

ANNUAL REPORT
2010 – 2011



सत्यमेव जयते

**MINISTRY OF INFORMATION
AND
BROADCASTING**

ANNUAL REPORT
2010 – 2011

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Vice President, Shri Mohammad Hamid Ansari going around an exhibition organized on the occasion of the Golden Jubilee Celebration of Photo Division and 1st National Photo Awards 2010 for Life Time Achievement in New Delhi on 19th August, 2010. The Minister for I&B, Smt., Ambika Soni, MoS for I&B, Shri Choudhury Mohan Jatua the Secy., M/o I&B, Shri Raghu Menon, the Special Secy., M/o I&B, Shri Uday Kumar Verma, and the Director, Photo Division, M/o I&B, Shri Debatosh Sengupta are also seen in the picture.

HIGHLIGHTS OF THE YEAR

INFORMATION WING

- Secretary, I&B was elected the Chairman of the Council of International Programme for Development of Communication (IPDC) until 2012. India is the first developing country to assume the Chairmanship of the IPDC.
- Ministry of Information & Broadcasting signed a Memorandum of Understanding (MoU) with Government of Myanmar on Information Cooperation to encourage and promote the cooperation in the field of information for their mutual benefit in the print and audio-visual sectors.
- PIB organized 123 Public Information Campaigns in different states of the country during the year 2010.
- 55th edition of the reference annual, INDIA 2010/ BHARAT 2010 was brought out by the Ministry on 15.01.10.
- 10th Editors' Conference on Social Sector Issues organized during January 18-19, 2010 at New Delhi.
- The Diamond Jubilee Celebrations of Press Trust of India and 16th International Conference and Exhibition of Broadcast Engineering Society held in Jan. 2010.
- 'Bharatendu Harishchandra Awards' for the Years 2007 and 2008 conferred to the awardees on 29th March 2010.
- First National Press Conference for the Prime Minister on completion of one year of UPA- II Government organized during May, 2010.
- A press tour of media persons was organised by PIB during May 2010 to Jammu & Kashmir to highlight the developmental activities in the State and the contribution made by the security forces.
- A 'Report to the People' on completion of one year of UPA- II Government, highlighting the achievements of the Government was published in May 2010.
- DAVP organized developmental photo exhibition at Srinagar on the theme of "The Legislatures of India - the Pillars of Democracy" in Srinagar on the occasion of '75th Presiding Officers Conference' from 20th - 22nd June 2010.
- The Ministry organized, for the first time, a Regional Conference of all Media Units in the North Eastern Region at Guwahati on 13th July 2010 to strategise a communication plan of action for the North Eastern region.
- The Third All India Editors Conference on Social and Infrastructure issues organized by Press Information Bureau (PIB) in Guwahati from 12-13 July 2010.
- Photo Division celebrated its Golden Jubilee in August 2010. National Photo Awards instituted for the first time to honour the creative and long standing contribution of eminent photographers.
- The Press Information Bureau (PIB) set up a state-of-the-art Main Press Centre (MPC) and 18 Venue Press Centres to facilitate Media persons for the Commonwealth Games 2010 to have access to games-related information.
- Economic Editors' Conference was organized on 26-27 Oct. 2010 at National Media Centre, New Delhi.

- A Press Tour of eminent media persons from Srinagar to Chennai and Puducherry was organized by PIB during Oct. 2010 to expose journalists in J&K to the developments taking place in other parts of the country.
- A media tour to the saffron cultivation area of Pampore was organized by PIB as a part of the effort to put media focus back on non-security issues of concern to the people of J&K.
- DAVP Calendar for 2011 was released during December, 2010. The theme of this year's calendar is 'Protection of Endangered Species'.
- Two Press tours were conducted by PIB to Jaipur district during December, 2010, in order to sensitize the national media to the progress being made in the implementation of the 'Right to Education' through 'Sarva Shiksha Abhiyaan' and to Rajasmand, Banswara & Dungarpur districts of Rajasthan to showcase the achievements under the flagship programmes.
- The Registrar of Newspapers for India (RNI), on 30th December, 2010, submitted an Annual Report titled 'Press in India 2009-10' highlighting the state of print media country-wise, language-wise and periodicity-wise.

BROADCASTING WING

- A Committee headed by Dr. Amit Mitra, Secretary General, FICCI constituted to review existing Television Rating Point (TRP) system in India and to suggest measures to bring in place an effective mechanism for a transparent TRP system in the country.
- All India Radio's (AIR) six new Gyan Bharati Channels launched in Srinagar, Jalandhar, Chandigarh, Agra, Trichi and Thiruvananthapuram in addition to the functioning of the existing 31 Gyan Bharati Channels.
- A state-of-the-art International Broadcast Centre was set up by Prasar Bharati at Pragati Maidan on 23rd September, 2010 to receive feeds from all the venues of CWG, 2010 and distribute them to the Right Holding Broadcasters across the world.
- Doordarshan (DD) telecast the 2010 Commonwealth Games in High Definition (HD) format for the first time.
- The total number of Private FM Radio Channels operating in India as on 31.12.2010 is 245 spread over 85 cities.

FILMS WING

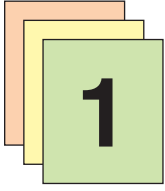
- 11th edition of Mumbai International Film Festival (MIFF) for Documentary, Short and Animation Films organized by the Ministry from 3rd to 9th February, 2010 at Mumbai.
- Dadasaheb Phalke Award for 2008 conferred on the legendary Cinematographer Shri V.K. Murthy for his outstanding contribution to the Indian Cinema.
- 56th National Film Awards 2008 presented by the President of India, Smt. Pratibha Devisingh Patil.
- An Expert Committee on National Film Awards headed by Shri Shyam Benegal submitted its Report in May 2010.
- Committee on Anti-Piracy set up under the Chairmanship of Shri Uday Kumar Varma, Special Secretary (I&B) to recommend measures to combat film, video, cable and music piracy submitted its report in Aug. 2010.
- An Expert Committee on International Film Festival of India (IFFI) constituted under the Chairmanship of Shri Pritish Nandy presented its Report to the Ministry in Aug. 2010. The mandate of the

Committee was to make recommendations on upgradation of the International Film Festival of India along the lines of other reputed International Film Festivals.

- Films Division's two films 'The Land of Rupshupas' and 'The Assassination of Rajiv Gandhi - A Reconstruction' win National Awards for the Year 2008.
- National Film Archives of India (NFAI) organized an exhibition of Film Posters as part of the Mumbai International Film Festival, 2010 from 3- 9 Feb. 2010. Wall posters, photographs highlighting the history of Indian Cinema put up for display.
- A festival of Bangladesh films organized by Directorate of Film Festivals in collaboration with Bangladesh High Commission during April 2010.
- A three-day film festival organized by Directorate of Film Festivals, in Kohima, in collaboration with Government of Nagaland, with the objective of taking cinema beyond the metropolis, especially to the areas of North East.
- Directorate of Film Festivals (DFF) participated in the 63rd Cannes International Film Festival – 2010 from 12–23 May 2010. The Indian Pavilion was set up by Directorate of Film Festivals in collaboration with ASSOCHAM.
- Indian Panorama Film Festival was held on the sidelines of the India Show in Dubai from 8th June-10th June 2010.
- To commemorate 60 years of diplomatic relationship between India and China, a six-day festival of Chinese films organized by Directorate of Film Festivals in Pune and at Beijing, Chongqing and Guangzhou as part of the 'Year of India in China 2010', and a six-day festival of Chinese films organized in Delhi & Kolkata.
- Directorate of Film Festivals participated in 32nd Moscow International Film Festival held from 17–26 June 2010.
- First Animation Film Festival organized by the Directorate of Film Festivals in collaboration with Japan Information and Culture Centre and Japan Foundation during Aug. 2010.
- Directorate of Film Festivals organized 'Indian Film Week' in Egypt under the Cultural Exchange Programme between the two countries during Aug. 2010.
- The Dada Saheb Phalke Award for the Year 2009 conferred on the eminent film producer from Andhra Pradesh. Dr. D. Ramanaidu on 22nd October,2010.
- The 57th National Film Awards 2008 presented by the President of India, Smt. Pratibha Devisingh Patil on 22nd October,2010.
- The 41st International Film Festival of India (IFFI-2010) held at Goa from 22nd November to 3rd Dec. 2010.
- The film Co-production Agreement between Government of India and Government of the French Republic was signed on 6th December 2010.
- Directorate of Film Festivals participated in the '34th Cairo International Film Festival' at Cairo from 30th November to 9th December 2010.



Smt. Sonia Gandhi lighting the lamp during the 'Jamunia show' at Raebareli



OVERVIEW

www.mib.gov.in

The Ministry of Information and Broadcasting, through the mass communication media consisting of radio, television, films, press and print publications, advertising and traditional modes of communication such as dance and drama, plays an effective role in helping people to have access to free flow of information. The Ministry is involved in catering to the entertainment needs of various age groups and focusing attention of the people on issues of national integration, environmental protection, health care and family welfare, eradication of illiteracy and issues relating to women, children, minority and other disadvantaged sections of the society. The Ministry is divided into four wings i.e. the Information Wing, the Broadcasting Wing, the Films Wing and the Integrated Finance Wing. The Ministry functions through its 21 media units/attached & subordinate offices, autonomous bodies and PSUs. The Main Secretariat of the Ministry is headed by a



President Smt. Pratibha Devisingh Patil at the 57th National Film Awards in New Delhi

Secretary who is assisted by one Additional Secretary, an Additional Secretary & Financial Advisor (AS & FA), three Joint Secretaries, one Economic Advisor and one Chief Controller of Accounts. There are 16 posts of the level of Director/Deputy Secretary, 23 of Under Secretary level, 3 of Sr. PPS/PPS, 52 of other Gazetted Officers and 293 non-gazetted posts in the different wings of the Main Secretariat.

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

The Broadcasting Wing under Joint Secretary (Broadcasting) handles matters relating to the electronic media. It formulates policies and frames rules and regulations for this Sector, which include

public service broadcasting, operation of cable television, private television channels, F.M. and Community Radio etc.

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

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

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

FIELD FORMATION OF THE MINISTRY OF INFORMATION AND BROADCASTING

Attached and Subordinate Organizations	Autonomous Organizations
<ol style="list-style-type: none"> 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. Electronic Media Monitoring Centre 	<ol style="list-style-type: none"> 1. Prasar Bharati (Broadcasting Corporation of India) 2. Film and Television Institute of India, Pune 3. Indian Institute of Mass Communication 4. Children's Film Society, India 5. Press Council of India 6. Satyajit Ray Film and Television Institute, Kolkata
	Public Sector Undertakings
	<ol style="list-style-type: none"> 1. National Film Development Corporation. 2. Broadcast Engineering Consultants India Limited

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.



HDTV Broadcast during Commonwealth Games

Mandate of the Ministry of Information and Broadcasting

- News Services through All India Radio (AIR) and Doordarshan (DD) for the people including Indians abroad.
- Development of Broadcasting and Television.
- Import and Export of films.
- Development and promotion of film industry.
- Organization of film festivals and cultural exchanges for the purpose.
- Advertising and Visual Publicity on behalf 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.
- Administration of the Cinematograph Act, 1952 in respect of certification of films.
- Dissemination of information about India within and outside the country through publications on matters of national importance.
- Research, reference and training to assist the media units of the Ministry.
- Financial assistance to distinguished artistes, musicians, instrumentalists, dancers, dramatists, etc. who have substantially contributed to the Ministry's institutions.
- International relations in respect of broadcasting and news services.



ROLE AND FUNCTIONS OF THE MINISTRY

The Ministry of Information and Broadcasting, has the following roles and functions in respect of information, education and entertainment to be executed:

I. BROADCASTING POLICY AND ADMINISTRATION

1. All matters relating to radio and television broadcasting including regulation of the use of All India Radio and Doordarshan by recognised national and regional political parties during elections to the Lok Sabha and State Assemblies including the procedure to be followed by the official electronic media during periods of national mourning on the demise of a high dignitary.



Minister for I&B Smt. Ambika Soni and Chief Minister of Assam Shri Tarun Gogoi at the photo exhibition 'Bharat Nirman—the Nation Marches Ahead' organised by DAVP at Guwahati.

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

II. CABLE TELEVISION POLICY

5. Cable Television Networks (Regulation) Act, 1995

III. RADIO

6. All business connected with All India Radio embracing news services in the home programmes, programmes for the foreign countries and Indians overseas, radio journals, research in the field of broadcasting engineering, monitoring of foreign broadcasts, programme exchange and transcription services, supply of community receiving sets to State Governments under the community listening scheme, etc.
7. Development of Radio Broadcasting throughout the Union, installation and maintenance of Radio Stations and Transmitters and operation of broadcasting services.
8. FM/ Community Radio

IV. DOORDARSHAN

9. Exchange including cultural exchange of television programmes.
10. Development of television including installation, maintenance and operation of television Programme Production Centres and Transmitters, and operation of television services.
11. Promotion of production of television programmes outside Doordarshan.

V. FILMS

12. Sanctioning of Cinematograph films for exhibition.
13. Administration of the Cinematograph Act, 1952.
14. Import of feature and short films for theatrical and non-theatrical viewing.
15. Export of Indian films, both feature and short films.
16. Import of unexposed cinematograph films and various types of equipment required by the film industry.
17. All matters relating to film industry, including developmental and promotional activities.
18. Promotion of good cinema by institution of State awards for films produced in India and assistance through the National Film Development Corporation Limited.
19. Production and distribution of documentaries and newsreels and other films and film strips for internal and external publicity.
20. Preservation of films and filmic materials.
21. Organisation of International Film Festivals in India and participation of India in International Film Festivals abroad.
22. Organisation of Film Festivals under Cultural Exchange Programmes.
23. Film Society movement.

VI. ADVERTISING AND VISUAL PUBLICITY

24. Production and release of advertisements on behalf of the Government of India based on the print and advertisements policy of the Government as amended from time to time.

VII. PRESS

25. Presentation and interpretation of the policies and activities of the Government of India through the medium of the press.
26. Advising Government on information problems relating to the Press, keeping Government informed of the main trends of



Union Minister for Railways, Kum. Mamata Banerjee lighting the lamp to inaugurate the 41st International Film Festival (IFFI 2010) at Panjim, Goa.

public opinion as reflected in the Press and liaison between Government and the Press.

27. Publicity to and for the Armed Forces.
28. Administration of the Press and Registration of Books Act, 1867 relating to newspapers.
29. Administration of the Press Council Act, 1978.

VIII. PUBLICATIONS

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

IX. RESEARCH AND REFERENCE

31. To assist the Media Units of the Ministry of Information and Broadcasting in collection, compilation and preparation of material involving research into published works, etc.

32. Building up of a compendium of knowledge on important subjects and to prepare guidance and background notes on current and other topics for the use of the Ministry and its organisation.

X. MISCELLANEOUS

33. Publicity for the policies and programmes of Government of India through interpersonal communication.
34. Administration of Journalists' Welfare Fund.
35. All matters relating to the Asia-Pacific Broadcasting Union, Commonwealth Broadcasting Association and the Non-Aligned News Agency Pool.
36. Cadre management of the Indian Information Service (IIS), Groups 'A' & 'B'.
37. Training for Human Resource Development in Institutions located in India & abroad with in-service training for IIS officers.



Inauguration of IFFI-2010



Award Winners of IFFI-2010

NEW INITIATIVES

COMMITTEE TO REVIEW EXISTING TELEVISION RATING POINT (TRP)

The Ministry constituted a Committee headed by Dr. Amit Mitra, Secretary General, FICCI to review existing Television Rating Point (TRP) system in India and to suggest measures to bring in place an effective mechanism for a transparent TRP system in the country. It was constituted in the backdrop of deficiencies in the present system of generation of TRP's in India. The mandate of the Committee was to address issues related to accuracy, accountability, transparency and objectivity in the generation of TRPs. The Committee submitted its reports on 25.11.2010.



TRP Committee presenting its report to the Minister for I&B Smt. Ambika Soni



Expert Committee on National Film Awards presenting its report to the Minister for I&B Smt. Ambika Soni

Expert Committee on National Film Awards

The Ministry constituted an Expert Committee on National Film Awards headed by Shri Shyam Benegal to make recommendations to the Government to contemporize the National Film Awards. The Committee gave several key recommendations including establishing a two-tier system of screening of films by the Jury to facilitate the selection process and constitution of a Central Jury and 5 Regional Juries to cover languages in different regions for this purpose.

Expert Committee on International Film Festival of India (IFFI)

The Expert Committee on International Film Festival of India (IFFI) constituted under the Chairmanship of Shri Pritish Nandy, to make recommendations on upgradation of the International Film Festival of India on the lines of other reputed International Film Festivals.

The key recommendations of the committee include enhancing the 'Competition Section' from

its present status of a 'Specialized Competition' to an 'International Competition' open to all; introducing two new awards – 'Best Actor' and 'Best Actress'; increasing the total cash awards to ₹ 90 lakh; increasing the final entries in the International Competition section from the present 15 to 18. The recommendations are now being examined in the Ministry.

Committee on Anti-Piracy

The Committee on Anti-Piracy set up under the Chairmanship of Shri Uday Kumar Varma, Special Secretary (I&B) to recommend measures to combat film, video, cable and music piracy submitted its report to the Ministry. The Committee has made key recommendations focusing on mainstreaming instruments of policy and practice in an effort to make piracy substantially risky and financially unattractive. The Committee has made recommendations in order to make film and entertainment easily accessible amongst masses at lower prices so as to dissuade the public from buying pirated versions.

Advent of HD Technology

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

The Ministry has permitted 8 channels in HDTV during 2010, initiating a new revolution in the Media and Entertainment Industry. Broadcasters were also granted permissions to uplink dual feeds for specific sporting events through a simplified process.

Jamunia

Song and Drama Division has mounted a new Sound & Light Programme titled *Jamunia* based on a Multi Media Theatrical format involving more than 100 artists & technical crew. The programme highlighted the impact of key policies of the Government under various flagship schemes on the character *Jamunia*, a woman staying in a typical Indian village. The programme showcased the empowerment of the character *Jamunia* through the benefits of programmes available to common people at the grass-root level.

Expansion of FM Radio Services in India

The Government introduced Phase-I policy guidelines for FM radio broadcasting through private agencies in 1999. A total of 21 private FM radio channels were operational in 12 cities under the Phase-I policy guidelines for FM radio broadcasting. FM Phase-I was a limited success as only 25% of the expected licenses could become operational.

To overcome the shortcomings of Phase I, based on the recommendations of Dr. Amit Mitra Committee and TRAI, the Ministry had adopted a closed tender two stage bidding process for the FM Phase II for award of license. The FM Phase

II Policy was very successful and the number of channels went up to 245 (including the stations which migrated from Phase-I) spread over 85 cities in the country.

Expansion of Community Radio Services in India

Community Radio in India was earlier governed by the Policy Guidelines approved in the year 2002. These Guidelines underwent a paradigm shift in the year 2006 when new Guidelines for Community Radio were approved by the Government. Earlier Guidelines allowed only educational institutions to operate Community Radio Stations. New Guidelines broadened the eligibility criteria and allowed community based organizations including civil societies and voluntary organizations, State Agriculture Universities (SAUs), ICAR Institutions, Krishi Vigyan Kendras, Registered Societies/Autonomous Bodies/Public Trusts registered under the Societies Act to operate Community Radio Stations.

The Government has received 825 applications in 2010 from educational institutions, NGOs, Agricultural Universities, Krishi Vigyan Kendras under the new guidelines. So far, Letters of Intent (LOI) have been issued to 263 applicants. In the year 2010, 75 LOIs were issued, which is the highest so far in a calendar year.

So far, 103 Community Radio Stations have become operational in the country, out of which 24 are operated by NGOs, 71 by the Educational Institutions and 8 by SAU/KVKs. In the year 2010 alone the Number of operational CRS has increased from 64 to 103.

National Museum of Indian Cinema

Films Division is setting up a National Museum of Indian Cinema (NMIC) at the Films Division Complex, Mumbai:

- To encapsulate the socio-cultural history of India as revealed through the evolution of cinema;
- To develop a research centre focusing on the effect of cinema on society;
- To exhibit the work of noted directors,

producers, institutions etc. for the benefit of visitors/film enthusiasts;

- To arrange seminars, workshops for the upcoming film makers;
- To generate interest in the future generation in the field of documentary film movement.

The project has been approved with an outlay of ₹ 116.40 crores under a Plan Scheme "Setting up of Museum of Moving Images". Construction work for the Museum has begun and it is scheduled to be completed by the end of the financial year 2011-12. It is scheduled to be inaugurated in 2013 in synchronization with the

Centenary Celebration of Indian Cinema.

Satellite TV application Tracking System (STATS)

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



Vice President Shri Mohammad Hamid Ansari presenting the 1st National Photo Award for Lifetime Achievement to Smt. Homai Vyarawalla. The Minister for I&B Smt. Ambika Soni is also seen in the picture

Institution of National Photo Awards

In order to coincide with the Golden Jubilee Celebrations of Photo Division, a Media Unit of Ministry of I&B, National Photo Awards were instituted and conferred for the first time. The objective of instituting these awards is to honour the creative and long standing contribution of eminent photographers.

