller of Accounts

#### Autonomous and Public Sector Undertakings

1. Prasar Bharati (Broadcasting corporation of India)
2. Film and Television Institute of India
3. Indian Institute of Mass Communication
4. National Centre of Films for Children and Young People (N' CYP)
5. Press Council of India
6. Satyaji Ray Film and Television Institute
7. National Film Development Corporation Ltd.
8. Broadcast Engineering Consultants India Ltd.

#### Main Secretariat

15.2 The main Secretariat of the Ministry is headed by the Secretary who is assisted by an Additional Secretary, a Financial Adviser-cum-Additional Secretary, three Joint Secretaries and one Chief Controller of Accounts. There are 11 officers of the level of Director/Deputy Secretary, 15 officers of the rank of Under Secretary, 43 other gazetted officers and 285 non-gazetted officials in the different wings of the Ministry.

#### Information Facilitation Counter

15.3 The Information Facilitation Counter of the Ministry was opened on 4 May 1997 in pursuance of the decision to make the administration more transparent and responsive. The Counter is located near Gate No. 1 of Shastri Bhavan, and is open to public on all working days between 9.30 A.M. to 4.30 PM. The Counter is intended to provide a single point facility where the public would be able to obtain information on any aspect of the Ministry as well as subordinate formations. At present basic information on the Ministry and its units are available at the counter,

in a computerised format and also in the form of information leaflets etc. Necessary action is also being taken for setting up of information Facilitation Counters in Attached/Subordinate Offices of the Ministry. Efforts are being made to link the computer at the Information Facilitation Counter with the computers in the Ministry as well as Subordinate Offices, so that information on any activity of the Ministry as a whole would be available at the counter on real-time basis. For this purpose, Local Area Networking (LAN) Plan has been formulated by the Ministry and the same is likely to be implemented shortly.

#### Citizens' Charter

15.4 For effective and responsive administration a Task Force has been set up with Joint Secretary (Policy and Grievances) as the Chairman and it includes Officers from different areas of specialisation. The Task Force has formulated the Citizens' Charter for the Office of the Registrar of Newspapers for India (RNI). The Charter is being given final shape. The Charter will give maximum information of the services



being provided by RNI, about the procedures to be followed by general public for availing the services, the standards according to which the services would be provided and the manner in which grievances arising out of non-satisfactory services could be redressed. Detailed information on the services is available separately in the form of an Information Brochure which could be had from the Information Facilitation Counter of RNI and Ministry and also from the Regional Offices of RNI located at Calcutta, Mumbai and Chennai.

### Public Grievances

15.5 A Public Grievances Cell is functioning in the Main Secretariat of the Ministry headed by the Joint Secretary (Policy). In order to tone up the Grievance Redressal System of the Ministry, its time limits have been fixed for completion of various activities coming under the purview of the grievance redressal mechanism. Grievance officers have been appointed in all the subordinate organisations of the Ministry who have been made responsible for timely redressal of grievances. Keeping in view the need for effective monitoring of the progress in grievance redressal, the Ministry has developed a computerised Grievance Monitoring System. The grievances received in the Ministry are sent to the concerned Grievance Officer in the Attached/Subordinate Offices of the Ministry. Periodical review meetings are held in the Ministry to ensure that the grievances are processed within the stipulated time limit.

### Provision for Adequate Representation of SCs/STs/OBCs

15.6.1 In pursuance of the declared policy of the Government, the Ministry has been making all out efforts to provide adequate representation to the Scheduled Castes, Scheduled Tribes and Other Backward Classes in the services and posts under its control in accordance with the orders issued by the Government in this regard. The Ministry is making constant efforts to ensure that the difference between the targeted percentage of reservation and actual representation of SCs/STs/OBCs in various services and posts in the Ministry including its attached and subordinate office is reduced to the minimum. The percentage of the SC and ST employees in the Ministry including its Attached offices, Subordinate offices, Autonomous Bodies and Public Sector Undertakings, as on 1 June 1998 was as under :

	Group A	Group B	Group C	Group D
SC	10.94	14	16.5	31.8
ST	04.97	04.4	11.8	12

15.6.2 A cell has been functioning in the Ministry under the supervision of a Liaison Officer of the rank of Director for coordination and monitoring work relating to implementation of reservation policy. Rosters are maintained by the attached and subordinate offices, autonomous bodies and the public sector undertakings under the administrative control of the Ministry.