Ms. Homai Vyarawalla and Shri S. Paul were

given the Life Time Achievement Award in 'Photojournalist category' and Shri Benu Sen and Shri K.G. Maheshwari were given awards in the 'Pictorialist category'. The awards were conferred by the Hon'ble Vice President of India, Shri M. Hamid Ansari on 19th August at a special function held at Vigyan Bhawan, New Delhi. The awards include a cash prize of ₹ 1.50 lakhs, a shawl, a memento and a citation.

ACTIVITIES UNDER INFORMATION SECTOR

The Information Wing of the Ministry mainly handles policy matters of the print media and publicity requirements of the Government. This Wing also looks after the general administration of the Ministry and the cadre of Indian Information Service. The activities are undertaken under Information sector through following Media Units:

PRESS INFORMATION BUREAU

(www.pib.nic.in)

The Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information to the print and



Principal Director General (M&C), PIB, Smt. Neelam Kapur signing the CWG agreement with BECIL

electronic media on government policies, programme initiatives and achievements. Functioning as an interface between the Government and the media, the PIB also provides feedback to the Government with people's reaction as reflected in the media.

PIB disseminates information through different modes of communication, such as Press Releases, Press Notes, Feature Articles, Backgrounders, Press Briefings, Photographs, Press Conferences, Interviews, Database available on Bureau's website, Press Tours, A.V. clippings etc. The information material released in English, Hindi, Urdu and other regional languages reaches about 8,400 newspapers and media organizations in different parts of country.

PIB provides accreditation to media representatives including foreign media at the Headquarters. This facilitates them to access information from the Government sources.

Organisational Set up

PIB has its Headquarters in New Delhi. It is headed by the Principal Director General (Media & Communication) who is assisted by a Director General and eight Additional Director Generals. Besides, the Bureau has Departmental Publicity Officers varying in ranks from Directors to Assistant Directors and Media & Communication Officers who are attached with different Ministries in order of the Officer's rank and Ministry's size, importance and sensitivity.

PIB also runs a Control Room (News Room) at Headquarters to ensure dissemination of information after normal working hours on weekdays from 6.00 pm to 9.00 pm and from 3.00 pm to 9.00 pm on weekends and holidays.

PIB has eight Regional Offices headed by Additional Director Generals and 34 Branch Offices including Information Centers to cater to information needs of regional press and vernacular media. In addition to release of publicity material issued from the Headquarters in local language, these Regional and Branch Offices of PIB issue original press releases, press notes, backgrounders etc. whenever an important event is organized by

any of the Central Ministries or Public Sector Undertakings in that particular region. These Offices also take up the decisions of the Central Government which may be of special importance to a particular region for focused publicity based on information dissemination on sustained basis.

NEW INITIATIVES

Online Accreditation System

PIB has adopted a fully online system of accreditation from the current year to make the process prompt and hassle free. PIB provides accreditation to media representatives including foreign media at the PIB Headquarters.

24 × 7 Control Room/News Room

PIB had set up a 24 × 7 News Room and made it operational with effect from 27.09.2010 which continued till 15.10.2010 coinciding with pronouncement of verdict on Ayodhya Title Suit & Telengana issue to meet challenges emerging out of any eventuality during the period. Arrangements for holding Press Conferences at short notices and simultaneous web-cast through PIB Centres across the country were also kept in a state of readiness to handle any sudden development and unexpected situation.

Action in Wake of Justice Srikrishna Report on Telengana

A system was put in place at PIB, Hyderabad and also at Headquarters for detailed monitoring of media including TV Channels and to ensure a daily report as well as immediate information of any important development. A Control Room functioned at PIB Hqrs. from 8.00 AM to 10.00 PM on weekends and upto 10.00 PM (beyond office hours) on working days from January 01-09, 2011 for this purpose.

Redressal of Grievances

On-line system of grievances redressal and Citizen Charter based on "Sevottam" adopted.

Web Enabled Services

The website of PIB (<http://www.pib.gov.in>), an important source of government information, was

redesigned to make it more user-friendly and feature rich. PIB website also has seven sister websites in seven different languages viz. Tamil, Malayalam, Kannada, Telugu, Bengali, Marathi and Mizo. The website is updated 24 x 7 throughout the year. The main website is trilingual in English, Hindi & Urdu. The website has received the latest web Ratna award for outstanding web content.

MAJOR ACTIVITIES

Publicity

Departmental Publicity Officers (DPOs) attached to various Ministries and Departments for disseminating information to the media through press releases, press notes, backgrounders etc. and also by arranging press conferences, press tours, media briefings etc., have been consistently providing the requisite service to their respective Ministries and have been in turn also meeting the information needs of media in respect of those Ministries. DPOs also advise their respective Ministries on all matters pertaining to information

needs of media and Ministries' publicity requirements.

ACHIEVEMENTS

(April, 2010 - December, 2011)

• Press released issued	65,801
• Features issued	2,444
• No. of Photos released by PIB	4,751
• No. of Success Stories organised	61

Besides the routine publicity work, the Bureau made some special endeavours towards publicity which are as under:

Editors' Conference on Social and Infrastructure Issues in Guwahati

PIB organised the third All India Editors' Conference on Social and Infrastructure issues with focus on North East in Guwahati on July 12-13, 2010. The Conference was inaugurated by the Chief Minister of Assam, Shri Tarun Gogoi in the presence of Union Minister of Information and



Minister for I&B Smt. Ambika Soni addressing the All India Editors' Conference on 'Social and Infrastructure Issues with Focus on the North-East', organised by PIB in Guwahati.

Broadcasting, Smt. Ambika Soni. It was attended by 70 Editors/Journalists from different parts of the country including 40 from the North East. In addition, Union Ministers and the officials from Ministries for Development of North Eastern Region, HRD, Tourism, Minority Affairs and Agriculture (Horticulture) briefed media persons on various initiatives of the Central Government in their respective areas.

Press Centres For Commonwealth Games, 2010

PIB had set up a state-of-the-art Main Press Centre (MPC) and 18 Venue Media Centres (VMCs) to facilitate the National and International Press for coverage of the Commonwealth Games. The MPC set by the Bureau was the largest Press Centres in the history of Commonwealth Game with world class facilities for media persons. The MPC functioned from 8.00 AM to 10.00 PM from September 23-30, 2010 and round the clock from October 01-15, 2010. The host of facilities

at MPC included workstations with broadband connectivity for 400 journalists and 200 photographers, a Press Conference Hall with 300 capacity, a Press Briefing Room with capacity to accommodate 100 media persons, CCTVs in High Definition for the first time in history. The Press Centre catered to about 2000 journalists which included about 800 foreign journalists.

Economic Editors' Conference (EEC)

Economic Editors' Conference (EEC)-2010, an annual event, was organized by PIB at National Media Centre, Shastri Bhawan, New Delhi. It was inaugurated by the Finance Minister, Shri Pranab Mukherjee on October 26, 2010. About 300 economic editors and financial writers including 48 editors from vernacular press across the country participated in the Conference. Besides of Finance Ministry, other Ministries which participated in EEC-2010 include Planning Commission, Ministries of Power, Agriculture, Railways, Road, Transport & Highways and Petroleum & Natural Gas.



Union Finance Minister, Shri Pranab Mukherjee delivering the inaugural address at the Economic Editors' Conference in New Delhi. The MoS for Finance, Shri S.S. Palanimanickam and Shri Namo Narain Meena, Finance Secretary, Shri Ashok Chawla, Principal Director General (M&C) PIB, Smt. Neelam Kapur and other dignitaries are also seen in the picture.

A session on Results Framework Document (RFD) was taken by Dr. Prajapati Trivedi, Secretary in Cabinet Secretariat. There were separate sessions with the Ministers and senior officers of the economic and infrastructure Ministries which participated in the Conference. The Conference provided a platform for interaction on Government's policies, programmes and achievements with the Editors/Journalists and the Ministers of concerned Ministries.

President & PM's Publicity

Elaborate arrangements were made for 'live' webcast of the Prime Minister's first National Press Conference after formation of UPA-II Government at the Centre. Coverage of the President and the Prime Minister's addresses during the celebrations of 63rd Independence Day was ensured. The speech was procured from Rashtrapati Bhawan and sent to the Regional/Branch offices for translation in regional languages.

PIB arranged for releasing the Prime Minister's speech from Red Fort with its highlights and salient features. Releases in English, Hindi and Urdu were uploaded on the Bureau's website and e-mailed to Regional/Branch Offices for translation and dissemination to the local press.

International Film Festival of India (IFFI) 2010

PIB set up and managed the Media Centre with state-of-the-art communication facilities for the 41st International Film Festival of India, 2010 at Goa. 400 journalists including 307 correspondents and 93 camerapersons and technicians were accredited exclusively for the event. 45 workstations had been set up complete with printers and high-speed internet connectivity, telephone and fax facility for use by the accredited journalists. The media centre issued press releases in English, Hindi and Marathi, held press conferences by film personalities, film makers, cast and crew of films as well as the organizers. In all, 154 press releases, 150 synopses and 31 backgrounders were issued during the Festival.

Public Information Campaigns (PICs)

The Bureau organises Public Information Campaigns (PICs) across the country to

disseminate information on Government's Flagship programmes directly to the target beneficiaries. These are multi-media campaigns organised by the Bureau in association with other sister Media Units of the Ministry of Information & Broadcasting. The strategy of a PIC is to combine information dissemination with the delivery of services at the doorsteps for the beneficiaries particularly in rural areas. During the period between April-December, 2010, 79 PICs have been organised. 71 more PICs are being organised from January, 2011 to March 2011.

Feedback, Feature And Photo Services

DPOs also provide feedback to their respective Ministries and Departments. As part of the Special Services, the Feedback Cell in PIB prepared daily digests and special digests based on news stories and editorials from National as well as Regional dailies and periodicals for the use by Ministries.

The Feature Unit of the Bureau issued backgrounders, updates, info-nuggets, features and graphics, which were also sent to the Regional/Branch Offices for translation and circulation to the local media. The unit releases special features highlighting policies and programmes of the Government. These include features and success stories on flagship programmes and other topical issues. The Unit has been producing on an average over 200 features annually. 130 features have been issued between April - December, 2010. During January - March, 2011, around 60 features are in the offing. During April - December 31, 2010, the Photo Publicity Unit of the Bureau released 4751 photos.

IMPORTANT ACTIVITIES HELD/PLANNED DURING JANUARY-APRIL, 2011

Indian Science Congress

98th Indian Science Congress was held at Chennai from January 3-7, 2011 on the theme "Quality Education and Excellence in Science Research". Prime Minister of India inaugurated this prestigious event. To ensure wide coverage PIB has taken national press comprising both print and electronic media from New Delhi as well as a team of

journalists from Chennai. Over 300 media persons covered the event.

Pravasi Bhartiya Diwas

The 9th Pravasi Bhartiya Diwas was held from January 7-9, 2011 at Vigyan Bhawan, New Delhi. Theme of PBD-2011 was “Engaging the Global Indian”. The Prime Minister Dr. Manmohan Singh inaugurated the convention on 8th January 2011. The President, Smt Pratibha Devisingh Patil conferred the Pravasi Bhartiya Samman Awards to distinguished PIOs/NRIs and delivered the Valedictory Address on January 9, 2011.

Special media accreditation for covering the three day event was given to 487 media persons including 11 from abroad. Wide media coverage in both print, electronic and internet through press conferences, press releases was ensured. Extensive photo coverage was also provided.

Editors’ Conference On Social Sector Issues

PIB proposes to organise an Editors’ Conference on Social Sector Issues in Puducherry in February 2011.

Rail Budget 2011

Press Conferences by the Minister and the Board Members soon after the presentation of Railway Budget was arranged. Budget documents were distributed to the local media at Parliament House as well as in Rail Bhawan. Budget documents to the Regional/Branch Offices of Press Information Bureau were supplied. PIB Headquarters issued press releases immediately after the presentation of Rail Budget. A quarantined News Centre was set up by PIB at Rail Bhawan to prepare press releases while Rail Budget speech was in progress.

General Budget 2011

PIB to organized a press conference on presentation of General Budget 2011 by the Finance Minister/ Secretary to put the highlights of Budget in proper perspective. PIB also disseminated information through press releases. It also arranged for

distribution of budget sets to media persons. PIB also set up a quarantined News Centre to prepare press releases while Finance Minister’s Budget speech in progress. PIB Headquarters was also issued press releases immediately after the presentation of the Union Budget. Post-Budget interviews of Finance Minister and senior officers in the Finance Ministry were arranged with print and electronic media.

Plan Performance 2010-2011

The main thrust of XIth Plan of PIB has been to modernise PIB as professional organisation. It was, therefore, proposed that technology be used as a strategic tool to improve and enhance its efficiency so that it could efficiently discharge its function of dissemination of information relating to the policies and programmes of Government and provide feedback to the Government. This is being achieved by transmission of information of news value and this process is being speeded up through expanding the computer network. The Bureau has also developed a PIB web site <http://www.pib.nic.in> thus making its material available to its stakeholders.

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

PIB have been allocated funds of ₹ 10 crores in B.E. 2010-2011 for implementing the scheme. All necessary approvals were obtained from DUAC/NDMC in December, 2008. A contract was signed between PIB and NBCC on 22-03-2010 in place of earlier MoU for construction of NPC. As per schedule, an amount of ₹ 6 crores had to be released in June, 2010. The work schedule is lagging behind by about 6 months due to heavy rains, CWG, etc. Excavation and other works have started in August 2010. Therefore, no expenditure could be incurred on setting up of NPC till December, 2010. However, as the construction work has started and as per the requirement indicated by NBCC, the SBG figures of ₹ 10 crores have also been proposed in R.E. 2010-2011.

2. Media Outreach Programme (MOP)

This new scheme is included in XIth Five Year Plan with total approved outlay of ₹ 49 crores. The strategy of this scheme is to combine information dissemination with the delivery of services at the doorsteps for the beneficiaries particularly in the rural area. The scheme consists of following components:

- (i) Public Information Campaigns – 150 campaigns are proposed to be conducted during the Annual Plan 2010–11;
- (ii) Media Interactive Sessions, Dissemination of Success Stories and Press Tours.

During the year 2010–2011, PIB has been allocated SBG amounting to ₹ 14.50 crores. An expenditure of ₹ 6.14 crores have already been incurred upto December 2010 on organizing 79 PICs and 61 success stories. The remaining funds will be fully utilized before the end of this financial year. An amount of ₹ 14 crores have been allocated at R.E. stage.

3. Publicity For Special Events

This new scheme has been included in the XIth Five Year Plan with a total budget outlay of ₹ 2.17 crores ('In principle' approval was received on 03.03.2008) which comprises following three sub-schemes:

(i) International Film Festival of India (IFFI)

During the year 2010–2011, ₹ 8 lakhs has been allocated to the Bureau as SBG. An expenditure of ₹ 6.09 lakh has been incurred upto December, 2010. The SBG figures have been retained in R.E. also.

(ii) Pravasi Bhartiya Diwas (PBD) Samaroh

The total budget allocation of this scheme in B.E. 2010–11 is ₹ 1.25 lakh to depute PIB officials for grant of Special Accreditation to Journalists during PBD Samaroh which was organized on January 7-9, 2011. The SBG figures have been retained in R.E. also.

(iii) Media Exchange Programme

The main objective of this scheme is to strengthen the friendly ties with different countries in the fields of information and print media, inspired by a common desire to establish and develop closer relations with other countries in the field of information and mass media. The components of the scheme are (i) Cultural Exchange Programmes (CEPs) (ii) Joint Working Groups and (iii) Agreement on cooperation in the field of information.

The total budget allocation for XIth Plan is ₹ 174.78 lakhs. The total budget allocation of this scheme in B.E. 2010–2011 is ₹ 15.75 lakh. The implementation of CEPs and Joint working Commissions is largely dependent on external factors such as the willingness of the counterpart countries for the exchange, their speed in responding to the request for implementation, the response of the Indian Embassies based in the concerned countries etc. Therefore, no expenditure could be incurred so far. The SBG figures have been retained in R.E. also.

4. Commonwealth Games (CWG) 2010 at Delhi

The main objective of this scheme was to generate the interest of various sections of media like print, radio and television, provide timely and accurate information to media through state-of-the-art Media Centre, spread awareness amongst media about the Commonwealth Youth Games at Pune in 2008 and Commonwealth games held in 2010. 'In principle' approval to the tune of ₹ 20 crores was received on 03.11.2008. Later, after detailed analysis of scope of work of PIB, the cost of establishing Main Press Centre (MPC) and managing MPC as well as Venue Media Centres (VMCs) for the CWG, 2010 was increased to ₹ 31.75 crores. The total budget allocation of this scheme in B.E. 2010–2011 is ₹ 21.75 crores. An amount of ₹ 19.87 crores have already been utilized upto November, 2010 which have been paid to BECIL. The SBG figures have also been allocated at R.E. stage.



DAVP Calender for 2011 has 'India's Endangered Species' as theme

DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY

(www.davp.nic.in)

The Directorate of Advertising and Visual Publicity (DAVP), established in 1955, is the nodal multi media advertising agency of the Government of India. Over the past 55 years it has been catering to the communication needs of almost all central Ministries/Departments, autonomous bodies and PSUs by providing them single window cost effective service. It informs and educates the people, both rural and urban, about the government's policies and programmes and motivates them to participate in developmental activities, through its various vehicles of communication viz. Print media advertising, Audio Visual advertising, printed publicity, exhibitions, outdoor publicity and mass mailing.

Some of the major thrust areas of DAVP's advertising and publicity are national integration and communal harmony, Rural Development programmes, Health and Family Welfare, AIDS awareness, Empowerment of Women, Uplift of Girl Child, Consumer Awareness, Literacy, Employment Generation, Income Tax, Defence, Environment Protection, Road Safety, Energy Conservation, Promotion of Handicrafts and Preparedness against Natural Disasters.

Organizational set up

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

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

DAVP has a network of 32 Field Exhibition Units spread all over the country. The Field Exhibition Units of DAVP act as a vital communication link

between the government and the people. The Field Exhibition Units mount multi-media exhibitions on social and developmental themes in far flung areas of the country to disseminate information about the policies and programmes of the Central Government on key national sectors.

Important Activities during 2010

- The process of modernization, digitization & technological upgradation of operations at DAVP is an ongoing activity. DAVP is making all its payments to newspapers and AV channels through Electronic Clearance System (ECS) in order to make the process more efficient, transparent and accountable. DAVP is already issuing all its Release Orders and print media advertisement designs online, besides receiving applications for empanelment and renewal of both print media and Audio Visual media including bills. It is also in the process of releasing audio spots online. A beginning is also being made to upload video spots electronically and archiving of AV material.
- A new facility has been introduced by DAVP, of sending SMS alerts to the publications concerned within seconds of uploading any Release Orders for an advertisement. This would help the publishers to know about the advertisement issued to them even when they are not browsing the website of DAVP.
- DAVP is in the process of making its website www.davp.nic.in disabled-friendly. Once completed, visually challenged can access the website without hindrance.
- DAVP is embarking on automation and digitization of processes and multi-level monitoring through the use of IT-technology. It would facilitate automatic report generation at all levels.
- A new media "Digital Cinema" has been empanelled by DAVP. Other new modes of advertising through SMS mobile, websites, Community Radio Services etc. are being explored.
- DAVP organized exhibition on behalf of Ministry of Health and Family Welfare in India

International Trade Fair 2010 at Pragati Maidan, New Delhi by putting up exhibition “Population stabilization”.

- A record number of Prime Minister’s Speeches, 29 speeches so far, have been printed and distributed. The format and style of the cover was also revamped, to give them a bright and attractive look with a colour coded strip.
- DAVP also empanelled 62 & 30 Creative Agencies under print and multi-media categories to cater to the clients efficiently and effectively.

DAVP has released the calendar 2011 on a special theme to sensitise people about the impact of environment change on the endangered species within the country.

DAVP is the only advertising agency that releases all its release orders online to all newspapers, journals, radio & c&s channels throughout the country.

About 4500 newspapers are on its panel.



Minister for I&B Smt. Ambika Soni releasing the official calendar 2011 brought out by DAVP in New Delhi. MoS Shri Choudhury Mohan Jatua (second from left) is also seen in the picture

About 205 C&S channels apart from the DD bouquet, and 214 FM channels apart from the AIR are on its panel.

There are about 2700 digital cinema theatres on the panel of DAVP.

A special drive was launched during Nov. 2010, to reconcile the accounts of all previous years since 2005.

The exhibition at IITF won the Gold Medal in the Ministries and Departments of Government Section.

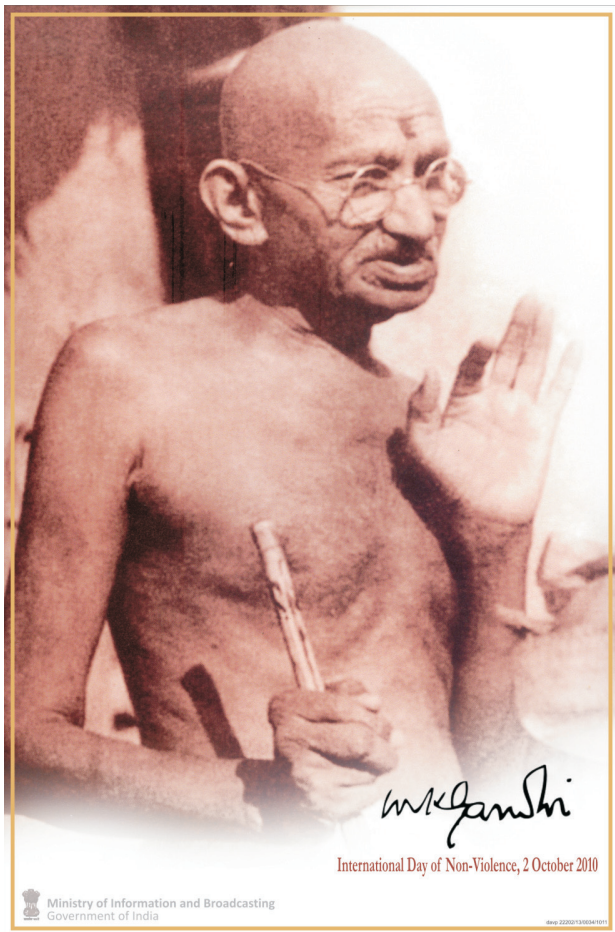
• Important events like Hindi Pakhwada, Vigilance Awareness Week were organized through display of banners in Delhi to let the public know the importance of the events.

• The number of Urdu newspapers empanelled with DAVP is steadily growing over the years. While there were 181 papers in 2003–04, there are 378 papers on DAVP panel this year. The advertisement revenue to Urdu papers also rose from ₹ 4.82 crore in 2003–04 to ₹ 11.30 crore during 2009–10.

- Consultancy Development Centre (CDC) under the Ministry of Science & Technology has been engaged to prepare a Detailed Project Report on the modernization of DAVP. CDC is expected to submit its final detailed Project Report by January 2011.

SPECIAL CAMPAIGN ON 2nd OCTOBER

Telecast and broadcast campaigns were launched for disseminating the message of power of Non-Violence.



The exhibition on 'Mahatma Gandhi, His Life and Vision' was organized at Chennai.

Print ads were issued to all empanelled Publications.

CAMPAIGN

During 2010-11 DAVP launched several campaigns on behalf of its client Ministries/

Departments. Some of the major themes that were taken up include the following:

During this year several print media advertisements were issued on the Government's initiatives on Bharat Nirman, overarching all the flagship schemes dedicated to build a strong, healthy and prosperous rural India.

- **Convergence campaign on Bharat Nirman:** DAVP launched, for the first time, a Convergence Campaign on Bharat Nirman in association with 8 ministries of the Government of India. The first phase of the campaign, between August-Sept, covered topics ranging from health, petroleum, mid-day meal scheme to development in the power sector. The campaign carried the welfare messages of the schemes throughout the length and breadth of the country.
- **State Specific Booklets on Programmes for the People:** DAVP designed and printed State Specific booklets giving information on the Programmes for the people. So far, the states covered are Assam, Uttar Pradesh, West Bengal, Kerala, Tamil Nadu and Jammu & Kashmir. These booklets brought out in association with PIB provide information on the welfare measures for the people under various developmental schemes of the Government of India.
- **Report to the People:** DAVP also designed and printed a booklet on achievements of Union Government in different sectors. The booklet titled 'Report to the People' gives data based vital information on the development measures carried by the various Ministries/Departments of the Union Government for the benefit of the common man.
- **Information booklets on Flagship Schemes:** DAVP also designed and printed six information booklets on various topics like PM's 15 Point Programme for Welfare of Minorities, Empowerment of Women and Mahatma Gandhi Rural Employment Guarantee Scheme etc. They were distributed among rural people to create awareness on the welfare measures made available to them by the Government.

- **Regular print media campaigns of M/o I & B:** DAVP has undertaken regular print media campaigns on occasions like Ambedkar Jayanti, Independence Day, Gandhi Jayanti, Shastri Jayanti, Children's Day, Anti-Terrorism Day, National Integration Day etc.

Audio-Visual Campaigns

- Bharat Nirman covering flagship programmes of the Government.
- *Go Green, It Works* – A joint campaign of Ministries of Environment & Forests, Power and New & Renewable Energy to emphasize low carbon emission.
- Consumer Awareness covering subjects like fake notes, internet banking, yellow peas, consumer responsibilities, misleading advertisements, mediation and Consumer Protection Act.
- *Incredible India* – Promotion of tourism especially in the North-East Region and Jammu & Kashmir, awareness on social issues, sensitization with regard to foreign tourists.
- Awareness on Income Tax issues.
- Other Important Audio Visual Campaigns include- (1) Health education – Swine Flu(H1N1), AIDS control, dengue and chickenguniya, leprosy and population stabilization (2) Sarvshiksha Abhiyaan (3) Promotion of Agmark (4) Promotion of energy conservation and BEE Star Label (5) Disaster Management (6) Traffic Safety (7) Right to Information Act (8) Promotion of North-Eastern Region.
- *Outdoor Publicity* – DAVP launched an Outdoor Publicity campaign to promote tourism during Commonwealth Game-2010 in Delhi with the slogan "INCREDIBLE INDIA"

NEW ADVERTISEMENT POLICY

(Effective from 02.10.2007)

HIGHLIGHTS

- The eligibility criteria has been reduced to 18 months from 36 months.
- To provide special encouragement for newspapers in languages like Bodo, Garhwali,

Dogri, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Mizo, Nepali, Rajasthani, Sanskrit, Santhali, Sindhi, Urdu and tribal languages/ dialects and newspapers published in J&K, Andaman & Nicobar Islands and North Eastern States eligibility is reduced to 6 months.

- Out of the total value of advertisements released by DAVP 15% goes to small newspapers, 35% to medium newspapers and 50% goes to big category of newspapers.

ADVERTISING

A total number of 12,522 advertisements were released to various newspapers throughout the country during the financial year 2010–11 (as on 12.01.2011). Of these 790 were display advertisements and the rest were classified advertisements. Some of these include advertisements on Swine Flu (H1N1), Consumer Education, Anti-Ragging, World Population Day, World AIDS day, World Health Day, Malaria Day, Iodine Deficiency Day, Environment Day, World Sight Day, National Rural Employment Guarantee Scheme (NREGA), Babu Jagjivan Ram's Remembrance, International Day of Disabled Persons, Sadhbhavna Diwas, Independence Day and Republic Day.

EXHIBITIONS

Exhibition Wing, DAVP organized 324 exhibitions involving 1315 exhibition days during the period April to 15th December 2010. During this period DAVP participated in many major exhibitions throughout the country. It also organized a series of exhibitions, as part of the Diamond Jubilee Celebrations of Election Commission of India.

Highlights of exhibitions organized/participated by various Field Exhibition Units from April to 15th December 2010 are as follows:

IITF-2010 at Pragati Maidan

- DAVP organized exhibition on behalf of Ministry of Health and Family Welfare in India International Trade Fair 2010 at Pragati Maidan, New Delhi by putting up exhibition on "Population stabilization". A mega show

was organized displaying the exhibition set in the three floors building. A big fascia of 80' x 40' size was erected with flex. Side walls were also covered through flex. Diorama, murals, translites were used to make the exhibition attractive. Audio visuals were used on Plasma TV to make the people aware on the subject.

The exhibition won Gold Medal in the Ministries and Departments of Government Section bringing pride to DAVP.

Swasth Janani, Swasth Shishu, Swasth Bharat

- Headquarters Unit participated in MTNL Perfect Health Mela with the theme of '**SWASTH JANANI, SWASTH SHISHU, SWASTH BHARAT**' at Sarojini Nagar, New Delhi from 23rd to 31st October 2010. Mela was inaugurated by Chief Election Commissioner, Shri S.Y. Quershi. Lt. Governor of Delhi Shri Tejender Khanna, Chief Minister Smt Sheila Dixit were the distinguished guests during the inaugural function. Ms. Kiran Walia, Hon'ble Health Minister NCT, Delhi inaugurated the DAVP pavilion.
- Exhibitions on 'Electoral Awareness Campaign' in different states in coordination with the State Election Commissions were organized.
- Approximately 150 exhibitions are being organized during the period December 10 to March 2011.

Greater Participation for Stronger Democracy

- DAVP organized exhibitions all over India on the theme 'Greater Participation for Stronger Democracy' as part of the Diamond Jubilee Celebrations of Election Commission of India.

Voter Awareness through Mobile Van

- To create awareness among the people of Bihar for Assembly Elections Patna Unit launched exhibition campaign in different parts of Bihar on the request of State Election Commission. The exhibition campaign continued till the completion of Assembly Election of the State. In the month of October-November Patna Unit organized 50 exhibition programmes in

different places on the subject of 'Voter Awareness' with the materials provided by the State Election Commission. The exhibitions were organized with the help of Exhibition Van of Ranchi Unit.

Participation in PICs by various FEUs

DAVP participated in various Public Information Campaigns organized by PIB in different places, and mounted exhibition to popularize flagship programmes of the Government.

Presiding Officers Conference at Jammu Legislative Assembly

The Jammu unit organized a developmental photo exhibition at Srinagar on the theme of 'The legislative of India : the pillars of Democracy' in connection with 75th Presiding Officers Conference held at Legislative Assembly from 20th to 22nd June 2010. Smt. Meira Kumar, Speaker of Lok Sabha inaugurated the Exhibition.

Guwahati

Guwahati Unit organized a four day Exhibition on Flagship Programme/Bharat Nirman from July 12th to 16th 2010 at Lalit Kala Bhavan Shankardeva Kalakshetra, Guwahati coinciding with Editors, Conference. The Exhibition was inaugurated by Hon'ble Minister of Information & Broadcasting Ms. Ambika Soni. While inaugurating the Exhibition, Hon' MIB appreciated the efforts of DAVP and stressed the need in the region to make people aware of programme & policies of the Government.

Rath Yatra at Puri

Bhubaneshwar Unit participated in a famous "Kar Festival" at Puri by organizing Flagship Programmes/Bharat Nirman Exhibition during the festival from 12th to 21st July. Hon'ble Governor of Orissa Shri M.C. Bhandre inaugurated the Exhibition.

Printed Publicity

Printed Publicity involves planning, production and supervision of print jobs viz. Multi-colour Posters, Folders, Brochures, Calendars, Diaries,

Booklets, Stickers, Wall Hangings, Table Calendars and other miscellaneous items of printed publicity. Preparation of plans/ estimates

for various Ministries/ Departments including Ministry of I&B as per the requirements and budget allocations are also done.

Details of job dispatched upto December, 2010 are as under

Job	No. of Jobs	No. of Copies	Amount Committed (in ₹)
Poster	9	1,40,500	8,78,360/-
Folder	17	19,93,010	34,77,169/-
Booklet	41	23,87,610	1,62,23,722/-
Calendar	27	18,94,980	5,73,20,620/-
Diary	11	1,59,960	97,14,980/-
Misc.	8	2,36,000	10,50,625/-
Total	113	68,11,560	8,86,65,476/-

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

Government of India calendar and diary is also designed and printed by DAVP. This year's calendar is on the theme of wild life protection and is being distributed to Panchayats, public sector undertakings and some schools.

Audio-Visual Wing

The Audio-Visual Wing of DAVP provides a comprehensive range of services to various Ministries and Departments of the Government of India like production of AV Spots, Jingles, Documentaries and Sponsored Programmes, Media Planning and release through AIR and Private FM Radio channels, Doordarshan and Private Cable and Satellite channels and Digital Cinema. Some of the important AV campaigns include Bharat Nirman, Incredible India for the Ministry of Tourism, Swine Flu (H1N1), Population Stabilisation, Leprosy, AIDS Control, Dengu and Chickengunia for the Ministry of Health & Family Welfare. During the year, a special campaign "Go Green, It Works" to

emphasize low carbon emission was launched for the Ministry of Environment & Forests, Ministry of Power and Ministry of New & Renewable Energy. Campaign for Energy conservation and promotion of BEE star labels was continued this year also. Among other campaigns, Right to Information Act, Promotion of AGMARK, Disaster Management, Traffic Safety and Income Tax are prominent.

Audio-Visual Production

A number of weekly Sponsored Radio Programmes (SRPs) on various developmental issues were produced by DAVP and broadcast from various stations of All India Radio. These include "Poshan aur Swasthya" a 15-minute programme on Food & Nutrition for Ministry of Women & Child Development, "Koshish Sunehre Pal Ki" a 20-minute programme and "Fantastic Four" a 15-minute programme for Ministry of Environment & Forests, "Ek Kadam Khushal Zindgi Ki Ore" a 15-minute programme for Ministry of Health & Family Welfare. These programmes were produced in regional languages also.

Besides these SRPs, a number of Audio & Video Spots and Films were produced for Ministry of Statistics and Programme Implementation, Health & Family Welfare, Ministry of Women & Child Development, Agriculture, Panchayati Raj and Department of Administrative Reforms.

Empanelment of Radio/ TV channels and Digital Cinema

During the year 2010, a substantial increase in the number of Radio & TV channels empanelled with DAVP was recorded. As on 31.12.2010, there were 205 C&S channels (apart from Doordarshan) and 214 Private FM Radio Stations (apart from AIR network) on DAVP panel. Also two agencies with over 2700 digital theatres were empanelled with DAVP during 2010-11. The process of empanelling Community Radio Stations is in the advanced stage.

Automation in the AV Wing

During the year, major steps were taken to automate the functioning of AV Wing including AV Billing. Detailed “on line bill submission for AV channels” was introduced and the entire processing of bills has been automated. All the channels are being paid through NEFT only. A special drive for clearing the past arrears of TV and Radio channels was launched in November, 2010.

OUTDOOR PUBLICITY

Outdoor media surely catches attention, as its reach is universal and not confined to specific newspaper or channel. Outdoor publicity ignites curiosity about the campaign as well as works as a reminder for all other medium. Outdoor is on 24 × 7 as compared to other publicity. Outdoor attracts the rural masses through its eye catching illustration and by bold letter size on wall paintings in rural areas. Especially in rural area, outdoor is the only significant media to motivate the public.

DAVP has made every effort to produce and display various mediums of outdoor to maximize the value of the campaigns.

The following have been publicized for different client Ministries/Departments as well as Autonomous Bodies of Government of India through various campaigns on rural oriented schemes on public awareness and information regarding various important events and facilitation in different sectors during the above period at National level.

Number of Displays done during the year 2010-11 (From 1.4.10 to 31.12.10)

S. No.	Format/Medium	No. Of Display
1.	Airport Signage	25
2.	Animation	25
3.	Banners	23
4.	Bus Panels	3126
5.	Bus Queue Shelter	327
6.	Electricity Bills	6310000
7.	Hoardings	263
8.	City/Metro Kiosk	2742
9.	Large Display/Bridge/Flyover/Subway Panel	17
10.	LCD Screen Display	1976
11.	LPG Bill	2056667
12.	Metro Display Board	433
13.	Metro Inside Panels	2124
14.	Metro Railings	600

S. No.	Format/Medium	No. Of Display
15.	Programme Board	1
16.	Public Utility	10
17.	Railway Reservation Ticket	13300000
18.	Railway Reservation Chart	250000
19.	Railway Station Display Board	10
20.	Train Panel (Shatabdi/JanShatabdi)	620
21.	Thirupathi Access Card	116000
22.	Underpass	4
23.	Unipole	90
	Total:	2,20,45,083

Various important campaigns like cancer awareness, energy efficiency, disaster management, Incredible India, BIS, Indian Navy, Women & Child Development, Consumer Affairs, and Eye Care etc. were publicized by OP Division during this period. Besides, the important events as well as film festivals were also highlighted through Outdoor Publicity.

The most important contribution during this year was promotion of India tourism with the slogan "INCREDIBLE INDIA" during Commonwealth Games-2010 in Delhi.

MASS MAILING

Mass Mailing Wing of DAVP primarily deals with dispatch of printed material produced by publicity wing to various cross sections of people in different parts of the country. The Wing is one of the biggest set ups of its kind in the country and has reach upto Gram Panchayat level. The Wing presently maintains an address bank of 5,00,335 (Five lakhs three hundred thirty Five) addresses spread over 482 categories. 68,11,560 copies of publicity material on various themes have been distributed. They include programmes for the people by the UPA Government, PM's 15 Point Programme for Welfare of Minorities, Empowerment of Women and Mahatma Gandhi National Rural Employment Guarantee Scheme etc.

About 9 lakh copies of 29 Speeches of Prime Minister distributed.

Approx 70,00,000 copies of printed material including Prime Ministers' Speeches, Calendars, Diaries distributed.

Booklets Distributed

- A record number of Prime Minister's Speeches, 29 speeches so far, were brought out.
- DAVP also designed and printed a booklet on achievements of Union Government in different sectors. The booklet was titled 'Report to the People'.

VIGILANCE

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

1. PREVENTIVE VIGILANCE ACTIVITIES DURING THE PERIOD

- No. of regular inspection conducted during the period 1
- No. of surprise inspections 1

2. SURVEILLANCE AND DETECTION ACTIVITIES DURING THE PERIOD

- Details of the areas selected for keeping surveillance Nil
- No. of persons identified for being kept under Surveillance Nil
- Punitive Activities (no. to be indicated against 4(i) to 4(x) where the Appointing Authority is other than President)
- No. of complaints/references received during the period 15
- No. of cases in which preliminary inquiry was conducted 7
- No. of cases where preliminary inquiry report were received 6
- No. of cases in which charge sheets for major penalty were issued Nil
- No. of cases in which charge sheets for minor penalty were issued Nil
- No. of persons on whom major penalty was imposed Nil
- No. of person on whom minor penalty was imposed 1
- No. of persons placed under suspension Nil
- No. of persons against whom administrative action such as issuance of warning, etc. was taken. Nil
- No. of persons prematurely retired under relevant provisions of rules. Nil
- No. of cases in which Judgments/Orders of CATs were received 1

Accounts Wing

The Accounts Wing of DAVP handles payments of approximately ₹ 650 to 700 crores every year, to media organizations, ranging from newspapers, TV channels, Radio channels, Outdoor Publicity agencies to Producers and Printing houses empanelled with the organization. Headed by Addl. DG (Accounts), the Wing consists of Director (Accounts), Financial Advisor & Chief Accounts Officer, six Accounts officers, 3 Asst. Accounts Officers, and 5 Accountants/Jr. Accountants. The payments are handled after verification of the airing or publishing of the advertisement along the

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

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

- 1) Almost 100 per cent of payments to all private parties is now through Electronic Funds Transfer instantaneously, eliminating delay and losing of cheques in transit through post.
- 2) Processing of bills can now be tracked on the website, which reflects the status of the bills, especially whether they have been rejected due to some reason or passed.
- 3) Implementation of a clear schedule of deadlines for submission of bills (one month for Audio-visual bills, two months for newspaper bills), after which deduction may be made on the amount claimed, based on the delay in submission.
- 4) Setting up of a Facilitation Cell for receiving of bills on the ground floor of Soochna Bhavan, where the bills are received, and a dated receipt is given.
- 5) Letters from Director (Accounts) for each bill rejected during the scrutiny, explaining the reason for the rejection.

Major Initiatives Underway: The major initiatives underway in Accounts wing are as under:

- 1) Outsourcing of Account processing and scrutiny.
- 2) Setting up of a Helpline & Call-center for Accounts-related complaints.
- 3) Conversion to Electronic-Funds transfer for all payments, including payments for Exhibition and Salaries.
- 4) Providing of Computers to all staff & processing of all payments, whether for newspapers or audio-visual through appropriate software.

IT Wing

As usual, in partnership with NIC, DAVP continued its computerization and automation efforts. The major achievement was the developing

of the Automatic Media-List Generation Software, which automatically creates media-list for clients, based on certain criteria such as circulation, cost, size of newspaper etc. Based on DAVP's needs, NIC also developed software for submission, processing and payment of audio-visual bills, in

addition to the computerized processing and payment of newspaper bills. Revamping of DAVP's website to make it more attractive and developing software for processing of printing and Outdoor Publicity bills is also in progress and is expected to be completed by end of the financial year.