15.6.3 Training of Officers belonging to SCs/STs/OBCs in services under various training programmes in India and abroad is receiving adequate attention. The reservation policy in respect of SCs/STs/OBCs is also being strictly followed in services/posts in attached/subordinate offices autonomous bodies and public sector undertakings under the administrative control of the Ministry.

### Hindi as Official Language

15.7.1 The Ministry has been stressing on the use of Hindi as per Official Language Policy of the Government. Official Language implementation Committee of the Ministry monitors the progress of use of Hindi in the Secretariat as well as its attached and subordinate Offices. Meetings are held quarterly. All the items of the Annual Programme for the year 1998-99 were discussed in the meetings. Copies of Programme were sent to all media units of the Ministry with request to make every efforts to achieve the targets fixed item-wise.

15.7.2 For promoting the use of Hindi in Official work, "Hindi Fortnight" was organised in the Main Secretariat of Ministry during September 14-28, 1998. During the period, Essay writing, Typing, Debate, Noting/Drafting, Speech and Dictation competitions in Hindi were organised and as many as 44 officials were awarded with cash and certificates. Similarly, Hindi Fortnight and Hindi competitions were also organised in attached and subordinate offices of the Ministry and cash prizes were awarded to the winners. In addition, an appeal was also issued by the Hon'ble Minister for increasing the use of Hindi in Official work.

15.7.3 Eight Offices under the Ministry were inspected by the officers and position was reviewed. As a measure to increase correspondence in Hindi, 11 employees were nominated for training in Probodh, Praveen and Pragma courses and three Typists, five Stenographers were nominated for Hindi Typing/Stenography Training during the year. Four Offices, under the Ministry were notified under Rule 10(4) of Official Language Rules, 1976 to do their maximum work in Hindi, as 80 per cent employees of the offices had acquired working knowledge in Hindi.

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

15.7.5 There is a Hindi Salahkar Samiti under the chairmanship of the Minister to review the progress made in the use of Hindi and devise ways and means for increasing the use of Hindi in the Ministry and other attached subordinate offices under its administrative control.

15.7.6 The Second sub-committee of the Committee of Parliament on Official Language inspected four offices under the Ministry during the year (up to 9 February, 1999). A Senior officer represented the Ministry in these inspection meetings. The suggestions made by the Committee were noted and remedial actions were initiated.

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

15.8.1 The Internal Work Study Unit has continued to take measures to increase the efficiency of the Organisation. The Unit has finalised the work measurement reports in respect of (a) Directorate of Film festival, New Delhi; (b) Central Board of Film Certification, Head Quarters; (c) Central Board of Film Certification, Regional Office, Mumbai; (d) Central Board of Film Certification, Chennai; (e) Studio of Directorate of Advertising and Visual Publicity, New Delhi and National Film Archive of India, Pune. The implementation of the reports would entail annual direct savings of over Rs. 4.13 lakh and preventive savings of Rs. 38.2

lakh.

15.8.2 On the 'Organisation and Method' (O&M) side, attention is continued to be paid as before. Record Management has been given priority with the appointment of Records Officer for the Ministry. Two special drives launched on record management during the year has resulted in recording of 6291 files, reviewing of 5848 files and weeding out 4411 files. O&M inspections of sections/desks have also been undertaken to ensure that provisions in the Office Procedure Manual are implemented in day-to-day transaction of business. Cash Award Scheme has been introduced with a view to encourage implementation of these provisions.

#### **Accounting Organisation**

15.9.1 Consequent upon the deparatmentalisation of Government accounts in 1976, the Secretaries of Central Ministries/Departments were declared as Chief Accounting Authorities. The Secretary of the Ministry of Information & Broadcasting, besides being the administrative head of the Ministry is also the Chief Accounting Authority. The Secretary is assisted in this function by the Additional Secretary and Financial Adviser and the Chief Controller of Accounts.

15.9.2 At the initial stages of the departmentalisation of Government accounts in 1976, the Chief Controller of Accounts, Ministry of Information & Broadcasting with 13 Pay & Accounting Units under its control came into existence with a staff compliment of 475. They were catering to the needs of 204 DDOs in 1976. As on 31 October, 1998, there were about 569 DDOs (387 non-cheque drawing DDOs & 182 cheque drawing DDOs) under 14 PAOs with a staff compliment of 578.

15.9.3 The Chief Controller of Accounts, Ministry of Information & Broadcasting is in overall charge of functions relating to payments, accounting of receipts and payments, internal audit and management accounting in the Ministry. Under Article 150 of the Constitution, the President of India is responsible for the submission of the Certified Annual Appropriation Accounts and the combined Finance Accounts of the Union to the Parliament. This responsibility of the Government to Parliament is discharged through the Controller General of Accounts, Ministry of Finance. This

mandate of the Controller General of Accounts is carried out by the Chief Controller of Accounts in respect of transactions relating to the Ministry.