MODERNISATION & COMPUTERISATION

S. No.	Name of Item	Expenditure booked during 1 st Half	Expenditure to be booked during 2 nd Half	Purpose
1	Computerization & Digitalization	₹14,94,000/-	NIC, Studio & Others ₹ 35,00,000/-	The modernization scheme is broadly divided into three parts namely Computerization & Digitalization, Office Infrastructure and Human Resource Development. In this financial year this Directorate has disbursed ₹ 5.0 lakh each to Regional Offices at Bengaluru and Guwahati for their overall infrastructural and IT oriented development. Under Human Resource initiative for giving training in the previous year. Computerized inventory is one of the ambitious project of DAVP which is being taken up during this financial year to make the entire purchase process, Dispatch process (MMW) transparent.
2	Office Infrastructure	₹ 22,30,000/-	₹ 16,40,000/-	
3	Human Resource Development	₹ 5,86,000/-	₹ 5,50,000/-	
	Total	₹ 43,10,000/-	₹ 56,90,000/-	

Language Translation Wing

Though DAVP does not have permanent staff for undertaking translation, it continued to carry out translations for a variety of Client ministries/ Departments with the help of a panel of translators, engaged on casual basis. The translations were done for advertisements, calendars, booklets, folders etc. The Language Translation Wing of DAVP now consists of language typists, each of who can type in his/her respective language.

REGISTRAR OF NEWSPAPERS OF INDIA (www.rni.nic.in)

The Office of the Registrar of Newspapers for India (RNI) is an attached Office of the Ministry of Information & Broadcasting. Under its statutory and derivative functions, it verifies and approves titles of newspapers, registers them, checks and establishes circulation claims. It also submits to the Secretary, I & B by 31st December every year an Annual Report

highlighting the state of Print Media in the country; the report is subsequently published under the title "Press in India". Under its non-statutory functions, the RNI issues Eligibility Certificates for import of newsprint, to actual users who are registered with RNI as well as Essentiality Certificates for import of printing machinery etc.

TITLE VERIFICATION, REGISTRATION & CIRCULATION

During April to November 2010, RNI scrutinized 16085 applications for verification of titles, of which 8839 titles were approved; the rest were not found available for allotment. In the same period, 2583 new newspapers/periodicals were issued Certificates of Registration and 881 Revised Certificate of Registration. With the new advertisement policy in force with effect from 1.6.2006, the work of circulation verification by RNI has been restricted to checking the circulation of big category newspapers whose circulation is 75000 & above per publishing day only and which are referred to by DAVP as well as requests received from the individual publications. The circulation check is carried out by RNI through Chartered Accountants empanelled with it. During the period from April to November 2010, circulation of 05 newspapers/periodicals has been assessed.

The Annual Report "*PRESS IN INDIA 2008-09*" containing detailed information on print media as compiled from Annual Statements is under print and will be available for sale during March-April 2011.

NEWSPRINT

With effect from 1st May 1995, Newsprint has been placed under Open General License and all types of newsprint, Glazed & Standard, can be imported by actual users without any restriction. RNI issues the E.C., specifying the maximum quantity of newsprint that can be imported by a newspaper. This quantity is decided on the basis of the affidavit in which the publishers state the consumption of newsprint for the previous two

years and the proposed quantity of consumption for the current year. If there is more variation in the consumed quantity during the previous year and the quantity proposed to be imported during the current year, RNI asks the publisher to furnish the justification for the variation.

During the period April 2010 to November 2010, 920 Eligibility Certificates were issued for import of newsprint.

DE-BLOCKING OF TITLES

Titles verified by RNI which are not registered within two years by the publishers are de-blocked. Such unregistered titles verified upto the year 2007 have since been de-blocked. 5769 titles verified during 2008 were de-blocked during 2010-11 (upto November 2010).

PRINTING MACHINERY

RNI is the recommending authority for the import of printing machinery and allied materials. As such, newspaper establishments are required to obtain essentiality certificates from RNI for import of printing/composing components and allied materials etc. at the concessional rate of customs duty available to newspapers. During April 2010 to November 2010, no applications have been received from newspaper establishments for import of printing machinery and allied equipment. During the same period, two letters were issued for obtaining exemption from the provisions of the Foreign Contributions Regulation Act. During the period, 624 applications received under R.T.I. Act also have been cleared.

COMPUTERISATION

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

CONSOLIDATED INFORMATION ON VARIOUS ACTIVITIES OF RNI FOR THE YEAR 2010-11.

(Covered up to the period of 01.04.2010 to 30.11.2010)

Sl. No.	Name of the activity	Actual performance 2009-10 (04/2009-03/2010)	Performance during 01/4/2010 to 30/11/2010
1	Title Clearance		
a)	References received	22417	16085
b)	Cleared	17238	8839
c)	Refused	5878	5087
d)	No. of Titles De-Blocked	16054	5769
2.	REGISTRATION		
e)	Fresh Cases	4164	2583
f)	Revised CRs	881	445
	Total (e+f)	5045	3028
3.	CIRCULATION CHECKS		@@
g)	Fully Assessed	7	05
h)	Lower Assessed	0	0
i)	Unestablished	0	0
j)	Deleted	0	0
	Total (g to j)	7	5
4.	PRINTING MACHINERY & ALLIED MATERIALS.		0
k)	No. Of Essentiality Certificate issued for import of Printing Machinery.	02	0
l)	Certificates for exemption from Foreign Contributions Regulation Act.	07	02
m)	No. of applications cleared under RTI	568	624
5.	NEWSPRINT		
n)	No. of Eligibility Certificates issued to the publishers for import of Newsprint	994	920

Radio Frequency Link has been installed under the 10th Plan Scheme by NICS I which is working satisfactorily. A leased line circuit from MTNL has also been added to the network of RNI for faster net connectivity during this period.

OFFICIAL LANGUAGE

Office of RNI organized a Hindi Fortnight during 14-28 September wherein different competitions

were held to promote the use of Hindi in Official work. The 5th edition of 'Panjiyan Bharati', a half-yearly house-magazine dedicated to the Official Language is ready to be brought out in December 2010. This Office has also bagged the 5th prize for Panjiyan Bharati from the Ministry of Information & Broadcasting this year. One Assistant Director (OL) and two translators are posted in this Office to provide the necessary

assistance in translation, implementation and monitoring of the Official Language Policy of the Government of India.

PUBLIC GRIEVANCES

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

CITIZEN'S CHARTER

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

11TH PLAN Scheme : Strengthening of RNI

During 2007-08, a scheme of strengthening of RNI has been included in the approved 11th Plan with a total outlay of ₹ 88.06 lakh. This scheme envisages setting up of two new Regional Offices of RNI, one at Guwahati and the other at Bhopal. A provision of ₹ 17 lakhs has been approved in the annual plan 2010-11 for implementing the scheme. Out of this, a sum of ₹ 12.62 lakhs has been incurred as expenditure upto 30.11.2010.

It is felt that setting up of Regional Offices at Guwahati in North Eastern Region and Bhopal in Central Region respectively will facilitate aspiring publishers of newspapers of both the regions to apply for titles and launching of publications subsequently. The number of publishers applying for titles, Registration, E.C. for newsprint and printing machinery etc. will benefit, once the scheme is fully implemented. Publishers from these regions approaching RNI headquarters for various enquiries would be able to get all the details from these new Regional Offices and their applications etc. will be submitted to headquarter for approvals.

DIRECTORATE OF FIELD PUBLICITY

(www.dfp.nic.in)

The precursor of Directorate of Field Publicity, the Five Year Plan Publicity Organization, was set up in 1953. It functioned directly under the administrative control of the Ministry of Information and Broadcasting with the sole object

to publicize the Five Year Plan. This organization was renamed and reconstituted as the Directorate of Field Publicity (DFP) in December 1959 and its scope was widened and made all-inclusive. DFP is the only media unit engaged in direct communication/interaction with the people. It has major responsibility in promoting the broad objective of rapid development with social justice by publicizing rural development schemes, women and child welfare schemes, literacy campaigns, etc.

Organizational set up

Directorate of Field Publicity is headed by Director General who is assisted by two Directors. At its headquarters, it consists of programme, technical and administrative wings. It has 22 Regional Offices, most of them are located at State capitals. Officers of the rank of Director are heading the Regional Offices. Each Regional Office controls about 6 to 14 Field Publicity Units (FPU). DFP has 207 Field Publicity Units (FPUs) spread over the country. They are mostly located at the district headquarters. A Field Publicity Unit functions under a Field Publicity Officer who is assisted by Field Publicity Assistant and other supporting staff. The Field Publicity Units are equipped with vehicles and audio-visual equipments. They tour for about 10 days in a month.

ACHIEVEMENTS (April,10 to November,10)

*	No. of Film Shows Organized	25814
*	No. of Special Programmes organized.	7062
*	No. of Public Opinion gatherings	3542
*	No. of Group discussion/Oral Communication programmes organized.	31693
*	No. of Photo Exhibitions	20916
*	Success Stories	1155

e-Governance

To facilitate its working DFP has adopted ICT in a very big way. All the Regional Offices have been computerized for quick and easy accessibility and



Special publicity programme on ICDS/Nutrition organised by DFP

communication of feedback. The Directorate of Field Publicity has also envisaged a Plan to equip all its Field Publicity offices with computers so as to modernize its functioning.

MAJOR ACTIVITIES

Publicity of the following programmes is part of the regular ongoing publicity campaigns of DFP.

- Publicity Information Campaign
- Rural Development
- National Iodine Deficiency Disorder Control Programme (NIDDCP)
- Orientation Workshops
- Avian Flu
- H1N1 Influenza
- Border Area Development Programme
- Programme in Left Wing Extremism affected areas
- AIDS Awareness
- Red Ribbon Express Train (RRE)
- Azadi Express Train
- Common Minimum Programme
- Health and Family Welfare
- National Legal Service Programme
- Multimedia Campaigns
- Bharat Nirman and its flagship programmes
- Sarva Shiksha Abhiyan
- National Rural Employment Guarantee Programme (NREGP)
- RTI
- Mid-Day Meal
- PM's new 15 Point Programmes for the Welfare of Minorities
- NRHM
- Female foeticide
- Small Family

- Immunization Programme
- Pre-natal Diagnostic Technique (PNDT)
- Institutional deliveries
- Breast Feeding

Public Information Campaign (PIC)

DFP rendered strong publicity support to PIB - led Public Information Campaigns organized in

different parts of the country. Two to four FPU's participated in each PIC and organized programmes on themes covered under Bharat Nirman – Sarv Shiksha Abhiyaan, NREGA, RTI, Mid-Day Meal, NRHM, etc.

Publicity Activities in Border Areas

In order to boost the morale of the border population, publicity programmes were organized



PIC Rally at Pala Konda, Andhra Pradesh

in identified blocks/villages of the Border States. Programmes on themes covered under Bharat Nirman were organized. The Border States are: Arunachal Pradesh, Assam, Bihar, Gujarat, Punjab, J&K, Manipur, Meghalaya, Rajasthan, Sikkim, Uttarakhand, Uttar Pradesh and West Bengal.

Programmes in Left Wing Extremism affected Areas

Field Units of the Directorate carried out publicity activities on Government Schemes in Left Wing Extremism affected areas of Bihar, Chhattisgarh, Jharkhand, Orissa, Uttar Pradesh, Maharashtra,

Andhra Pradesh, West Bengal (South). Film Shows, Oral Communication, Photo Exhibitions, etc. were organized to generate awareness about Government programmes.

Red Ribbon Express Train (RRE) Publicity

Red Ribbon Express train started from New Delhi on 1st December, 2009 to create awareness on AIDS and other components of NRHM including H1N1 Influenza, RCH and TB . Launched with combined efforts of several central ministries the train passed 22 States and covered 160 railway stations before terminating its journey at New Delhi

on 1 December, 2010. The Field Publicity Units of DFP organized publicity programmes to give advance publicity about arrival of the train and mobilized people in large numbers to visit RRE.

Special Campaigns

Field Publicity Units conducted special publicity drive on Panchayati Raj on behalf of Ministry of Panchayati Raj. Publicity drives on flagship programmes were organized in two phases in June and July, 2010 and covered 200 villages. Information on MNREGA, Indira Awas Yojana, Old Age Pension, PM's 15 Point Programme for the Welfare of Minorities, RTI Act, Sarva Shiksha Abhiyan and NRHM was disseminated through film shows, group discussion, photo exhibitions and live entertainment programmes. Field Publicity Units have also conducted special campaign on Voter Awareness, Total Sanitation Campaign Rural Development etc. Madhya Pradesh Region of DFP organized two special campaigns on Women &

Child Development, Rural Development and Health related issues.

PLAN SCHEMES

DFP has two Plan Schemes under implementation during the XIth Plan Period 2007–2012 viz. (i) Conducted Tours/Skill Upgradation; and (ii) Modernization and Upgradation of Software and Hardware at Regional Offices (ROs) and Field Publicity Units (FPU) of DFP.

Conducted Tours and Skill Upgradation

The objective of this scheme is to acquaint opinion leaders with the development taking place in different places of the country so that they are motivated to replicate such development models in their respective States. Social activists, NGOs, School Teachers, Farmers, Artisans constitute the group of opinion leaders. During current financial year, thirteen conducted tours have been planned.



Conducted tour of Opinion Leaders organised by DFP

Modernisation & Upgradation of Hardware & Software at ROs and FPUs

The objective of this scheme is to boost programme activities and enhance the efficiency of field units. Under this scheme, the communication between field publicity units all

over the country and their respective regional offices at state capitals and DFP Hqrs. at New Delhi is also becoming faster and more effective. This scheme also aims at improving the efficiency of monitoring activities of field units even from Hqrs. level and improve the feed back system.

PUBLICATIONS DIVISION

(www.publicationsdivision.nic.in)

Highlights and Achievements

- Revenue earned by the sale of books and journals in the year 2010–11 (upto November 2010), was more than ₹ 40 crore.
- Revenue generated by Employment News (upto November 2010) was ₹ 36.86 crore with net revenue surplus of ₹ 23.97 crores.
- Revenue earned by the sale of books and journals (upto November 2010), excluding Employment News crossed ₹ 3 crore mark.
- The Division participated in ten prominent book exhibitions and fairs covering five states (upto December 2010).
- It successfully executed of the bulk supply order for the Government of Tamil Nadu covering 385 blocks of the State.
- It participated in eight Public Information Campaigns (PICs) by organizing book exhibitions.
- Division's popular children's magazine *Bal Bharati* maintained an average circulation of more than 35 thousand copies per month.

Yojana, the flagship magazine devoted to planning and development had an average circulation of 40 thousand copies per month for English and 35 thousand copies per month for Hindi edition. *Kurukshetra*, a magazine devoted to rural development issues, also maintained nearly 25 thousand copies per month for its English and Hindi editions (figures upto October 2010). The Division also publishes *Aajkal* a literary magazine in Hindi and Urdu

- This year's important publications include Hindi edition of J.N. Uppal's celebrated title 'Gandhi ordained in South Africa' (*Ek Mahatma Ka Abhyuday*), a biography of Mohammed Quli Qutub Shah, the founder of Hyderabad and Selected Speeches of (former) President Dr. A.P.J. Abdul Kalam. The Division has also brought out a biography of well-known scientist Charles Darwin and a comprehensive book tracing the traditions of Indian cuisine.

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



Release of the Book "Khel Hai Ganit" by DPD

The Division's key objectives include

- (a) publishing books and journals on matters of national importance at reasonable price to facilitate wider access to people;
- (b) publishing selected speeches of the Presidents and the Prime Ministers of India to serve as a repository of thoughts for the posterity;
- (c) to make available information about job opportunities in Government Sector through *Employment News*;
- (d) organizing and participating in book exhibitions and events like quizzes and competitions to ensure wider reach of our publications and hence Government policies and programmes; and
- (e) to present Bharatendu Harishchandra Awards to promote original Hindi writings in journalism and mass communication, women and children related issues and national integration.

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

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

MAJOR ACTIVITIES

Publication of Books

Since its inception, the Division is bringing out books on various aspects of Indian panorama like art, culture, history, land and people, flora and fauna, Gandhian literature, children's literature, science and technology, biographies of eminent Indians to reference works like *India - Reference*

Annual, Mass Media in India and *Press in India*. This year's important publications include Hindi edition of J.N. Uppal's celebrated title 'Gandhi ordained in South Africa' (*Ek Mahatma Ka Abhyuday*), a biography of Mohammed Quli Qutub Shah, the founder of Hyderabad and Selected Speeches of (former) President Dr. A.P.J. Abdul Kalam. The Division has also brought out *Vikasvaad ke Janak Charles Darwin* (Hindi), a Biography of the well-known scientist and *Bhartiya Bhojan ki Parampara aur Itihas* (Hindi), a detailed account of the traditions of Indian cuisine. *Ek Mahatma Ka Abhyuday* was released on 29 December 2010 at a function organized on the occasion of Delhi Book Fair – 2010–11.

During the period 2010–11, about 100 titles have been published in English, Hindi and other Indian languages.

Publication of Journals

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

Yojana

Yojana is a flagship magazine of the Division. Its first issues came in Hindi and English in the year 1957, with Khushwant Singh as its Editor. The objective was to mobilize public opinion to strengthen Five Year Plans. The magazine is now published in 11 regional languages- Assamese, Bengali, Kannada, Marathi, Malayalam, Oriya, Punjabi, Tamil, Telugu and Urdu besides Hindi and English, and has a combined monthly circulation of around 1.30 lakhs copies. The role of *Yojana* in development journalism is unparalleled both at the national and regional levels. It is perhaps the only monthly magazine on socio-economic issues published simultaneously in 13 languages. It provides enriched material from experts in various fields to readers and students, especially in smaller towns, in their own languages. Its scope has expanded beyond the five year plans to provide a forum for discussion on all socio- economic issues

of current relevance. Besides articles from subject experts, the journal also carries regular columns like *Best Practices* which brings out developmental success stories from various regions of the country; *Shodh Yatra* which highlights technological innovations at the grassroots level; *Do You Know* – a compilation of questions and answers on important terms and subjects, aimed specially at students; *J&K Window* and *North East Diary* which carry short development related news items from Jammu and Kashmir and the North-East respectively.

During the year 2010–11, *Yojana* brought out four special issues in the months of January, March, August and December, besides eight regular monthly issues. Special issues which come with an increased number of pages, provide special focus on important themes with eminent personalities as contributors. The January, 2010 issue celebrated 60 years of Indian Republic where eminent personalities including the President of India Smt. Pratibha Devisingh Patil, ex-RBI Governor Y.V. Reddy, 'Metroman' E Sridharan and many other scholars evaluated the achievements of the six decades of the Republic and pointed out to the challenges ahead. The special issue in March focused on the Union Budget, while those in August and December focused on Inflation and the state of Meghalaya as part of its North-East series respectively. To bring into limelight the uniqueness and richness of the North-Eastern part of India, *Yojana* carries out a special issue on North-East region every year in December with one of the eight states as the focus state. This year's focus was on Meghalaya. January 2011 was again planned as a Republic Day special issue and the theme was Agriculture, as breakthrough in this field will strengthen the implementation of proposed Food Security Bill as also bolster industrial output by providing sufficient raw material.

Through its subsequent monthly issues during the year, *Yojana* covered contemporary topics like Banking in India, Climate Change, Destination India covering Indian tourism industry, Human Resource Development, Water Resources Management, Development of Sports – on the occasion of the 19th Commonwealth Games, Food

Security, Networking India through Telecom development.

Yojana has completed 54 years of publication in December 2010. Synopsis of all the current issues of *Yojana* group of journals are available on the *Yojana* website, along with an online archive of the entire range of material published during last five decades in all thirteen languages, benefiting lakhs of readers including students appearing for central and state level civil services, banking and insurance services, other competitive examinations research scholars as well as teachers and researchers of economics, commerce and management etc. The content of the website is being updated every month and the same can be accessed at www.yojana.gov.in.

Aajkal

The prestigious literary magazine *Aajkal* in Hindi and Urdu, covers different aspects of Indian culture and literature. The magazines have entered their 66th year of publication in May, 2010. Both the magazines published special issue in January 2010 commemorating 60 years of Indian Republic, having contributions from the leading scholars of Hindi and Urdu literature. *Aajkal* has introduced innovative columns like '*Kirti Stambh*' and '*Deergha*', covering the life and works of luminaries in the fields of literature, arts, painting, cinema etc. as well as noted personalities of folk arts and other artistic pursuits. *Aajkal* (Urdu) brought out special issues on eminent literary figures like Iqbal, Rabindra Nath Tagore and Prem Chand. May 2010 issue was devoted on eminent poets and writers like Khwaja Ahmed Farooqi, Hasrat Mohani, Josh Malihabadi and others. The magazine published special number on noted theatre personality Habib Tanveer. *Aajkal* Urdu also brought out special numbers devoted to women's issues, Sufism and Urdu Ghazal. Special numbers on all-time greats like Faiz Ahmed Faiz and Mirza Ghalib are in pipeline.

Bal Bharati

Bal Bharati is a popular monthly magazine being published since 1948. Besides providing healthy entertainment to children, it also helps in imbuing

them with social values and scientific temper through informative articles, short stories, poems and pictorial stories. An All India Essay competition aimed at promoting creative skills among younger generation was organized and awards presented to them in April, 2010. Keeping with its tradition of promoting scientific temper, the magazine published a special science issue in June 2010. In October, 2010, Bal Bharati focused on providing information on Commonwealth Games- 2010. Bal Bharati published informative articles on Consumer Rights, Bio-diversity Environmental Pollution, Health, Fitness, World Heritage and International Year of Astronomy etc. in its various issues.