15.9.4 The Chief Controller of Accounts discharges the above functions through the Principal Accounts Office at New Delhi with the assistance of one Controller of Accounts, two Deputy Controller of Accounts and 14 Pay & Accounts Offices. The Pay and Accounts Offices are located at Delhi, Mumbai, Calcutta, Chennai, Lucknow, Nagpur and Guwahati. The Accounting Organisation is mainly responsible for: (a) Expenditure control over Appropriations; (b) Timely accounting of receipts; (c) Compilation and Consolidation of Accounts of the Ministry of Information & Broadcasting for onward submission to the CGA, Ministry of Finance; (d) Formulation of Revenue Receipts, Public Accounts, Interests and repayment of loans, Interest payments, Pension and Retirement benefits, Budget estimates on behalf of the Ministry (Grant No. 56 & 57); (e) Ensuring prompt payments; (f) Speedy settlement of Pension, Provident Fund and other claims; (g) Internal audit of the Ministry and Media Units; (h) Making available accounting information to concerned authorities. In addition, the Internal Finance Advice functions for the Directorate of Film Festival, Press Information Bureau, Publications Division and Research, Reference & Training Division are also performed by Controller of Accounts and Deputy Controller of Accounts.

15.9.5 A special feature of this Organisation involves the payments relating to the personal claims and salaries of approximately 5,000 gazetted officers of the Ministry and its attached and subordinate offices, which are made through a computerised system with the help of National Informatics Centre.

15.9.6 During April'98 to February'99, 2,16,275 bills (including 44,880 claims of gazetted officers processed by PAO, IRLA) were processed by all the PAOs. In addition, 3158 Pension/Revision of Pension/Family Pension cases and 417 GPF Final Payment cases in respect of retired Government servants were finalised during this period.

### Vigilance

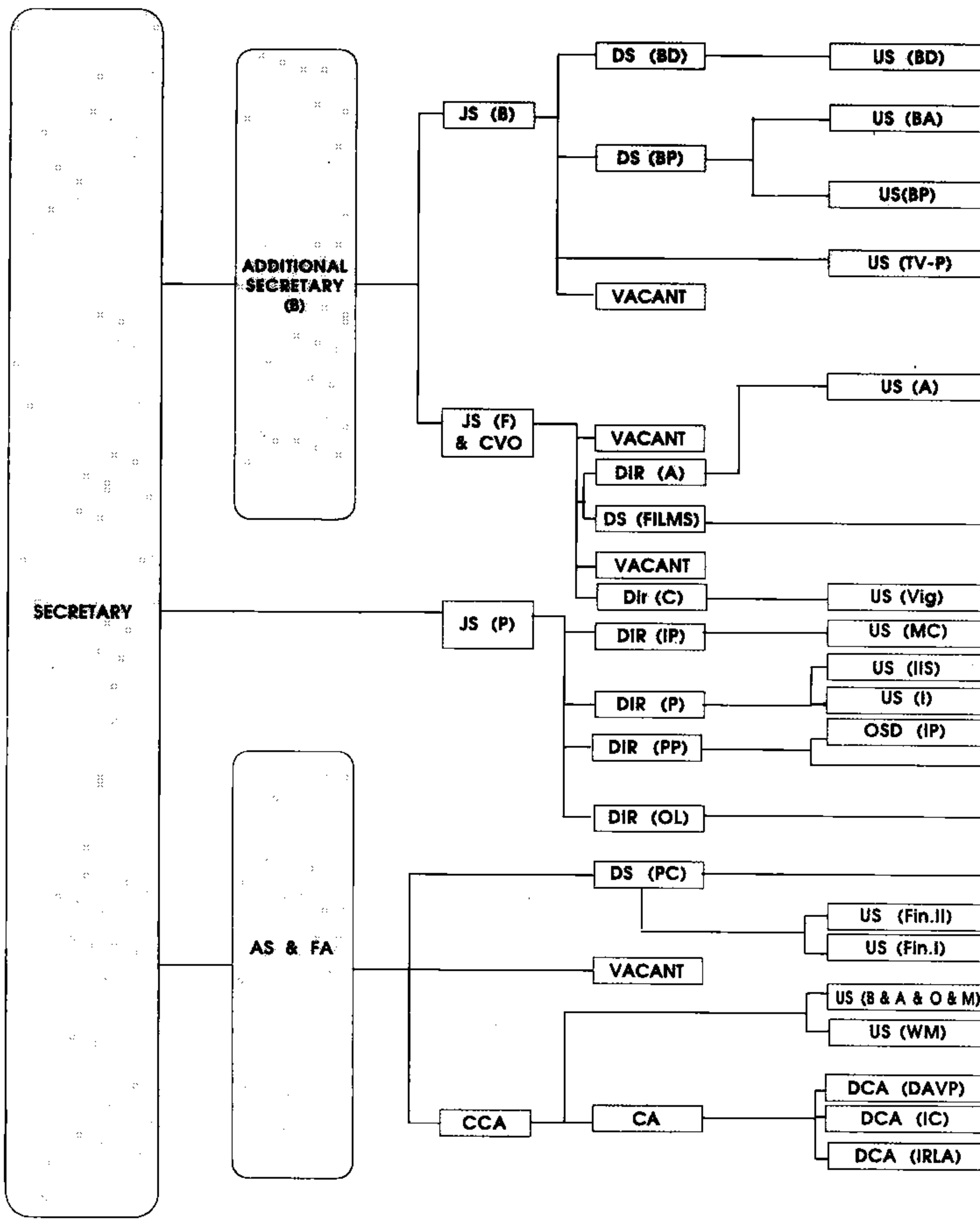
15.10.1 The vigilance set up of the Ministry is functioning under the overall supervision of the Secretary. He is assisted by the Chief Vigilance