Kurukshetra

Kurukshetra is a leading magazine on rural development issues being published in Hindi and English for the last 58 years, enjoys one of the highest circulation (around 25000 copies each for Hindi and English) in its category of magazines. It is a platform where academicians, planners, NGOs, and thinkers discuss issues of rural development objectively and in detail. Digitalization of *Kurukshetra* in English and Hindi has been completed. During the period from November 2009 to September 2010, *Kurukshetra* covered varied issues related to rural development such as poverty eradication, NREGA (now MNREGA), rural health, climate change and sustainable agriculture, water resources, empowerment of rural women, rural infrastructure and education etc.

Both *Yojana* and *Kurukshetra* published focused material on Budget – 2010, as has been the tradition with these magazines.

Employment News/Rozgar Samachar

Employment News is the most popular journal providing authentic and comprehensive information on employment opportunities in public sector. This weekly is published in English, Hindi and Urdu languages. The focus of the magazine is to disseminate information about employment opportunities to the unemployed and under-employed youth of the country and to help youngsters in making an informed choice about

their careers. Besides, it provides information about deputations and other career enhancements opportunities to already employed personnel. Initially set up in April, 1976 under DAVP, its control was transferred to the Publications Division in January, 1978. The unit is located in East Block-IV, R K Puram, New Delhi and is headed by General Manager-cum-Chief Editor.

The weekly publishes advertisements for job in Central and State Governments, Public Sector Undertakings, Autonomous Bodies, universities, admission notices for professional course, examination notices and results of the examinations conducted by UPSC, SSC and other general recruitment bodies and mid-level career promotions opportunities. In addition to this, there is also an editorial segment, which carries articles relating to career opportunities. The career guidance series contains useful information on new and upcoming fields or professional activities and employment prospects in the area, qualification required to enter the profession and the institute to avail education and training.

Within Publications Division, the *Employment News* has a separate budget of its own under a different head of account. Administrative and financial powers pertaining to this unit are exercised by the GM-cum-CE on behalf of the Addl. Director General (In Charge), Publications Division, through special delegation of powers.

The journal commands an average circulation of about ₹ 4.36 lakhs copies. It has a network of about 302 sales distributors spread all over the country. The revenue generation of the journal has shown sustained growth over the years.

During 2010-11 (up to November) the revenue generated is ₹ 36.86 crores compared to ₹ 47.70 crores during the period in 2009-10. The net revenue surplus is ₹ 23.97 crores (upto November 2010) compared to ₹ 30.82 crores during the year 2009-10 (upto November).

Website of Employment News

The websites of *Employment News* (www.employmentnews.gov.in) in English and (www.rozgarsamachar.gov.in) in Hindi are very

popular among job seekers through out the country. The website is now equipped with state of the art Search engine which enables viewers to quickly retrieve material from the website. The average page hit of the website is close to 3.8.lakhs with 1.2 million page views per month. EN/RS reaches remotest corner of India including North-eastern states, Andaman & Nicobar Islands, Jammu and Kashmir etc.

New Initiatives

In consonance with Govt. policy of bringing Jammu and Kashmir and North Eastern Region in the mainstream, free copies of Employment News are being provided to libraries, educational institutions and govt offices in North East and J&K regions.

Use of Official Language

During 2010-11 the Official Language implementation work in the Publications Division was carried out efficiently. During this year six sections of Publications Division were inspected

ensuring implementation of Hindi work. One issue of the Departmental in-house magazine “Prakash Bharati” was published. During the Hindi Week in September 2010, many competitions were organized in the Department. 45 awards in various categories were awarded to promote work in the official language. During this year three workshops were also organised to train employees on different subjects. Quarterly meetings of Official Language Implementation Committee were organized in each quarter. In addition to this, parliamentary committee on official language held an oral evidence of Publications Division in September 2010.

Bharatendu Harishchandra Award

Entries were invited for Bharatendu Harishchandra Awards for the year 2009. Under this award scheme, original writing in Hindi on (a) Journalism and Mass Communication (b) Women’s Issue (c) National Integration and (d) Children’s Literature is encouraged. The work of this scheme is under progress.



Minister for I&B Smt. Ambika Soni, Secretary I&B, Shri Raghu Menon and Joint Secretary (P&A) Shri V.B. Pyarelal, at the Bharatendu Harishchandra Award Presentation Ceremony

Business and Marketing

The Division has continuously endeavoured to expand the reach of its publications, improve

visibility and access by participating in book exhibitions, book fairs, Public Information Campaigns and sales promotion activities.

The Division has till mid December 2010 participated in ten prominent Book Exhibitions and Book Fairs in the States of UP, AP, Kerala, Patna and Rajasthan and proposes to participate in Book Fairs in, Kolkata, Chennai, Delhi and Jharkhand

in the coming months. The prominent Fairs where the Division participated were National Book Fair, Lucknow; Faizabad Book Fair; International Book Fair, Kochi; Patna Book Fair; National Book Fair, Jaipur.



Book lovers at Delhi Book Fair

In an effort to expand its reach to the rural areas, the Division continues to participate in Public Information Campaigns by organizing book exhibitions in different districts of the country. Till mid December 2010 the Division has organized eight such exhibitions in the districts of Theni, Dindigul, Nilgiris, Sivaganga, Ramnad, Tirupur (Tamil Nadu), Tehri-un-saun, Rohtas (Bihar) and Barabanki(UP). The Division has been organizing *in situ* exhibitions to observe important occasion and to promote book reading among public in all the ten sales outlets of the Division and commemorate occasion like Independence Day, Gandhi Jayanti, and National Book Exhibition etc.

From the Business point of view, during the current financial year, the major highlights have been the successful execution of bulk supply order for the Government of Tamil Nadu. Under this order, books were dispatched to 385 blocks of the

State. Besides this, the Division has also executed order for the Government of Rajasthan for our prestigious Gandhian literature.

Average circulation of the Division's magazines, excluding *Employment News/ Rozgar Samachar* was around 165 thousand copies per month. The Division earned a net revenue of ₹ 19.36 lakhs from advertisements published in its journals and other publications. The total revenue earned till November 2010, excluding *Employment News* was ₹ 3.03 crore.

Plan Schemes: Modernization of the Division and *Employment News*

- i) Digitalization of all the 13 editions of *Yojana*(Hindi, English, Urdu, Tamil, Telugu, Kannada, Malayalam, Marathi, Gujarati, Punjabi, Oriya, Bengali and Assamese) and *Kurukshetra* (English and Hindi) was

completed in first two years (2007–09) of the 11th Five Year Plan. Website of *Yojana* is functioning satisfactorily.

- ii) Computerization and modernization of all *Yojana* offices have also been completed.
- iii) Modernization of Book Gallery at the headquarters and renovation of Sales Emporium at Hyderabad has been completed. Kolkata and Chennai Emporia are to be renovated and one Mobile Van has been purchased during 2008-09 and another Van has been purchased during 2009-10. Sales Emporia, Old Secretariat at Delhi and Chennai have been renovated. The remaining Sales Emporia will be modernized during the remaining part of the 11th Plan.
- iv) Modernization of *Employment News* was also undertaken under the component of Plan Scheme.

RESEARCH REFERENCE & TRAINING DIVISION (www.rrtd.gov.in)

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

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

e-Governance: As a part of the ongoing ICT activities, the library is being upgraded and computerized. It is to be converted into a virtual library by the end of XI Plan. To smoothen the working of the office the LAN network is being further strengthened and expanded.

MAJOR ACTIVITIES

India-A Reference Annual

The Division compiles a reference book, 'India- A Reference Annual', a compilation on development and progress made by Central Ministries/ Departments, State/Union Territory Administration and PSUs/Autonomous bodies. It is simultaneously Published in Hindi titled- 'Bharat'. Compilation of this year book has been completed and sent to Directorate of Publications Division for its publication.

Mass Media in India

The Division brings out 'Mass Media in India', a comprehensive publication on Mass Media in the country. The Annual contains articles on various aspects of the mass media, information on the status of media organizations in Central Government, State and Union Territories. It also includes the general information on print and electronic media. "Mass Media in India-2009" has been brought out this year.

Diary of Events

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

Specialised Magazines Monthly Report

The Division prepares a monthly report on specialised magazines and after screening sends it to the Ministry. The report is on the magazines that have a share of FDI and are meant for specified subjects only for which they have been

given permission for publication in India. These magazines are monitored to ensure that the publishers adhere strictly to the stipulations laid down by the government.

Reference Library

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

National Documentation Centre on Mass Communication

The National Documentation Centre on Mass Communication (NDCMC) was created in 1976 as a part of the Division on the recommendation of an Expert Committee set up by the Ministry for collecting, interpreting and disseminating information about the events and trends in mass media through its periodical services. The NDCMC documents major news items, articles and other information material available on mass media/communication. The current activities of the Centre range from collecting, documenting and dissemination of information.

The information collected is maintained and disseminated through service like Current Awareness Service-annotated index of select articles; Bibliography Service-annotated subject index of articles; Bulletin of Films-abstract of various developments in the film industry; Reference Information Service- background papers on subject of topical interests in the field of mass media, 'Who's Who in Mass Media'- biography of eminent media personalities; Honors Conferred on Mass Communicators – details of awards conferred on Mass Communicators and 'Media Update'- diary of national and international media events. The Centre brought out 50 such services during the year 2010-2011 (till February, 2011).

Plan Schemes

Under 11th Five Year Plan this Division is administering a scheme entitled "Research Reference and Media Awards". It has three components.

Research in Mass Media

Under the Scheme, research studies are conducted on topic of interest of Ministry of Information & Broadcasting and its Media Units. The research study "The Government Information Delivery Mechanism and Technological Development" is in progress.

Upgradation of Library

It is planned to convert Library of the Division to a Virtual Library under the scheme.

National Media Awards

Under this scheme, it is envisaged to introduce "National Media Awards" to sensitize media about its social commitment and obligation towards society. The operationization of this scheme is under way.

Vigilance Activities

Details of vigilance set up for the organization at headquarters and its field offices:

RR&TD is a small subordinate office of Ministry of I&B having its headquarter in Sochna Bhawan, CGO Complex, New Delhi-110003. Its area of cooperation is neither of public interaction nor of confidential nature. It has no field office. Joint Secretary of Ministry of I&B is the Chief Vigilance Officer. The name of Shri L.R.Vishwanathan, Director, RR&TD has been proposed for nomination as Vigilance Officer for this Division.

SONG & DRAMA DIVISION

(www.sdd.nic.in)

The Song and Drama Division was set up in 1954 as a unit of All India radio and was given the status of an Independent media unit in 1956 with the mandate of development communication. This is the largest organization in the country using



Programme presented by Song & Drama Division

performing arts as a medium of communication. The Division uses a wide range of art forms such as drama, ballets, operas, dance-dramas, folk and traditional recitals, puppetry. In addition, the Division organizes theatrical shows on national themes such as communal harmony, national integration, secularism, promotion of cultural heritage, health, environment, education, etc., through Sound and Light Programmes. The Division by deploying large number of artists for development communication work is providing employment to the artistes majority of whom belong to SC/ST/OBC communities.

Organizational set up

Functioning from Headquarters at Delhi the Division has the following field offices: (a) ten Regional Centres at Bengaluru, Bhopal, Chandigarh, Chennai, Delhi, Guwahati, Kolkata, Lucknow, Pune, and Ranchi; (b) Seven Border Centres at Imphal, Jammu, Shimla, Nainital, Darbhanga, Jodhpur and Guwahati; (c) There are six drama

troupes at Bhubaneshwar, Delhi, Hyderabad, Patna, Pune and Srinagar and (d) Nine troupes of Armed Forces Entertainment Wing at Delhi and Chennai and (e) Two Sound and Light Units at Bengaluru and Delhi. The programme activities are carried out with the help of about 350 departmental staff artistes, more than 806 registered troupes and about 840 empanelled artistes.

Armed Forces Entertainment Wing

The main objective of AFEW troupes is to entertain the Jawans in the forward areas to boost their morale and to create a feeling among them that they are being cared and looked after by their fellow countrymen and to propagate Government policies when deployed in civil areas. The Division caters to the entertainment requirements of the Armed Forces in most inhospitable, remote, border and forward areas. The Armed Forces Entertainment Wing troupes are very popular for presenting folk dances from all the states in original and attractive forms, colour and costume, thereby highlighting the cultural harmony of the country.

Border Publicity Troupes

The Border Publicity Troupes are Departmental troupes stationed at Imphal, Guwahati, Dharbhanga, Nainital, Shimla, Jammu and Jodhpur undertake publicity in the remote border areas to educate the people about various developmental schemes of Government of India and also to counter the propaganda across the border. These Programmes were organized in close

coordination with SSB, BSF and other Government agencies.

Departmental Drama Troupes

The Departmental Drama Troupes situated at Pune, Patna, Hyderabad, Bhubaneshwar, Jammu and Delhi presented plays on various themes like Family Welfare, AIDS, Drug Abuse, National Integration, Communal Harmony, Environmental Issues etc.



Programme on World Population Day and on World Environment Day presented by Song & Drama Division

Plan Scheme

Live Arts & Culture for Rural India is being implemented during 2010-2011 by this Division. The following are the special components of this scheme:

- Information, Communication, Technology activities in hilly/tribal/desert/ sensitive & border areas.
- Activities in 76 identified districts.
- Publicity on Common Minimum Programmes under 10 Regional Centres
- Special Activities in J&K and North East.
- Presentation of Theatrical shows on National/ Social themes.
- Modernisation of Song and Drama Division.

ICT activities in hilly/tribal/desert/ sensitive & border areas

Special publicity is undertaken by the Division in sensitive and inner line areas such as Jammu &

Kashmir, Punjab and North Eastern Region with a view to counter the propaganda from across the border and to bring the people of these areas in to the national mainstream, all the Border Centres undertake special publicity campaigns in the respective areas with the help of Departmental Troupes, Private Registered Troupes and Empanelled /CasualArtistes in close coordination with Special Service Bureau, Border Security Force, and other Defence agencies. The Division presented programmes in Tribal, Hilly and Desert areas for creating awareness among the isolated tribes living in the hilly and desert areas about the developmental activities initiated by the Government for their welfare. These Programmes aim at promoting amongst them a sense of belonging to the country and to encourage them for their participation in the on-going developmental activities around them. These programmes are presented in the language/ dialects of the local people. Upto November, 2010 this Division has presented 3925-Programmes.

Activities in 76 Identified Districts

Under this component of the Plan scheme the Song & Drama Division is undertaking special IEC activities in the 76 naxalite affected districts identified by the Home Ministry. Programmes highlighting the developmental activities taken up by the Government for the welfare of the people especially Tribals living in the area. The programmes are presented in the cultural context of the people utilizing their own dialects/language. The programmes targeting the youths promote a sense of belonging and Patriotism. Upto November, 2010 this Division has presented 1280-Programmes.

Publicity on Common Minimum Programme

Under this component of the Plan Scheme the Division provided publicity, through cultural troupes for various development schemes of the Government under Common Minimum Programme. It is intended to create awareness among the public about the schemes such as Bharat Nirman, RTI Act, Mahatma Gandhi NREGA, NRHM, SSA etc. so that the people could avail the benefits by the scheme. Upto November, 2010 this Division has presented 822-Programmes.

Special Activities in J&K and North East Regions

The Division has undertaken to carry-out special publicity activities in the States of Jammu & Kashmir and North-east region for promoting Patriotism, National- Integration and Communal Harmony. Upto November, 2010 this Division has presented 1905-Programmes.

Presentation of Theatrical shows

With the objective of educating the people in general and youth in particular about the rich cultural and historical heritage of the country, the Sound & Light Units of the Division mount Sound and Light Programmes in various parts of the country under this scheme. Spectacular multi-staged action panorama programme is very popular and attracts huge audience in thousands. These programmes narrate history, culture and tradition of Indian people and contributions made by freedom fighters during struggle for India's independence. Sound and Light Unit of Delhi HQ has presented one mega sound and light programme "Jamunia – Tasveer Badelte Bharat Kee" on 15th of October, 2010 Siri Fort, New



Minister for I&B Smt. Ambika Soni with the artists of Jamunia show,

Delhi, Hon'ble Minister, Ministry of Information and Broadcasting witnessed the programme. Till November, 2010 this Division has presented 10-Threatrical Shows.

Modernisation of the Division

A moderate amount of ₹ 5.00 lakhs has been provided under this component of the Annual Plan 2010–2011 and the Division has planned technical upgradation of Sound & Light equipments.

Non-Plan Scheme

The Division organises programmes for publicizing various developmental activities of the Government, and on social issues such as Health and Family Welfare National Intergration, Communal Harmony, Women's Empowerment, Prime Minister's 15-points programmes for the welfare of the Minorities, Sarva Shiksha Abhiyan, Environmental Issues, Child rights, Girl Child etc. Major fairs and festivals have been covered all over the country. To carry-out the programme-activities in the country, Song and Drama Division has

utilised the services of the private registered troupes, Empanelled Artistes and Departmental Artistes. Upto November, 2010 this Division has presented 3267 Programmes.

Bharat Nirman-Public Information Campaign

During 2010–2011 the Division participated in all the Public Information Campaigns organised by the Ministry of Information and Broadcasting in which all the media units played remarkable role in giving publicity on the themes like Bharat Nirman, Mahatma Gandhi National Rural Employment Guarantee Schemes, National Rural Health Mission, Sarva Shiksha Abhiyan, Universal Mid-day meal programme, Jawaharlal Nehru Urban Renewal Mission, Right to Information Act, Prime Minister's 15 point programme on minorities etc. In addition to presenting colourful programmes at the place of the Campaign, the Division also presented pre and post publicity programmes for five days before and after the Campaign in the surrounding villages thereby creating awareness on the developmental schemes under Common Minimum Programmes.



Song & Drama Division participated in Bharat Nirman Campaign

Till November, 2010, the Division has provided full publicity coverage for the Public Information Campaigns(PIC) and presented 952-programmes. The Division will continue to provide full coverage for all the PICs during the remaining period of the year, 2010–2011.

Other Major Activities

Song and Drama Division has presented special programmes in co-ordination with the State Administration from 8th to 16th October, 2010 at Katra, Jammu & Kashmir on the occasion of NAVRATRA FESTIVAL-2010.

Coverage of Various Fairs, Festivals and Anniversaries

The Division provided coverage for Ambedkar Jayanty, Puri Car Festival, Quit India Movement Day, Independence Day, Sadbhavana aDiwas, Gandhi Jayanti Day, Quami Ekta Week, Children's Day and all other major events and local fairs, festivals and anniversaries were provided adequate coverage during 2010–2011.

Coverage of India International Trade Fair-2010

The India International Trade Fair-2010 was held in November, 2010 at Pragati Maidan, New Delhi. Song and Drama Division with the collaboration of Ministry of Health and Family Welfare, Govt. of India has presented 82 programmes on the health related issues.

Population Stabilization

Song and Drama Division has presented special publicity campaign on Population-Stabilization in the selected 79 districts of Six high fertility States of Uttar Pradesh, Madhya Pradesh, Rajasthan, Chhattisgarh, Bihar and Jharkhand starting with World Population Day on 11th July, 2010. There was a target for 1993 publicity programmes in the selected districts of six states and till date this Division organised 2639-Publicity Programmes on Population Stabilization.

Vatsalya Mela

Song and Drama Division has launched special publicity campaign on Malnutrition, Anganbadi,

Female Foeticide, Early Child Marriage, Women Empowerment and Ahimsa at Vatsalya Mela, INA, Dilli Hat and also in different areas of Delhi and in the border areas (adjucent to Delhi) in Rajasthan, Haryana, Punjab States in close co-ordination with Ministry of Women and Child Development. There is the target for organizing 856-publicity programmes and up to November, 2010, this Division presents 18-programmes. The said campaign is in advance Stage.

National Iodine Deficiency Disorder Control Programmes

Song and Drama Division has launched a special publicity programmes on National Iodine Deficiency Disorder Control Programmes in selected 200 districts of 16-States during 2010–2011. There is the target to organise 3015-publicity programmes on National IDD Control during this financial year and upto November, 2010 this Division has presented 141-programmes. At present, the said campaign is in advance stage.

Programmes for Voter Awareness in Bihar State

Song and Drama Division has presented 1051-Publicity Programmes in close co-ordination with the Election Commission, Bihar State and Public Relation Department of Bihar State on the theme Voter awareness (Right to Vote & Voting procedures) during this financial year, 2010–2011.

Programmes During January to March, 2011

The Division proposes to present programmes during January to March, 2011 as follows :

1. Publicity campaign on National Iodine Defeciency Disorder Control Programme.
2. Publicity Campaign on Women & Child Development, Female foeticide, Traffiking etc.
3. Public Information Campaigns
4. Special Threatical Shows at Morabadi Midan, Ranchi, Jharkhand during Khadhi Mohatsav in December, 2010 and in Uttar Pradesh.
5. Festivals and Anniversaries
6. Publicity programmes on different developmental issues.