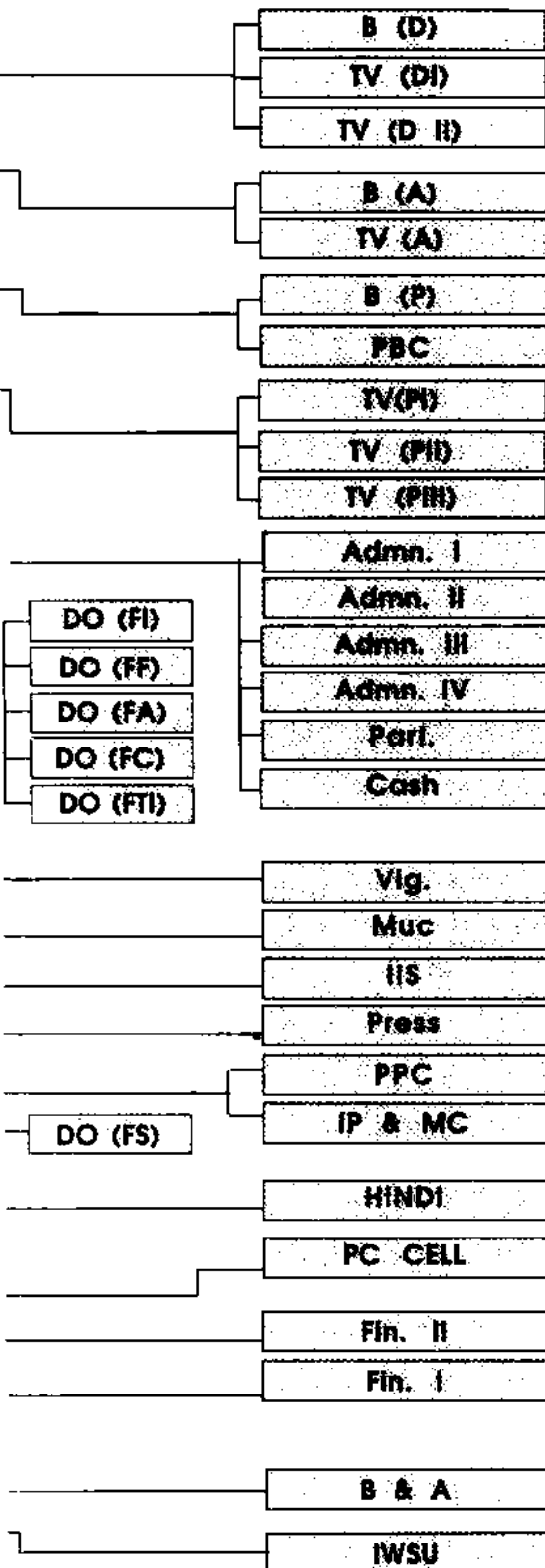
Officer (CVO) of the level of Joint Secretary, a Director, an Under Secretary, a Section Officer and other subordinate staff. While vigilance units in attached and subordinate offices of the Ministry are headed by Vigilance Officers, those in the Public Sector Undertakings and Registered Societies are supervised by their respective Chief Vigilance Officers. Vigilance activities of the attached and subordinate offices, Public Sector Undertakings and Registered Societies are coordinated by the Chief Vigilance Officer of the Ministry.

15.10.2 Efforts were continued to simplify the procedures so as to minimise scope for corruption. A close watch was maintained over persons of doubtful integrity. Staff posted at sensitive points were rotated periodically. Inspections were carried out by senior officers to ensure proper observance of rules and procedures. During 1998-99, 151 regular and 36 surprise checks were carried out and 10 persons were identified for being kept under surveillance. Besides, as a part of anti-corruption drive launched by the Government on the 50th Anniversary of Independence, C.V.O. has been nominated as the Liaison Officer to deal with the compliants forwarded by the Prime Minister's Office in this regard. During the period under report, 16 compliants have been received from Prime Minister's Office of which 6 complaints have been disposed off and remaining 10 are under process.

15.10.3 From April, 1998 to March, 1999, 204 fresh compliants were received in the Ministry and its Media Units, etc., from different sources. These were examined and preliminary enquiries were ordered in 56 cases including two cases entrusted to the CBI. Preliminary enquiry reports in respect of 32 cases were received during the year. Regular departmental action for major penalty was initiated in 31 cases and for minor penalty in 10 cases. Major penalties have been imposed in six cases and minor penalty in seven cases. During the period under report, eight officials were placed under suspension. In two cases, the proceedings were dropped. Two persons were compulsorily retired under the provisions of F.R. 56(j) and administration warnings etc., were issued in 23 cases. In one appeal case was also decided which was reduced to the penalty of Compulsory Retirement. In addition, 19 cases have been identified in which regular departmental action is being initiated.

# ORGANISATION CHART AS ON 28.2.1999



**DESIGNATION IN THE MINISTRY**

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

**Appendix - II****MINISTRY OF INFORMATION & BROADCASTING  
STATEMENT SHOWING THE BUDGET FOR PLAN & NON-PLAN****Demand No. 55 - Information, Films & Publicity****(Rs. in thousands)**

S. No.	Name of Media Units/ Activity	B.E. 1998-99		
		Plan	Non-Plan	Total
1	2	3	4	5
<b>REVENUE SECTION</b>				
<b>Major Head - "2251"-Secretariat - Social Services</b>				
1.	Main Sectt. (including PAO) Major Head "2205"-Art & Culture Certification of Cinematographic films for public exhibition	25,00	10,70,00	10,95,00
2.	Central Board of Film Certification	61,00	1,23,00	1,84,00
3.	Film Certification Appellate Tribunal	—	5,00	5,00
<b>Total Major Head '2205'</b>		<b>61,00</b>	<b>128,00</b>	<b>1,89,00</b>
<b>Major Head "2220"-Information &amp; Publicity</b>				
4.	Films Division	2,00,00	22,73,95	24,73,95
5.	Directorate of Film Festivals	2,86,00	3,12,42	5,98,42
6.	National Film Archive of India	1,22,00	87,68	2,09,68
7.	Satyajit Ray F. & T.I., Calcutta	9,00,00	-	9,00,00
8.	Grants-in-aid to National Centre of Films for Children and Young People (N'CYP)	5,60,00	15,00	5,75,00
9.	Grants-in-aid to Film & Television Institute of India, Pune	7,00,00	4,57,73	11,57,73
10.	Grants-in-aid to Film Societies	4,00	-	4,00
11.	Research, Reference & Training Divn.	5,00	79,82	84,82
12.	Grants-in-aid to I.I.M.C.	3,80,00	2,17,51	5,97,51
13.	Directorate of Advertising & Visual Publicity	1,44,00	40,94,44	42,38,44
14.	Press Information Bureau	91,00	14,80,48	15,71,48
15.	Press Council of India	-	1,60,84	1,60,84
16.	Subsidy in lieu of Interest on loan to PTI	-	12,25	12,25
17.	Payment for Pro. & Spl. Services	-	38,22	38,22
18.	Directorate of Field Publicity	1,63,00	16,57,79	18,20,79
19.	Song & Drama Division	1,62,00	11,03,25	12,65,25
20.	Publications Division	64,00	9,67,45	10,31,45
21.	Employment News	-	13,50,62	13,50,62
22.	Registrar of Newspapers for India	-	1,35,77	1,35,77
23.	Photo Division	5,00	2,06,78	2,11,78
24.	Contribution to International Programme for the Development of Communication	-	12,00	12,00
<b>Total: Major Head "2220"</b>		<b>37,86,00</b>	<b>146,64,00</b>	<b>184,50,00</b>
<b>Total: Revenue Section</b>		<b>38,72,00</b>	<b>158,62,00</b>	<b>197,34,00</b>