**Physical Achievements under Plan/Non Plan Scheme during 2010-2011
(April to November,2010)**

Name of Regional Centres	ICT	ID	CMP	J&K & North-east	Theatrical Shows	Non-Plan
1. Bengaluru	673	—	47	—	08	302
2. Bhopal	489	127	88	—		132
3. Chennai	596	235	30	—		382
4. Chandigarh	282	—	51	162		252
5. Delhi	420	—	60	—		559
6. Guwahati	—	—	274	1743		432
7. Kolkata	290	550	65	—		197
8. Lucknow	490	20	141	—		168
9. Pune	319	40	32	—		252
10. Ranchi	366	308	34	—		554
11. AFEW Unit	—	—	—	—	02	37
TOTAL :	3925	1280	822	1905	10	3267

(A) Plan : 7942 (3925+1280+822+1905+10)

(B) Non-Plan: 3267

TOTAL: 11209

**Programmes on National issues/policies presented by Song and Drama Division during
2010-2011 (April to November, 2010) :**

Centres	PM's 15 Point Programme	ST & Other Traditional Forest Dwellers	Task Force on Border Area Development	PIC	LWE	Population Stabilization	Voter Awareness	IDD Control	Vatsalya Meka	Prog. at IITF	Misc.
Bengaluru	181	194	-	47	-	-	-	-	-	-	134
Bhopal	178	285	180	210	127	684	-	-	-	-	75
Pune	331	56	92	5	40	-	-	141	-	-	-
Ranchi	20	5	15	82	308	1229	1051	-	-	-	-
Lucknow	272	24	129	173	20	726	-	-	-	-	-
Chennai	50	40	-	111	-	-	-	-	-	-	-
Kolkata	144	101	224	44	-	-	-	-	-	-	98
Guwahati	390	140	316	157	-	-	-	-	-	-	242
Delhi	299	-	-	60	-	-	-	-	18	82	-
TOTAL :	2513	1093	119	952		2639	1051	141	18	82	549

Website

A special website www.sdd.nic.in can be visited to have details regarding Song and Drama Division. Details about the Division's aims, objectives, major wings such as Sound & Light wing, Armed Forces Entertainment Wing, Border Publicity Wings, Departmental Drama Wing, Private. Registered Parties etc. can be had in the site. The address of all the Regional and Sub-Centres can also be had from the website. A colourful photo album of the programmes presented by the Division is also made available in the site.

Special Component Plan for SC and ST

The Division has presented programmes in tribal and hilly area of Jharkhand, Orissa, Chhattisgarh, Madhya Pradesh and North East. These programmes were presented to create awareness about various developmental schemes meant for them.

Implementation of RTI ACT

This Division is implementing RTI Act strictly. Applications are received by the information Officer. A fee of ₹ 10.00 (Rupees Ten only) has to be attached with the application. Replies are given within stipulated time.

Grievance Cell

Grievances are heard by the Grievance Officer in the afternoon on every Wednesday.

Citizen's Charter

Citizen's Charter is available with the Division and the same can be seen by any one on demand.

Song and Drama Division continues to provide coverage for all important occasions during the remaining period of the year, 2010–2011.

PHOTO DIVISION (www.photodivision.in)

Photo Division has just completed its 50 years of existence and a year long journey of Golden Jubilee celebration till October 2010. It was established on 16th October 1959 as a culmination of the Government's decision for establishing a separate department keeping in view of the importance of the medium, as the photographs give the most authentic and truthful record as well as recognize

the new medium for right projection and create the archival records under the professional experts.

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

The Division is responsible for visual documentation and preparing photographs both in Black & White and Colour for both internal and external publicity on behalf of the Government of India. It has come a long way and now is in the process of digitalization and have taken up its modernisation with the commitment to keep pace with the changing international scenario.

FUNCTIONS/PROGRAMMES

Photo Division's important function is to document photographically, the growth development and, also the chronological, economical and social changes in the country and to restore such images through a platform for the posterity. With the documentation, presently Photo Division is more concerned in its protection and maintaining its archives and open it to all for the cross referencing of these valuable documents. In addition to this, Photo Division has started the process of initiating photography as a whole. In such a process the Division realised the idea of National Photographic Centre and began its activities for the protection of the images with complete digitalisation process.

Moreover, Photo Division provides visuals (still) to the media units of the Ministry of Information & Broadcasting for dissemination of information by means of day to day publicity and also to use the photographs through systematic exhibition or publication. Images published in the PIB website for the publicity are the products of the Photo Division. All the exhibition material used by the DAVP are from the archives of the Division. Other major users are Central and State Government

Agencies, Ministries/Departments including President Secretariat, Vice-President Secretariat, Prime Minister's Office, Lok Sabha & Rajya Sabha Secretariats and Indian Missions abroad through XP Division of the Ministry of External Affairs. Besides, Photo Division also supports the individual needs - be it publication of books, exhibitions or the pictures for their own needs and collection.

External Publicity Division, DAVP and the PIB get the major publicity support and services from the Photo Division. External Publicity Division of the Ministry of External Affairs takes the major chunk of its production for the external publicity of the Government of India. This includes extensive documentation of the visit of all the Heads of States/Government of Foreign countries and presentation of unique albums of the entire documentation of such visits for which the colourful albums are presented.

PIB also gets the major routine coverage of the internal VIPs' activities for the day-to day publicity to the Press through its Internet. Division is also updating its day to day visuals particularly the news oriented images through its website. Documentation of the development projects etc. are basically used for the exhibition purpose and for publication.

DAVP depends on the complete visual support from the archives of the Division, which has been developed during the last five decades for their preparation/production of various kinds of exhibition, hoarding, advertising materials, publicity pamphlets, brochures etc. to be circulated amongst the large population of the country as well as abroad. During the recent past after the updating of the sophisticated equipment by the Division, DAVP has started making in bulk the entire display panels for placing directly to the back drop for the effective view of the exhibitions.

The Division also supplies photographs on payment basis to the non-publicity organizations, private publishers and general public as a whole through its Pricing Scheme.

ORGANISATIONAL SET UP

Photo Division is housed in Sookna Bhawan, CGO Complex, Lodhi Road, New Delhi – 110003. Besides the Main Office, the Division has also a Photo Unit/Cell functioning at Curzon Road, New Delhi, for providing direct photographic assistance/support to DAVP for their exhibition purpose and also to produce the murals for use by the Department of Post & Telegraph, Ministry of Communication.

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

Special Responsibilities

Senior officers and the Staff members have to accompany the President, Vice-President, Prime Minister, sometime other ministers for providing extensive photo coverage & photo publicity material of their visit within the country and abroad. Senior Officers are also engaged in the documentation works relating to Developmental activities, social and economic changes from time to time for enriching its collection of archive for the posterity.

The Division provides special services to Ministry of External affairs by placing a team of Photographic Officer along with Sr. Photo Assistant, Jr. Photo Assistant as per the requirement of technical staff of the Division to accompany the visiting Heads of States/Govt. for providing extensive photo coverage and photo publicity of their entire visit in India. A leather bound special VVIP album, (specially approved by the Protocol Division of MEA) with golden ink embossed cover with the digital images containing the photographs of the entire visit of the VVIP, are presented at the final departure ceremony of VIPs.

SYNERGY WITH OTHER MEDIA UNITS

To keep synergy with other Media Units, the Division has taken up various measures. The Division has launched its official website to explore the global utility with its large number of archival and current images. The work is in progress of introducing e-commerce feature to sell/buy images through the official website. A high capacity server is installed for the on-line/off-line retrieval of archival images. The News Photo Network of the Division has been functioning on complete digital mode to avoid delay in sending photographs to newspaper and Press Information Bureau. The official website of PIB is completely supported by the Photo Division by supplying digital images & hard copies as per their requirements of the day-to-day assignments. On assignments of Vice President, Prime Minister and visiting VVIPs, digital camera equipment is being utilized with Laptop and V-data cards to download and upload the digital images from the venue itself in the city as well as in local tours. The Division provides facility to DAVP for the supply of life size as well as the exhibition composite panels with digital inkjet images for the exhibition purpose. To produce excellent publicity materials, Director Photo Division took various steps to take up updated documentation whether it is for the printing of calendar or for thematic exhibitions etc. To disseminate its expertise it also took measures to organize workshop in collaboration with Media Units and also with State Governments.

11TH FIVE YEAR PLAN

During the 11th five year plan (2007–2012) the Division has initiated two new schemes “National Center of Photography” NCP and “Special Drive for North East Region and Isolated places in Jammu & Kashmir, Andaman and Nicobar Islands, Lakshadweep etc”. For the year (2010–2011) in the scheme “National Center of Photography” the division continued its work of up gradation of Digital Photo library with the provision of De-humidification system & temperature control unit with safety device etc.

Outsourcing support with the programmer & Photo Data entry Operator helped in maintaining the “News Photo Network” involved with the Digital Management which includes the work relating to operation/uploading of Meta data i.e. Digital images/digital text on official website and uploading of digital images on high capacity server of the Division. The services of Sr. Librarians and Library assistants have been utilized for proper management of digital image in the library of the Division as per the guidelines of library science.

With regard to the other part of the Plan Scheme viz., “Special Drive for the North East, and the isolated Jammu Kashmir, Andaman and Nicobar Islands, Lakshadweep etc.,” documentation of the developmental project in such areas has already been taken up with the extensive photo coverage and the work is in progress. During the period under review, the Division initially did the documentation of the passage of the Queens Baton to all the North East States and is now working for the specific documentation of the developmental activities of the life and environment, scenic beauty etc of the States/UTs of Lakshadweep, Arunachal Pradesh, Assam, Mizoram, Meghalaya and Jammu & Kashmir.

OUTSOURCING OF IMAGES OF ARCHIVAL INTEREST

In order to enrich its Photo Archives and to have a cross-referencing of the existing images, Photo Division through its Scheme “National Centre of Photography” has acquired old photographs of archival value of at least 50 years old from the photographers, collectors and individuals having old records. A committee in this respect was formed with two outside experts, an eminent historian Dr. Narayani Gupta and an eminent Photographer Shri Raghu Rai in addition to two Directors from the Ministry and Director, Photo Division as the Chairman of the committee. Division has made country-wide announcement for the collection from the collectors. About 500 images were received during the month of November 2010 and the process of placing the same to the committee for their selection is underway.



Vice-President Shri Mohammad Hamid Ansari with the awardees of 1st National Photo Awards 2010 for Lifetime Achievement—Shri K.G. Maheshwari, Shri Benu Sen, Shri S. Paul, Mrs. Homai Vyarawalla at the Golden Jubilee Celebration of Photo Division in New Delhi. The Minister for I&B Smt. Ambika Soni, MoS, Shri Choudhury Mohan Jatua, Director, Photo Division, Shri Debatosh Sengupta and the Chairman, Jury, Shri Mike Pandey are also seen in the picture.

GOLDEN JUBILEE CELEBRATION

On 19th August 2010 Photo Division organized a grand function at Vigyan Bhawan in which Hon'ble Vice President of India Shri M Hamid Ansari presented the Life Time Achievement Awards to the following outstanding photographers from the field of Photojournalism and Pictorials.

- i. Smt. Homai Vyarawalla, Photojournalist from Gujarat
- ii. Shri S. Paul, Photojournalist from New Delhi
- iii. Shri Benu Sen, Pictorialist from Kolkata and
- iv. Shri K. G Maheshwari, Pictorialist from Mumbai.

On the occasion Division brought out a special Publication giving a brief of the Division with very important images from the Archives of the Photo Division which was also released by the Hon'ble Vice President of India. A ten minutes film also was produced and screened on the occasion.

XIX COMMONWEALTH GAMES

The Division was entrusted with a very important documentation of the entire passage of the Queen's Baton which is the prelude to the Commonwealth Games 2010. This was a rare honour for the Photo Division. For the first time in the history of the



A bird enjoys with the Queen's Baton 2010 Delhi, during its passage through Bahamas

Commonwealth Games such responsibility was entrusted with any Indian Photo Agency which was earlier the prerogative of the countries like US, UK or Australia.

The relay for a period of 340 days, which commenced on 29th October 2009 at the Buckingham Palace (England) with handing over of the Baton to the Hon'ble President of India Smt. Pratibha Devi Singh Patil by the Queen Elizabeth II, had the schedule of moving through 70 Commonwealth Countries and territories for 240 days and then to India for another 100 days commencing from 25th June 2010 covering all the 28 States and 7 Union Territories. The entire documentation was publicized throughout the world through the commonwealth channel, in addition to internal publicity in the country, by placing it in the Photo Division Website as well as by passing the pictures to PIB. In addition, pictures have been placed in the website of the Commonwealth Games Delhi 2010 also.

Photographic Officers were engaged for documenting approximately 800 to 1000 images

on every day basis of which an average of 10 to 15 images were placed on day to day basis on the official website of the Commonwealth Games Organising Committee as well as day to day uploading in the Photo Division's Website as well as forwarding the same to the PIB and the headquarter of Photo Division at New Delhi for their up loading.

Photo Division has placed a total number of 2798 images in its website for publicity. A brief about the outcome of the documentation is as under:

1. Number of Jobs covered	:	285
2. Number of Queen's Baton Images from 1 st April 2010 documented	:	56,508
3. Number of Image sent to PIB	:	2924
4. Number of Image uploaded in PD website	:	1847
5. Number of Image uploaded in PIB website	:	1900

Photo Division was engaged in documenting the entire events of the XIXth Commonwealth Games, New Delhi from 3rd October to 14th October 2010 covering 12 stadia and almost 17 events during the period. The Division has covered 232 assignments of 17 events with a number of sub events during the span of 12 days including the most colourful and entertaining opening and closing ceremonies of the Games.

A statement of Production Report is annexed below:

Number of events covered	19
Number of stadiums covered	12
Number of documentation event wise	232
Number of Images	63252
Number of photos released through Division's website	1167
Number of photos sent to PIB for their website	1167

NATIONAL PHOTO CONTEST AND OTHER COMPETITIONS

Minister of State for Information and Broadcasting Shri Chaudhuri Mohon Jatua distributed the awards for the 22nd NATIONAL PHOTO CONTEST: "*Badhte Kadam: A vision of hope*". An exhibition of the Award winning and selected photographs was held in New Delhi from 23rd to 26th June 2010.

A total number of 1575 photographs were received from 391 photographers from 24 states. Jury comprising noted photographer & Secretary, Ministry of Tribal Affairs Shri G.B. Mukherjee, a veteran and eminent photographer, Shri Joyti Bhatt from Gujarat, Professor S Pradeep Kumar, Head of the Department of Photography & Visual Communication, JNTU College of Fine Arts, of Andhra Pradesh, Shri T. Narayan, National Editor, Hindustan Times Group and Shri Debatosh Sengupta, Director, Photo Division, screened the entries and decided the award winners. In addition to this, the jury also considered 90 prints from colour & black & white photographs for exhibition

in addition to the 26 award winning pictures.

Shri Devendra from Ratlam, Madhya Pradesh and Shri Narayan D Patel from Vadodara, Gujarat bagged the first prize for their pictures titled *Empowering Village* and *No Title* in Black and white & colour section respectively.

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

Photo Division has conducted the 4th National Level Photo Contest for the Ministry of Tribal Affairs, on *Artistic Expression of Tribal Women*.

A total number of 1239 photographs were received from 186 photographers from 22 states.

A High Level Jury comprising Shri G. B. Mukherjee, a noted photographer and former Secretary Tribal Affairs, Shri Michael Shylla a senior freelance & Tribal Photographer from Meghalaya, and Debatosh Sengupta, Director Photo Division met in Soochna Bhawan, New Delhi and selected the 13 award winning photographs as well as another 89 photographs for the exhibition. Exhibition is likely to be held in February at Indira Gandhi National Centre for Arts, New Delhi.

ROUTINE ACTIVITIES

As part of its routine activities the Division has provided the important coverage of the day to day political activities and also of the various functions of the Government of India. Some such important documentations are:-

Visit of Vice President within the country and abroad

Photo Division provided the extensive photo documentation of the visit of the Hon'ble Vice President Mohammad Hamid Ansari's visit within the country as well as abroad as given below :

Abroad: Belgium & Brussels

Internal Visit: Madhya Pradesh, Bihar, Maharashtra, Chandigarh, Jammu & Kashmir, Andhra Pradesh, Nagaland, Punjab, Orissa, Kerala, Gujarat & West Bengal



Prize winning entry from Shri Prasenjit Dhar of West Bengal for the 4th National Level Photographic Competition 2010, organised jointly by M/o Tribal Affairs and Photo Division, M/o, I&B

Visit of Prime Minister within the country and abroad

During the period of assessment, Photo Division has provided extensive coverage of visit of the Prime Minister in the country and abroad. During the visits abroad, Photo Division provided an extensive coverage of the other important Summits and Bilateral meetings also. Using the quick transmission arrangement, the Division has sent the major photographs from the venue of the function so as to reach the Headquarter promptly. Details of the visit of Prime Minister abroad covered are as under:

1. USA & Brazil in April 2010
2. Bhutan in April 2010
3. Canada in June 2010

4. Japan, in October 2010
5. Malaysia in October 2010
6. Vietnam in October 2010
7. South Korea in November 2010
8. Belgium and Germany

Division also provided an extensive coverage and publicity of the local visit of the Prime Minister to (1) Tamil Nadu, (2) Maharashtra (3) Jammu & Kashmir (4) Uttarakhand (5) Uttar Pradesh (6) Ladakh and (7) Andhra Pradesh.

Visit of Heads of States/Government from Abroad

In addition to the coverage of the visits of Vice President and Prime Minister, Photo Division has also provided extensive photo documentation of

the visit of the Heads of State/Govt. of the following countries:

1. The President of Turkmenistan
2. The President of Seychelles
3. The President of South Africa
4. The President of Sri Lanka
5. The Chairman of Myanmar
6. The Prime Minister of United Kingdom
7. The Prime Minister of Poland
8. The President of Mozambique.
9. The King of Bhutan
10. The President of Malawi
11. The President of the United State of America
12. The President of France
13. The President of China
14. The President of Russia

Special Coverages of Culture & Religion

The Division covered some of the important events like—Iftar, Guru Nanak's Birthday, Dussehra, Durga Puja, Diwali, Id, Muharram, Christmas and Opening of the new gallery of musical instrument.

EXHIBITION

The Division has mounted an exhibition titled **Priyadarshini Indira: A Tribute to late Smt. Indira Gandhi** former Prime Minister of India. Exhibition was inaugurated by H.E M. K. Narayan, Hon'ble Governor of West Bengal on 19th November 2010 at Kolkata.

As a part of celebration of Communal Harmony week, Photo Division organised an exhibition on the theme 'Secular India' at the Corridor, 7th Floor, Soochna Bhawan for three days.

SPECIAL PRODUCTION/PIC etc.

With the introduction of digitalization on one hand, a number of hard copy prints have been reduced, particularly the day to day release photographs as the media can simply download the images from the site of PIB or from Photo Division's website. But, on the other hand, with the introduction of printing of murals, DAVP got the advantage of

getting the production of a number of important sets of panel of exhibition. An outline of the same is given below. Production of these multiple sets are used in Public Information Campaigns (PIC) in different areas:

1. 2 sets of 30 panel exhibition materials of **Civil Service Day**.
2. 10 Sets of 36 panel exhibition materials of **Indira Priyadarshani**.
3. 5 sets of 55 panel exhibition materials on **Swasth Gram & Swasth Bharat** (English)
4. 11 sets of 55 panel exhibition materials on **Swasth Gram & Swasth Bharat** (Hindi)
5. One set of 20 panel exhibition materials of **HIV AIDS** for Gujrat
6. 3 sets of 25 panel exhibition materials for **Platinum jubilee of Election Commission**
7. One set of 45 panel exhibition materials on **Family Welfare Exhibition** (IITF-2010)
8. One set of 4 panel exhibition materials on **Family Welfare Exhibition** (IITF-2010)
9. 2 sets of 15 panel display materials for Calendar Release Ceremony
10. 2 sets of 33 panel materials **Bharat Nirman Exhibition (English)**
11. 2 sets of 33 panel materials **Bharat Nirman Exhibition (Hindi)**
12. 2 sets of 36 panel materials **Bharat Nirman Exhibition (General)**
13. One set from the selection of **Bharat Nirman (flagship programme)**
14. One set of the Exhibition for the **3rd National Level Photo Contest** of 120 Photos for the Ministry of Tribal Affairs

INTERNATIONAL FILM FESTIVAL OF INDIA, GOA

Division provided extensive photo coverages of the festival. 232 digital images were released through net and 6400 hard copies were supplied for the distribution to the accredited press correspondents/film critics.

OVER-ALL PRODUCTION FIGURE

The number of assignments covered, negative handled and prints/albums prepared/produced by the Photo Division during the year 2010-2011 (from April to November 2010) are as under:

1	News and Features assignments covered	2300
2	Digital images acquired in house	190980
3	Digital images short listed for archive	8265
4	Total Black & White and Colour print supplied	60,000
5	Images uploaded in the server/old col Archive	1,88,293
6	Total Photo Albums/Wallets produced and supplied	227

IMPLEMENTATION OF RAJBHASA

Photo Division is actively involved in the implementation of the Raj Bhasa in its small office at the Headquarter. Major number of files in the Accounts and Administration are being handled only in Hindi. Division has taken up the major Hindi activities during the period of Hindi Pakhwara which is organized during the month of September every year. This year division conducted three workshops, including a special workshop during the Pakhwara on *Standardisation of Devnagri Lipi and Hindi Vartani*. A competition on *Photo Caption Writing* was the main focus of this year's Pakhwara. This also includes Essay Writing and Questionnaire based on Photography, RajBhasa Hindi and Current Affairs.

Now most of the forms available in the Division are bilingual.

SANCTIONED BUDGET

	(In lakhs)
Sanctioned—Year	2010–2011
Actual Expenditure	
Non-Plan	₹ 355.00
Plan	₹ 128.00
Non-Plan (up to November, 2010)	₹ 184.75
Plan	₹ 22.16

INDIAN INSTITUTE OF MASS COMMUNICATION (www.iimc.nic.in)

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

Academic Activities from 1st January to 30th November 2010:

ADMISSION TO POST-GRADUATE DIPLOMA COURSES

The process for admission to the following Post-graduate Diploma Courses commenced with publication of advertisement for the same in leading Newspapers in the month of March 2010, with the last date for the receipt of application forms being 20th April 2010.

- 1 Post-graduate Diploma Course in Journalism (Hindi);
- 2 Post-graduate Diploma Course in Journalism (English);
- 3 Post-graduate Diploma Course in Ad.& Public Relations;



Minister for I&B Smt. Ambika Soni lighting the lamp at IIMC Convocation

- 4 Post-graduate Diploma Course in Radio & TV Journalism;
- 5 Post-graduate Diploma Course in Journalism (English), Dhenkanal and;
- 6 Post-graduate Diploma Course in Journalism (Oriya), Dhenkanal;

Continuing with the trend of the previous years, the response for admissions for the session 2010–11 was equally enthusiastic. A total of 4245 candidates applied for admission to different Diploma Courses. Out of these, 3846 appeared for the prescribed Entrance Test held on 21st May, 2010 at 8 centres (including New Delhi) in different parts of the country. The Entrance test was followed by Interviews/Group Discussions held on 27-28 June 2010 – Journalism (Oriya) and 21 to 24 June 2010—Journalism (English), Journalism

(Hindi), Radio & TV Journalism & Advertising and Public Relations. The final results, selecting 324 students, were announced in the last week of June 2010 and classes for the academic session 2010–11 commenced from 26th July 2010 with orientation lectures.

The 54th Course of Development Journalism started from 1st January 2010, with 24 participants, representing 21 countries. The course concluded on 30th April 2010. They were presented with their Diplomas at the conclusion of the Course.

The 55th Course of Development Journalism started from 1st August 2010, with 24 participants, representing 17 countries. The course concluded on 30th November 2010. They were presented with their Diplomas at the conclusion of the Course.

Short Courses/Workshops and Research Projects during 1st January to 30th November 2010

S.N.	Name of Courses & Duration	Course Director	No. of Participants
1	State Level workshop on Media Relations in Crisis Situations, for CRPF, Gurgaon, 01-03 January 2010	Prof. K M Shrivastava and Shri Jaideep Bhatnagar	23
2	Media Orientation Workshop for General Officers of Armed Forces 04-08 January 2010	Prof. K M Shrivastava	16
3	State Level workshop on Media Relations in Crisis Situations, for BPRD, Nagaland, Chimukdima 12-14 January 2010	Prof. K M Shrivastava and Shri Jaideep Bhatnagar	31
4	State Level workshop on Media Relations in Crisis Situations, for BPRD, Punjab, Chandigarh 18-20 January 2010	Prof. K M Shrivastava and Shri Jaideep Bhatnagar	46
5	State Level workshop on Media Relations in Crisis Situations, for BPRD, Tripura, Agartala 02-04 February 2010	Prof. K M Shrivastava and Shri Jaideep Bhatnagar	25
6	State Level workshop on Media Relations in Crisis Situations, for BPRD, Tamilnadu, Chennai 17-19 February 2010	Prof. K M Shrivastava and Shri Jaideep Bhatnagar	37
7	State Level workshop on Media Relations in Crisis Situations, for BPRD, Mararashtra, Pune 11-13 March 2010	Prof. K M Shrivastava and Shri Jaideep Bhatnagar	24
8	State Level workshop on Media Relations in Crisis Situations, for BPRD, Gujarat, Gandhi Nagar 25-27 March 2010	Prof. K M Shrivastava and Shri Jaideep Bhatnagar	21
9	State Level workshop on Media Relations in Crisis Situations, for BPRD, Rajasthan, Jaipur 03-05 March 2010	Prof. K M Shrivastava and Shri Jaideep Bhatnagar	33
10	Course on Creative writing for ICAR Scientists 15-19 March 2010	Prof. K M Shrivastava	08
11	Radio Jockey Course 15 March-14 May 2010	Prof. Raghavachari	20
12	Videographic Course for JCOs/NCOs 29 March- 23 April 2010	Prof. Raghavachari	25
13	State Level workshop on Media Relations in Crisis Situations, for BPRD, West Bengal, Kolkata 31 March- 02 April 2010	Prof. K M Shrivastava and Shri Jaideep Bhatnagar	17
14	State Level workshop on Media Relations in Crisis Situations, for BPRD, Karnataka, Bangalore 06-08 April 2010	Prof. K M Shrivastava	26
15	Course on Visual Communication for ICAR Officers 12-16 April 2010	Prof. K M Shrivastava	10
16	Media Communication Course for Sr. Officers of Armed Forces 10-21 May 2010	Prof. K M Shrivastava	11

S.N.	Name of Courses & Duration	Course Director	No. of Participants
17	Training for in Services Officials of I&PR Officers of Gov. of Nagaland 12–31 May 2010	Prof. K M Shrivastava	11
18	State Level workshop on Media Relations in Crisis Situations, for BPRD, Madhya Pradesh, Bhopal 24–26 May 2010	Prof. K M Shrivastava	62
19	State Level workshop on Media Relations in Crisis Situations, for BPRD, Meghalaya, Shillong 02–04 June 2010	Prof. K M Shrivastava	30
20	Media Communication Course for Middle Level Officers of armed Forces 21 June–02 July 2010	Prof. K M Shrivastava	27
21	Training programme for I& PR Officers of Kerala Govt 21–25 June 2010	Prof. K M Shrivastava	09
22	Radio Jockey Course 20 July–20 September 2010	Prof. Raghavachari	19
23	Advance Course in Media Communication for Selected Officers of Armed Forces 30 August–24 September 2010	Prof. K M Shrivastava	19
24	Special Course for Journalists from Myanmar 26 September–01 October 2010	Prof. K M Shrivastava	25
25	Training Programme for Journalists from Rwanda 25 October–19 November 2010	Prof. K M Shrivastava	15
26	Media Communication Course for Senior Officers of Armed Forces 8–19 November 2010	Prof. K M Shrivastava	17
27	Media Communication for ICG Officers 22–26 November 2010	Prof. K M Shrivastava	10
28	Communication Workshop for ESIC Officers 22–26 November 2010	Prof.(Dr.) Jaishri Jethwaney	56

Department of Communication Research

The following Research Studies have been completed during the year 2010–11:

- i) Process of Design and Delivery of Song and Drama Division Programmes.
- ii) Policy Issues and News operations of Foreign News Agencies in India.
- iii) Workshop on Communication Skills Training for Doctors for CWG-2010, 14–15 September 2010
- iv) Promotion of use of Iodated Salt through traditional Media in the country.

Annual Convocation

The 43rd Annual Convocation of the Institute, held on 6th August 2010 on its Campus, represented the culmination of the academic year 2009-10. While Smt. Ambika Soni, the Hon'ble Minister for Information & Broadcasting was the Chief Guest on the occasion, Smt. Mrinal Pande, Chairperson, Prasar Bharti Broadcasting Corporation was the Guest of Honour. Shri Raghu Menon, Chairman, IIMC was also present.

Shri Sunit Tandon, Director of the Institute, presented the Director's Report on the occasion.

A total of 270 students of different Post-graduate Courses were awarded testimonials.



Minister for I&B Smt. Ambika Soni with one of the recipients of Diploma at the Convocation

The Hon'ble Minister delivered the Convocation Address and presented the Awards, donated/sponsored by different organizations, to meritorious

students for achieving excellence in different courses. The details of the Awards won by students of different courses are given below:

Award List of PG Diploma Courses 2009-10

Post-graduate Diploma Course in Journalism (Hindi)

1	Ms. Princi Sharma	PTI Award
2	Mr. Shiva Nand Pandey	Pt. Benarsi Das Chaturvedi Award
3	Mr. Shisir Kumar Yadav	Shri Ashoke Ji Award
4	Ms. Nikki Kumari	Rajasthan Patrika Award

Post-graduate Diploma Course in Journalism (English), New Delhi

1	Mr. Bibin S Nath	IIMC Award
2	Mr. Ekatha Ann John	The Hindu Award
3	Ms. Sayantika Mandal	Deccan Herald Award

Post-graduate Diploma Course in Advertising and Public Relations

1	Mr. Aakash Aggarwal	Shri Achin Ganguly Memorial Award
2	Ms. Riya Chhabra	Shri Anil Basu Memorial Award
3	Ms. Priya Dhawan	PRSI Award
4	Ms. Nupur Kaul	PSPRF Award
5	Ms. Pallavi Batra	IIMC Award

Post-graduate Diploma Course in Radio & TV Journalism

1	Ms. Yashika Totlani	STAR TV Award
2	Mr. Sukalp Sharma	ZEE TV Award
3	Mr. Dinchengfa Boriah	TV Today Award
4	Mr. Achint Rao	CNN Award
5	Mr. Ankit Kashyap	ZEE TV Award
6	Ms. V Lokpria	Prasar Bharati Award
7	Ms. Sony Sheetal Tirkey	Baba Saheb Dr. B R Ambedkar Award

Post-graduate Diploma Course in Journalism (English), Dhenkanal campus (Orissa)

1	Mr. Rajeev Kumar	IIMC Award
2	Ms. Chokpa Bhutia	Baba Saheb Dr B R Ambedkar Award
3	Ms. Punyatoya Sharma	NALCO Award

Post-graduate Diploma Course in Journalism(Oriya) Dhenkanal Campus (Orissa)

1	Ms. Susmita Mishra	IIMC Award
2	Ms. Diptimayee Mallick	Baba Saheb Dr B R Ambedkar Award
3	Mr. Santosh Kumar	Dr Harekrushna Mahtab Memorial Award

Faculty and Research Staff

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

A three-tier faculty system operates for teaching and training which includes the core faculty, practitioners from the industry and senior

professionals, who are invited from time to time to share their experience and enlighten the trainees/students about the industry.

Broadening the base of Communication

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

Plan Schemes

IIMC has one Plan Scheme viz. “Up-gradation of IIMC to International Standards” included in the 11th Five-Year Plan. The Plan Scheme has been approved by the Planning Commission and Ministry of Information and Broadcasting. Proposal for converting one year Post Graduate Diploma Courses to two years advanced P.G. Diploma Courses (equivalent to M.A. Degrees) and opening of four regional Centres of IIMC in Jammu & Kashmir, Mizoram, Maharashtra (Vidarbha) and Kerala has been approved by the Standing Finance Committee and the Ministry of Information and Broadcasting for a total outlay of ₹ 62.00 crores and net budgetary support of ₹ 51.50 crores. Action has been initiated to implement the scheme. The Scheme will be implemented during the period 2010–11 to 2012–13.

Citizen’s Charter & Grievances Redressal Mechanism

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

RIGHT TO INFORMATION ACT, 2005

So far as Implementation of the Right to Information Act 2005 is concerned, Deputy Registrar IIMC has been nominated as CPIO and OSD as the Appellate authority under the RTI Act.

PRESS COUNCIL OF INDIA

(www.presscouncil.nic.in)

Press Council is a statutory quasi-judicial authority mandated by the Parliament to preserve the

freedom of the press and maintain and improve the standards of newspapers and the news agencies in India. The Council comprises a Chairman and 28 members. While the Chairman has, by convention, been a sitting or retired judge of the Supreme Court of India, of the 28 members, 20 represent various segments of the Press and eight overseeing the readers’ interest, are representatives of the two Houses of Parliament and premier literary and legal bodies of the country i.e. University Grants Commission, Bar Council of India and Sahitya Academy. The Council has its own funds for performance of its functions under Act that comprises the fee collected by it from newspapers, other receipts and grants from the Central Government. The Council is presently chaired by Hon’ble Mr. Justice G N Ray.

For the financial year 2010–2011, the Council has a total sanctioned budget of ₹ 421.00 lakhs and the Revised estimates for the year 2010–11 is ₹ 489.00 lakhs.

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

Complaints before the Council

Between April 1, 2010 to November 30, 2010, Press Council of India received 572 complaints, of which 122 cases were filed by the Press while 450 were filed against the Press. 1173 cases were already pending.

The Press Council Act, 1978 provides for re-constitution of the Council every three years. The tenth three-year term of the Council expired on January 6, 2011. A Gazette Notification dated 19.11.2010 notifying the various associations for re-constitution of the 11th term of the Council has been issued.

Advisory Function

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

1. Communication dated 23.2.2009 received from Reserve Bank of India, Mumbai regarding publication of advertisement of a lottery/jackpot from the European Lottery Guild in a reputed magazine and prohibition of remittance of money for participation in lottery schemes.
2. Communication dated 16.4.2010 received from the Additional Economic Adviser, MIB (PMS) regarding finalizing the aspired delivery of benefits/services as indicated by the Media Units etc.
3. Communication forwarded by the Ministry of Information and Broadcasting dated 27.4.2010 of Ministry of Human Resource Development, New Delhi regarding the summary report on the activities carried out to implement the Programme of Action on a Culture of Peace during the International Decade for a Culture of Peace and Non-Violence for the children of the World.
4. Communication dated 8.7.2010 received from Ministry of Information and Broadcasting regarding a write-up on programmes and activities being undertaken in North-Eastern States by the Press Council.
5. Communication dated 13.7.2010 received from Ministry of I&B forwarding a copy of the letter dated 19.7.2010 along with Writ

Petition No. 5367 (MIB) (PIL) of 2010 filed by Bhartiya Jan Kalyan Party Vs. Union of India and others in Hon'ble Allahabad High Court, Lucknow Bench, Lucknow in respect of a defamatory and derogatory article published in Ambedkar today Magazine.

6. Communication dated 26.10.2010 received from MIB forwarding therewith a reference received from Smt. Kiran Maheshwari, MLA regarding prohibition at the obscene advertisements in print media and TV Channels.
7. Communication dated 10.11.2010 received from Shri Biren Nanda, Ambassador, Embassy of India, Jakarta forwarding therewith Memorandum of Understanding between Press Council of India and Press Council of Indonesia.
8. Communication dated 12.5.2010 received from the Ministry of Information and Broadcasting w.r.t. the comments of the Council on the questionnaire for the preparation of the UNESCO's Draft Programme and Budget for 2012-2013.

The Council has initiated studies on various matters that have a bearing on the freedom of press or its standards.

Report on Paid News

Concerned over the serious dimensions acquired by the phenomenon of payment for news in the media in the General Elections 2009, the Council not only took cognizance of matter *suo-motu* but also considered representations from various eminent persons. The analysis of its Sub-Committee was studied by the Drafting Committee to prepare the final Report of the Council on Paid News that was adopted on July 30, 2010. The Report defines Paid News as "Any news or analysis appearing in any media (Print & Electronic) for a price in cash or kind as consideration".

Suo-motu Cognizance

- (i) *Suo-motu* action on alleged hindrance of mediapersons in discharge of their professional duties by the armed forces in Jammu and Kashmir.
- (ii) *Suo-motu* action on alleged police action on Principal News Photographer of *The Hindu* and Reporters of *Mangalam*. Reports from the State Government and the newspapers have been called for. The matter is under active consideration.

Interaction with World Press Bodies

The Council interacts with press/media Councils and similar bodies in different parts of the world for active encouragement to preservation of the press freedom and promotion of its standards and ethics worldwide. As a part of these efforts, the Chairman of the Council, as President of World Association of Press Councils, an umbrella organization of Press Councils and similar bodies in different parts of the world committed to championing the cause of free speech and freedom of a responsible press attended the WAPC meet held on October 23-27, 2010, hosted by Nepal Press Council at Kathmandu in Nepal.

Interaction with the Press organizations

The Chairman regularly meets various segments of the press. Following addresses were given by him during period under review.

1. Vision and Values for a New Social Order
2. Role of Media in Building Democracy
3. Symposium on Paid News and Pre-Poll Surveys and Exit Polls
4. Media and Corporate World : Challenges and Opportunities
5. Ethics and the Media
6. HIV AIDS and the Media

7. Save Ethics - Save Media

National Press Day, 2010

The National Press Day, this year was centered around "Media and Corporate World : Challenges and Opportunities". To mark the occasion a souvenir carrying valuable articles on the subject was released. The States also commemorated the day in befitting manner.

2010 edition of Norms of Journalistic Conduct (English as well as Hindi version) was also released on the occasion of the National Press Day.

e-Governance

1. In an effort to garner, including arrears of previous years, revenue from fee levied on newspapers, the list of defaulting newspapers published from different states and Union Territories have been put on the website for general access and information.
2. Details of index of adjudications of complaints upto the year 2009–2010 uploaded on net.
3. Report on Paid News uploaded on net.
4. Souvenir printed on the eve of National Press Day 2010 uploaded on net.
5. Norms of Journalistic Conduct 2010 edition is also available on net.

Citizen's Charter

The Citizen's Charter of the Council containing all the necessary details of the organization is available in the booklet form and can be accessed in the official website of the Council. Timely reviews/internal and external evaluation shall be undertaken by the Council for feedback in the level of satisfaction among citizen's client's.

Promotion of Official Language

The Press Council of India, under the category of autonomous bodies, Government of India, received **Second Prize** from the Department of Official



Vice President Shri Mohammad Hamid Ansari presenting 'Indira Gandhi Official Language Award' to Smt. Vibha Bhargava, Secretary, PCI

Language, Ministry of Home Affairs for the year 2008-2009 under 'Indira Gandhi Official Language Awards' in region 'A'. The Award was conferred on September 14, 2010 by Hon'ble Vice President of India.

The adjudications and other pronouncements of the Council were recorded in bilingual form and brought in public domain.



Commonwealth Games -2010



Commonwealth Games -2010

ACTIVITIES UNDER BROADCASTING SECTOR

STATUS OF SATELLITE TV CHANNELS IN INDIA

I. The Policy

The first private satellite TV channel in India was permitted to uplink in the year 2000 from Indian soil. Before this the private TV channels were uplinked only from foreign shores. With the growth in the Media and Entertainment sector, the demand for uplinking/downlinking of TV Channels from India increased manifold which necessitated the framing of Policy Guidelines for



HDTV Broadcasting during CWG 2010

Uplinking in 2002 and Downlinking in 2005. Following are the salient features of these Guidelines:

A. Eligibility criteria for obtaining permission to uplink News & Current Affairs TV channel from India under uplinking guidelines

- Applicant must be a company registered in India under the Companies Act, 1956.
- Foreign Direct Investment (FDI) shall not exceed 26% of the Paid-up Equity of the applicant company.
- Largest Indian shareholder should hold 51% of total Equity.
- Net Worth Requirements: ₹ 3.00 crore for 1 channel & ₹ 2.00 crore for each additional channel.
- At least 3/4th of the Directors on the Board of Directors of the company and all key Executives and Editorial staff shall be resident Indians.
- The representation on the Board of Directors of the company shall as far as possible be proportionate to the shareholding.

B. Eligibility criteria for obtaining permission to uplink Non-News & Current Affairs TV channel from India under uplinking guidelines

- Applicant must be a company registered in India under the Companies Act, 1956.
- Any TV channel irrespective of its ownership, equity structure or management control which is aimed at Indian viewership.
- Net Worth Requirements: ₹ 1.5 crore for 1 channel & ₹ 1.00 crore for each additional channel.
- The applicant company can apply on the prescribed Form 1 along with all requisite documents and processing fee of ₹ 10,000/-.

C. Eligibility criteria for obtaining permission for setting up of teleports under uplinking guidelines

- Applicant must be a company registered in India under the Companies Act, 1956.

- Foreign equity holding including NRI/OCB/PIO not to exceed 49%.
- Networth Requirements:
 - ₹ 1.00 crore up to 5 channel capacity
 - ₹ 1.5 crore for 6 channel capacity,
 - ₹ 2.5 crore for 10 channel capacity, &
 - ₹ 3.0 crore for 15 channel capacity.
- The applicant company can apply on the prescribed Form 1 along with all requisite documents and processing fee of ₹ 10,000/-.