R.E. 1998-99			B.E. 1999-2000		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
6	7	8	9	10	11
35,00	12,29,00	12,64,00	56,00	12,43,00	12,99,00
56,00	1,35,00	1,91,00	60,00	1,48,00	2,08,00
-	5,00	5,00	-	6,00	6,00
<b>56,00</b>	<b>1,40,00</b>	<b>1,96,00</b>	<b>60,00</b>	<b>1,54,00</b>	<b>2,14,00</b>
2,00,00	23,26,39	25,26,39	2,95,00	25,20,00	28,15,00
2,86,00	3,32,13	6,18,13	2,85,00	3,51,98	6,36,98
69,40	88,64	1,58,04	1,15,00	93,68	2,08,68
8,89,04	-	8,89,04	5,00,00	-	5,00,00
4,10,00	15,00	4,25,00	6,50,00	15,00	6,65,00
5,00,00	5,05,00	10,05,00	5,00,00	5,30,25	10,30,25
4,00	-	4,00	4,00	-	4,00
15,20	80,82	96,02	18,00	89,50	1,07,50
3,80,00	2,55,64	6,35,64	3,70,00	3,47,03	7,17,03
1,44,00	40,73,63	42,17,63	1,45,00	43,27,13	44,72,13
91,00	15,99,35	16,90,35	1,08,00	16,54,36	17,62,36
-	3,50,94	3,50,94	-	2,26,90	2,26,90
-	12,25	12,25	-	12,25	12,25
-	28,75	28,75	-	38,22	38,22
1,38,36	18,69,75	20,08,11	1,36,00	19,11,21	20,47,21
1,62,00	11,44,33	13,06,33	1,80,00	13,26,00	15,06,00
64,00	10,15,30	10,79,30	60,00	10,51,10	11,11,10
-	13,24,10	13,24,10	-	15,04,40	15,04,40
-	1,54,25	1,54,25	-	1,82,43	1,82,43
5,00	2,14,73	2,19,73	4,00	2,41,56	2,45,56
-	13,00	13,00	-	13,00	13,00
<b>33,58,00</b>	<b>154,04,00</b>	<b>187,62,00</b>	<b>33,70,00</b>	<b>164,36,00</b>	<b>198,06,00</b>
<b>34,49,00</b>	<b>167,73,00</b>	<b>202,22,00</b>	<b>34,86,00</b>	<b>178,33,00</b>	<b>213,19,00</b>

S. No.	Name of Media Units/ Activity	B.E. 1998-99		
		Plan	Non-Plan	Total
1	2	3	4	5
<b>Capital Section</b>				
<b>Major-head "4220"-Capital outlay on Information &amp; Publicity.</b>				
<b>A) Machinery &amp; Equipment</b>				
1.	Acquisition of Equipment for Films Division	2,98,00	-	2,98,00
2.	Acquisition of Equipment for P.I.B.	92,00	-	92,00
3.	Acquisition of Equipment for Dte. of Field Publicity	1,10,00	-	1,10,00
4.	Acquisition of Equipment for Song & Drama Division	20,00	-	20,00
5.	Acquisition of Equipment for Photo Division	71,00	-	71,00
6.	Acquisition of Equipment for Main Secretariat.	-	-	-
<b>B) Buildings</b>				
7.	Multi-storeyed building for Films Division - Major Works	27,00	-	27,00
8.	Construction of Office Building for N.F.A.I. - Major Works	1,30,00	-	1,30,00
9.	Film Festival Complex - Additions and Alterations - Major Works	40,00	-	40,00
10.	Setting up of Film & Television Institute at Calcutta - Acquisition of Land & Construction of Building	1,00,00	-	1,00,00
11.	Soochna Bhavan Building - Major Works	2,40,00	-	2,40,00
12.	Construction of office and residential accommodation for Field Publicity - Major Works	-	-	-
13.	Setting up of National Press Centre and Mini-media Centre for P.I.B.	2,80,00	-	2,80,00
<b>Total - Capital Section</b>		<b>14,08,00</b>	<b>-</b>	<b>14,08,00</b>
<b>Total - Demand No. 55</b>		<b>52,80,00</b>	<b>158,62,00</b>	<b>211,42,00</b>



R.E. 1998-99			B.E. 1999-2000		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
6	7	8	9	10	11
2,98,00	-	2,98,00	3,10,00	-	3,10,00
92,00	-	92,00	64,00	-	64,00
1,10,00	-	1,10,00	86,00	-	86,00
20,00	-	20,00	20,00	-	20,00
71,00	-	71,00	1,46,00	-	1,46,00
-	-	-	1,19,00	-	1,19,00
78,00	-	78,00	25,00	-	25,00
57,00	-	57,00	65,00	-	65,00
40,00	-	40,00	41,00	-	41,00
1,00,00	-	1,00,00	2,00,00	-	2,00,00
1,10,00	-	1,10,00	2,00,00	-	2,00,00
-	-	-	-	-	-
20,00	-	20,00	38,00	-	38,00
<b>9,96,00</b>	-	<b>9,96,00</b>	<b>13,14,00</b>	-	<b>13,14,00</b>
<b>44,45,00</b>	<b>167,73,00</b>	<b>212,18,00</b>	<b>48,00,00</b>	<b>178,33,00</b>	<b>226,33,00</b>

**Demand No. 56 - Broadcasting Services**  
**REVENUE**

S. No.	Name of Media Units/ Activity	B.E. 1998-99		
		Plan	Non-Plan	Total
1	2	3	4	5
<b>REVENUE SECTION</b>				
<b>Major Head "2221"</b>				
<b>All India Radio</b>				
1.	Direction & Administration	464.00	1582.00	2046.00
2.	Operation & Maintenance	415.00	7142.00	7557.00
3.	Commercial B'casting Services	0.00	3043.00	3043.00
4.	Programme Services	943.00	27373.00	28316.00
5.	News Services Division	0.00	2119.00	2119.00
6.	Listeners' Research	0.00	205.00	205.00
7.	External Services Division	69.00	445.00	514.00
8.	Planning & Development	258.00	897.00	1155.00
9.	Research & Training	130.00	461.00	591.00
10.	Suspense	0.00	6700.00	6700.00
11.	Transfer to NLF	0.00	9000.00	9000.00
12.	Other Expenditure	1.00	525.00	526.00
<b>Total AIR (Revenue)</b>		<b>2280.00</b>	<b>59492.00</b>	<b>61772.00</b>
<b>Doordarshan</b>				
1.	Direction & Administration	1.00	1900.00	1901.00
2.	Operation & Maintenance	2350.00	12572.00	14922.00
3.	Commercial Services	0.00	10179.00	10179.00
4.	Programme Services	10088.00	26092.00	36180.00
5.	Listeners' Research	1.00	138.00	139.00
6.	Suspense	0.00	8500.00	8500.00
7.	Transfer to NLF	0.00	56025.00	56025.00
8.	Other Expenditure	0.00	488.00	488.00
<b>Total Doordarshan (Revenue)</b>		<b>12440.00</b>	<b>115894.00</b>	<b>128334.00</b>
<b>Total Major Head "2221"</b>		<b>14720.00</b>	<b>175386.00</b>	<b>190106.00</b>
<b>Total Revenue Section</b>		<b>14720.00</b>	<b>175386.00</b>	<b>190106.00</b>
<b>Voted</b>		<b>14720.00</b>	<b>175348.00</b>	<b>190068.00</b>
<b>Charged</b>		<b>0.00</b>	<b>38.00</b>	<b>38.00</b>

(Rs. in Lakhs)

R.E. 1998-99			B.E. 1999-2000		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
6	7	8	9	10	11
512.00	1916.00	2428.00	580.00	1901.00	2481.00
351.00	7559.00	7910.00	410.00	8732.00	9142.00
0.00	2917.00	2917.00	0.00	3265.00	3265.00
415.00	30666.00	31081.00	832.00	32799.00	33631.00
0.00	2525.00	2525.00	0.00	2493.00	2493.00
0.00	264.00	264.00	0.00	275.00	275.00
12.00	534.00	546.00	25.00	559.00	584.00
162.00	1241.00	1403.00	241.00	1309.00	1550.00
93.00	597.00	690.00	111.00	636.00	747.00
0.00	5440.00	5440.00	0.00	7050.00	7050.00
0.00	7500.00	7500.00	0.00	9375.00	9375.00
0.00	480.00	480.00	1.00	734.00	735.00
1545.00	61639.00	63184.00	2200.00	69128.00	71328.00
0.00	1740.00	1740.00	1.00	1827.00	1828.00
1591.00	13910.00	15501.25	3100.00	15195.00	18295.00
0.00	7559.00	7559.00	0.00	8686.00	8686.00
7089.00	28989.00	36078.00	6398.00	30067.00	36465.00
0.00	147.00	147.00	1.00	151.00	152.00
0.00	7000.00	7000.00	0.00	7500.00	7500.00
0.00	41500.00	41500.00	0.00	47725.00	47725.00
0.00	651.00	651.00	0.00	685.00	685.00
8680.00	101496.00	110176.00	9500.00	111836.00	121336.00
10225.00	163135.00	173360.00	11700.00	180964.00	192664.00
10225.00	163135.00	173360.00	11700.00	180964.00	192664.00
10225.00	163114.00	173339.00	11700.00	180960.00	192660.00
0.00	21.00	21.00	0.00	4.00	4.00

(Rs. in Lakhs)

S. No.	Name of Media Units/ Activity	B.E. 1998-99		
		Plan	Non-Plan	Total
1	2	3	4	5
<b>Capital Section Major Head "4221"</b>				
<b>All India Radio</b>				
1.	Machinery & Equipment	100.00	0.00	100.00
2.	Studios	4742.00	0.00	4742.00
3.	Transmitters	4529.00	0.00	4529.00
4.	Suspense	0.00	485.00	485.00
5.	Other Expenditure (Esstt & MWS)	3349.00	0.00	3349.00
<b>Total : All India Radio</b>		<b>12720.00</b>	<b>485.00</b>	<b>13205.00</b>
<b>Voted</b>		<b>12670.00</b>	<b>485.00</b>	<b>13155.00</b>
<b>Charged</b>		<b>50.00</b>	<b>0.00</b>	<b>50.00</b>
<b>Doordarshan</b>				
1.	Machinery & Equipment	70.00	0.00	70.00
2.	Studios	10427.00	0.00	10427.00
3.	Transmitters	14375.00	0.00	14375.00
4.	Suspense	0.00	525.00	525.00
5.	Other Expenditure (Estt & MWS)	7628.00	0.00	7628.00
<b>Total Doordarshan</b>		<b>32500.00</b>	<b>525.00</b>	<b>33025.00</b>
<b>Voted</b>		<b>32480.00</b>	<b>525.00</b>	<b>33005.00</b>
<b>Charged</b>		<b>20.00</b>	<b>0.00</b>	<b>20.00</b>
<b>Total Major head "4221"</b>		<b>45220.00</b>	<b>1010.00</b>	<b>46230.00</b>
<b>Total Capital Section</b>		<b>45220.00</b>	<b>1010.00</b>	<b>46230.00</b>

R.E. 1998-99			B.E. 1999-2000		
Plan 6	Non-Plan 7	Total 8	Plan 9	Non-Plan 10	Total 11
30.00	0.00	30.00	51.00	0.00	51.00
3160.00	0.00	3160.00	2685.00	0.00	2685.00
2422.00	0.00	2422.00	4027.00	0.00	4027.00
0.00	450.00	450.00	0.00	450.00	450.00
3627.00	0.00	3627.00	3237.00	0.00	3237.00
<b>9239.00</b>	<b>450.00</b>	<b>9689.00</b>	<b>10000.00</b>	<b>450.00</b>	<b>10450.00</b>
<b>9189.00</b>	<b>450.00</b>	<b>9639.00</b>	<b>9950.00</b>	<b>560.00</b>	<b>10400.00</b>
<b>50.00</b>	<b>0.00</b>	<b>50.00</b>	<b>50.00</b>	<b>0.00</b>	<b>50.00</b>
64.00	0.00	64.00	65.00	0.00	65.00
6222.00	0.00	6222.00	8811.00	0.00	8811.00
14338.00	0.00	14438.00	14551.00	0.00	14551.00
0.00	525.00	525.00	0.00	560.00	560.00
3386.00	0.00	3386.00	6225.00	0.00	6225.00
<b>24110.00</b>	<b>525.00</b>	<b>24635.00</b>	<b>29652.00</b>	<b>560.00</b>	<b>30212.00</b>
<b>23990.00</b>	<b>525.00</b>	<b>24515.00</b>	<b>29620.00</b>	<b>560.00</b>	<b>30180.00</b>
<b>120.00</b>	<b>0.00</b>	<b>120.00</b>	<b>32.00</b>	<b>0.00</b>	<b>32.00</b>
<b>33349.00</b>	<b>975.00</b>	<b>34324.00</b>	<b>39652.00</b>	<b>1010.00</b>	<b>40662.00</b>
<b>33349.00</b>	<b>975.00</b>	<b>34324.00</b>	<b>39652.00</b>	<b>1010.00</b>	<b>40662.00</b>