D. Eligibility criteria for obtaining permission/registration to downlink Non-News & Current Affairs TV channel in India under downlinking guidelines

- Applicant must be a company registered in India under the Indian Companies Act, 1956, irrespective of its equity structure, foreign ownership or management control.
- Networth Requirements: ₹ 1.5 crore for 1 channel and ₹ 1.00 crore for every additional channel.
- The applicant company must either own the channel it wants downlinked for public viewing, or must enjoy, for the territory of India, exclusive marketing/distribution rights for the same, inclusive of the rights to the advertising and subscription revenues for the channel and must submit adequate proof at the time of application.
- The downlinked channel must be licensed or permitted for being broadcast by the regulatory or licensing authority of the country of transmission, proof of which would have to be submitted at the time of application.
- The applicant company can apply on the prescribed Form 1 along with all requisite documents and processing fee of ₹ 10,000/-.

E. Eligibility criteria for obtaining permission/registration to downlink News & Current Affairs TV channel in India under downlinking guidelines

- Applicant must be a company registered in India under the Indian Companies Act, 1956,

irrespective of its equity structure, foreign ownership or management control.

- Networth Requirement: ₹ 1.5 crore for 1 channel and ₹ 1.00 crore for every additional channel.
- The applicant company must either own the channel it wants to be downlinked for public viewing, or must enjoy, for the territory of India, exclusive marketing/ distribution rights for the same, inclusive of the rights to the advertising and subscription revenues for the channel and must submit adequate proof at the time of application.
- The downlinked channel must be licensed or permitted for being broadcast by the regulatory or licensing authority of the country of transmission, proof of which would have to be submitted at the time of application.
- Additional conditions for permission to downlink a News and Current Affairs channel:
 - ♦ That it does not carry any advertisements aimed at Indian viewers;
 - ♦ That it is not designed specifically for Indian audiences;
 - ♦ That it is a standard international channel;
 - ♦ That it has been permitted to be telecast in the country of its uplinking by the regulatory authority of that country

II. Procedure to Grant Permissions for New Satellite TV channels

The applications for new TV channels are examined in the light of the eligibility criteria as prescribed in the Policy Guidelines for Uplinking and Downlinking. The applications are forwarded to the Ministry of Home Affairs for obtaining security clearance for the Company and its Board of Directors. The applications are simultaneously sent to the Department of Space/Department of Revenue as the case may be for obtaining necessary clearances. The Networth of the company is also examined to determine the eligibility of the company among other eligibility criteria. Permissions are issued by the Ministry to the

applicants after obtaining Inter Ministerial clearances and Registration and Permission Fee as applicable.

III. The Growth so far

a. Growth of Television channels

1. The first private satellite TV channel “Aaj Tak” was permitted in the year 2000. Since then the bouquet of private satellite TV channels in India has been expanding at a fast pace. Ministry has permitted 626 channels in India by January 2011. Year-wise growth in number of TV channels permitted under uplinking (U/L) and downlinking (D/L) guidelines is shown in Fig. 1.
2. Permissions are given by the Ministry to operate only two categories of TV Channels i.e. News & Current Affairs TV Channels and Non-News & Current Affairs TV Channels. The share of News and Non-News channels in the total permissions given can be seen in Fig. 2.

b. Growth of Teleports

Yearly growth of Teleports is depicted in Fig 3.

c. Growth of Niche Channels and Reality Television

There has been a significant growth in the number of channels providing entertainment in niche categories such as News, Sports, Kids, Infotainment, Spirituality, Health and Lifestyle etc.

d. Regional Trends in TV

The broadcasting sector has seen a significant growth of regional media in the recent years. Many players are coming out with new regional channels with content to suit local population. Channels are getting launched in several local dialects and local languages like Bhojpuri, Bangla, Oriya, Tamil, Telugu, Kannada and Malayalam etc. choices to the audiences which prefer languages other than Hindi and English. Regional content assumes special significance in South since it accounts for the largest proportion of TV viewing households in India (about 32 per cent). Regional language channels account for 35 of the top 100 shows on television according to TAM People meter data for the week from 18 Jan 2009 to 24 Jan 2009.

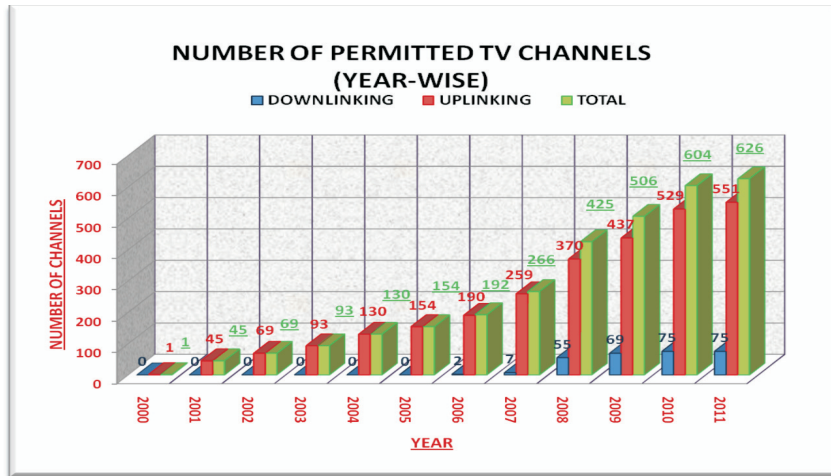


Fig. 1

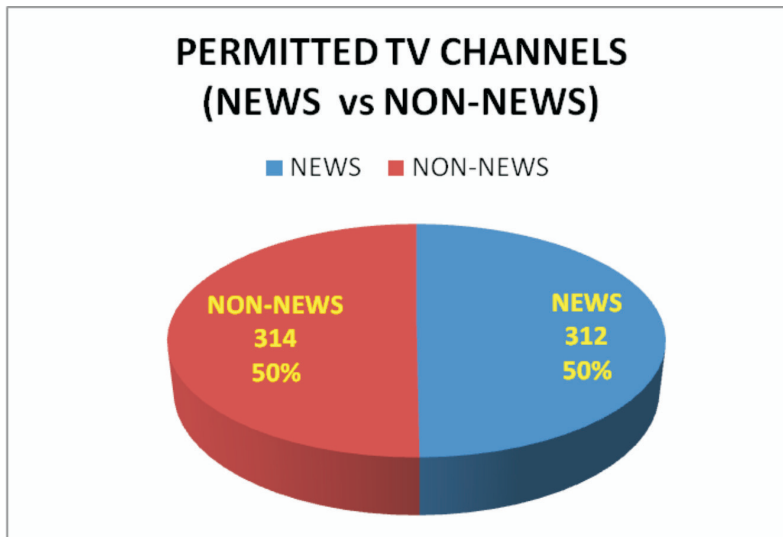


Fig. 2

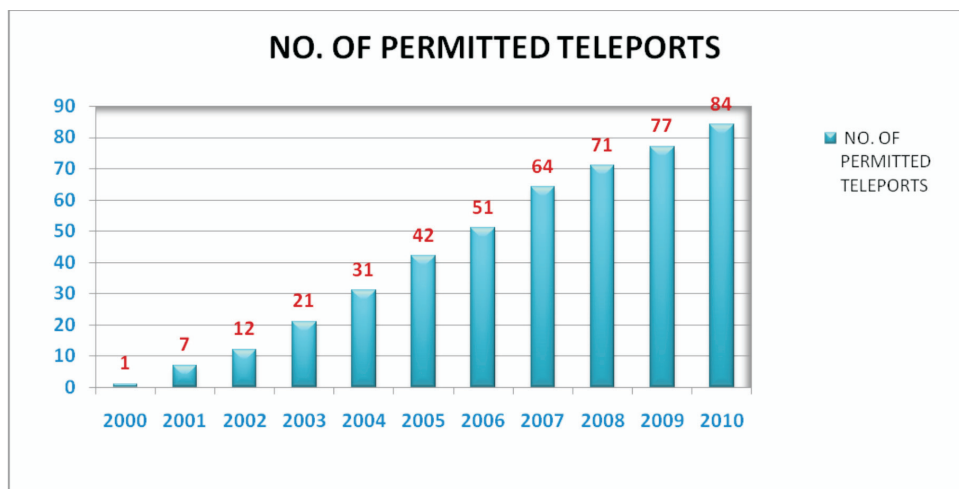


Fig. 3

e. Growth of Indian Entertainment and Media Industry

As per the Price Water House Coopers Report on *Indian entertainment and media outlook 2010*, Television has become an indispensable part of Indian houses– from being a luxury a few decades back, it is today considered a necessity.

Television households escalated to 124 million in 2009 from 118 million in 2008, indicating a penetration of 60% within the country (Table1). The report mentions that the Television industry in India was estimated at ₹ 265.5 billion in 2009 as compared to ₹ 245 billion in 2008. The industry reported a growth of 8.5%.

Table 1: TV Penetration in India

Million	2005	2006	2007	2008	2009
Total Households	185.0	190.0	195	197.0	207.0
% change		7.0%	3.0%	3.0%	5.0%
Television Households	109.0	112.0	115.0	118.0	124.0
% change		7.0%	3.0%	3.0%	5.0%
% TV Penetration	59.0%	59.0%	59.0%	60.0%	60.0%

Source: PwC Analysis and Industry Estimates

Following important aspects of the Indian Television Industry has been highlighted in the report:

1. Television Distribution – The Subscription revenue forms the biggest share of revenues for the television Industry. Of the total revenue pie, the subscription revenue forms 62% while the rest goes to Advertisement and Content Revenues. The revenues from this segment stood at an estimated ₹ 165 billion in 2009.

2. Television Advertising – The television advertising industry which had shown a growth of 11.5% over the last four years, slowed down in 2009 to a meagre 6% due to the financial crisis which resulted in lesser spending by the corporate houses. Television advertising industry contributed 34% to the overall television industry’s revenues as compared to 37% in 2004. This segment stood at an estimated ₹ 89 billion in 2009.

3. Television Content – The report mentions that the mushrooming of new channels and high demand for differentiated content has insinuated the Television Industry into a propitious phase of rapid growth. There has been a tremendous increase in the number of Television Channels in 2009; the regional channels marked the largest increase from 114 in 2008 to 135 in 2009. The launch of new

channels propelled the demand for fresh content. The share of content in the television industry continued to stand at 4.3% in 2009, as it reported nearly ₹ 11.5 billion of income as against ₹ 10.5 billion in 2008.

The other important points highlighted in the report are as below:

- The television broadcasting market comprises of over nine different genres. Among them, Hindi General Entertainment Channels (GECs) had around 38% market share in 2009, which is an increase from around 34% in 2008 in the Hindi speaking market (HSM). Overall, Regional GECs and Hindi GECs are neck-to-neck when it comes to viewership share.
- Year 2009 saw a huge surge in reality content and the format consisted of dance, music and drama. Both Hindi GEC as well as regional GEC channels went global to capture the Indian Diaspora across the world.
- Most broadcasters extended their network of regional channels focusing on the interest of the regional customers. The Report highlights that in coming times, regional market will grow at a brisk pace than the GEC market.

Table 2. Television Market Segmentation

₹ billion	2005	2006	2007	2008	2009	CAGR
Television Distribution	97.0	117.0	136.5	150.0	165.0	14.2%
% change		20.6%	16.7%	9.9%	10.0%	
Television Advertising	54.5	66.2	78.0	84.2	89	13.0%
% change		21.5%	17.8%	7.9%	5.7%	
Television Content	7.0	8.0	9.4	10.5	11.5	13.2%
% change		14.3%	17.5%	11.7%	9.5%	
Total	158.5	191.2	223.9	244.7	265.5	13.8%

Source: PWC Analysis and Industry Estimates

f. Projected growth of Indian Television Industry in 2009-14

The PWC Report mentions that the Indian television industry is projected to grow by 12.9% over the period 2010-14 and is estimated to reach about ₹ 488 billion in 2014 from the present estimate of ₹ 265 billion in 2009.

The growth in the television distribution industry is expected to be contributed by both subscriptions spending by pay television subscribers as well as the escalation in the pay television homes which are projected to increase from 86 million in 2009 to 133 million in 2014.

Digitization would be the main force behind the industry's growth. It is estimated that DTH will continue to grow at a fast pace to reach 50 million households in 2014 from the current level of 14 million in 2009. Moreover, digital cable would also get a boost as cable operators look to compete with DTH players.

IV. NEW INITIATIVES

A. Advent of HD Technology

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

Ministry has permitted 8 channels in HDTV during 2010, initiating a new revolution in the Media and Entertainment Industry. Broadcasters were also granted permissions to uplink dual feeds for specific sporting events through a simplified process.

₹ billion	2009	2010	2011	2012	2013	2014	CAGR
Television Distribution	165.0	194.0	216.0	241.5	270.0	295.0	
% change		17.6%	11.3%	11.8%	11.8%	9.3%	12.3%
Television Advertising	89.0	100.0	114.0	131.0	150.0	170.0	
% of total		12.4%	14%	14.9	14.5	13.3	13.8%
Television Content	11.5	13.0	15.0	17.0	20.0	23.0	
% change		13.0%	15.4%	13.3%	17.6%	15.0%	14.9%
Total	265.5	307.0	345.0	389.5	440.0	488.0	12.9%

Source: PWC Analysis and Industry Estimates

V. BRINGING TRANSPARENCY AND ACCOUNTABILITY

1. Open House Meetings

Open house meetings which are conducted on 5th of every month with broadcasters have proved to be very useful. The number of broadcasters attending these meetings has swelled over the last one year. Feedback from the meeting has helped the Ministry to take new initiatives for expediting clearances and bringing more transparency. Several issues concerning new and permitted TV channels, teleports, use of SNG/DSNG Vans, temporary Uplinking cases, change of satellites, change of name and logo, change in the Share Holding Pattern, induction of new Directors, FIPB approvals etc. are being discussed in an open and fair manner with broadcasters. These meetings have not only provided an opportunity to applicants for a direct interaction with Ministry officials, but have also facilitated flow of information directly to applicants thereby eliminating the need to have an intermediary. The direct interaction has also built confidence in the system and has reduced dependence on unnecessary correspondence and phone calls. 14 “Open House” meetings have been conducted till January 2011 since November 2009.

2. Steps for Speedy Approvals

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

3. Standard Forms and Applications

It was observed that while applying for permission for acquiring/hiring of SNG/DSNG vans, the applicants invariably failed to provide relevant documents or information. To streamline this, a new comprehensive application format for seeking permission for hiring of SNG/DSNG vans was devised and put on the website of the Ministry with detailed instructions/guidance for filling the application. A master check list and processing template has also been put in place to quicken the pace of processing by eliminating errors.

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

4. Satellite TV application Tracking System (STATS)

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

VI. TRAI RECOMMENDATIONS

In view of increasing number of TV channels, the Ministry of Information and Broadcasting had requested TRAI to furnish its recommendations on review of policy on uplinking and downlinking of TV channels in India. TRAI has given its recommendations on 23rd July 2010. The full text of the review of the recommendations is available on TRAI's website: www.traai.gov.in. The recommendations of TRAI have been examined in the Ministry and further recommendations of TRAI have been sought on 02.02.2011 on the views of the Ministry. A copy of the reference sent to TRAI is available on the Ministry's website. Approval of cabinet will be sought after receipt of inputs from TRAI. The changes mainly relate to eligibility requirements with regard to net worth, bringing professional expertise in the running of the channels, making it difficult for permission holders to squat on permissions without operationalisation

and making India a favoured place for uplinking activities.

DTH SERVICE

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

The Government on 15.3.2001 issued detailed guidelines including application Forms and Licensing Agreement for operating DTH services in India. The DTH guidelines are available on the website (www.mib.nic.in) of this Ministry. The eligibility conditions in the guidelines, *inter-alia*, provide for total foreign equity holding, including FDI/NRI/OCB/FII, in the applicant company not to exceed 49%, and within the foreign equity, the FDI component not to exceed 20%. It also provides that Applicant Company must have Indian management control with the majority representatives on the Board as well as Chief Executive of the Company being Resident Indians. All applications for issue of license for operating DTH services are required to be examined in accordance with the eligibility criteria. The existing DTH license conditions for setting up and operating DTH service in India contain adequate safeguards with regard to the carriage of undesirable contents in DTH service.

Till Aug 2007, there were about 3.2 million DTH subscribers with two pay DTH operators. This number grew to about 11.05 million subscribers with five pay DTH operators in Dec 2008 which has in September 2010 reached a figure of about 26.4 million subscribers with six pay DTH operators. The total number of DTH households is estimated to be around 26 million in the first half of 2010. The DTH sector is rapidly growing and as per the industry estimates, DTH subscriber base could reach 43 million by 2014. The Doordarshan provides free to air channels on its DTH service (called DD Direct Plus) for which the subscribers have to buy the dish and the set top box from the open market. Since the Doordarshan signals are unencrypted and free to air, no accurate assessment is available about the number of viewers. Apart from Doordarshan's DD Direct Plus, DTH service is being provided by six private players, namely, Dish TV (M/s Dish TV India Ltd.), Tata Sky (M/s. Tata Sky Ltd.), SundirectDTH (M/s. Sun Direct TV Pvt. Ltd.), BIG TV (M/s. Reliance BIG TV Ltd.), Airtel Digital TV (M/s. Bharti Telemedia Ltd.) and D2H (M/s. Bharat Business Channel Ltd.).

DTH being a digital addressable system offers good picture quality, enhanced value added services, transparency in the system enabling its audit and monitoring thereby reducing litigations between the broadcaster and DTH operator resulting in better services to the consumers leading to structured growth of the sector. Thus DTH has given a stiff competition to the analogue cable TV sector which is also going digital eventually. From a scenario where 100% of the cable & satellite population was dependent on analogue cable services, DTH today commands more than 20% market share.

This Ministry is the licensing authority for granting license for operation of DTH services in India in accordance with the DTH Guidelines issued in the year 2001. As per Article 7.1 of Schedule to the DTH License Agreement, the requirement for the Set Top Boxes (STB) is to be of open architecture (non-proprietary) so as to ensure technical compatibility and effective interoperability among different DTH service providers with such specifications as laid down by the Government from time to time. With passage of time, different

technologies and standards have evolved (MPEG-2, 4/DVB-S, DVB-S2) for signal compression and transmission. For this and various other reasons the Ministry, requested TRAI to examine the issue of interoperability afresh and submit its recommendations to the Ministry. TRAI forwarded its recommendations on interoperability and other issues relating to DTH recommendations to the Ministry on 30th January, 2008. TRAI vide Regulation of its DTH Broadcasting Service (Standards of Quality of Service and Redressal of Grievances) Regulations, 2007 has mandated commercial interoperability which gives the subscriber an option to take the STB on rent or hire-purchase basis giving him flexibility to move from one operator to another. The recommendations were discussed with various stakeholders in the Ministry and it was felt that for a number of reasons the recommendations need to be further examined by TRAI. Accordingly, Ministry has referred the matter to TRAI for re-examination on 11th May, 2010. The views of the Government on the recommendations of TRAI give in detail the present problems in achieving an effective technical interoperability across all DTH operators using different technologies and standards. TRAI has since floated a consultation paper on 20th August, 2010 which is available on their website. The Ministry is awaiting the recommendations of TRAI before firming up a view on whether the requirement of technical compatibility and effective interoperability among different DTH service providers needs to be continued with as it is, or in a modified form or should be dispensed with entirely.

TRAI has as per the provisions of Telecommunication (Broadcasting and Cable) Services (Fourth) (Addressable Systems) Tariff Order, 2010 dated 21st July 2010, has ordered all DTH operators to offer all its pay channels on *a-la-carte* basis to its subscribers and has stipulated that every service provider providing broadcasting services or cable services to subscribers using an addressable system may, in addition to the offering of pay channels on *a-la-carte* basis also offer

bouquets of channels, in which case, it shall specify the maximum retail price for each such bouquet applicable to its ordinary subscribers.

POLICY ON IPTV SERVICE

The Government on 08.09.2008 has put in place the policy on IPTV enabling another mode of distribution of close to 550 permitted satellite TV channels till date through the Telecom and Cable Networks. This is bound to give not only a new digital visual experience to the Indian viewer with various value added and interactive services to cater to the ever persisting demand of the subscriber for new and interactive services but is also providing increasing opportunities to create diverse business models not only for the broadcasters but also for the platform service providers. The policy on IPTV now offers greater clarity on the issues involved and both the telecom operators as well as the cable operators will be able to provide IPTV services and will be regulated as per their respective licensing conditions. The content will be regulated as per the Programme and Advertisement Codes as prescribed under the Cable Act which takes care of several apprehensions including those with respect to provisioning of obscene content. It defines the liability for violations of content codes and how they will be dealt with and takes care of the concerns relating to national security. The policy also enables MSOs and Cable operators along with broadcasters to provide content to Telecom licensees providing IPTV services. The policy enables IPTV service provider to create its own content except for the news and current affairs.

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

1. Lok Sabha Television
2. DD Rajya Sabha

3. DD-1 (National)
4. DD (News)
5. DD Sports
6. DD Urdu
7. Gyan Darshan
8. DD Bharati

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

The advantage of IPTV Services platform is that it allows to provide specialized services, catering to niche audiences. Animation and gaming industry is also likely to see a bigger market as a result of such services. One of the key determinants of the growth of the IPTV services however is the extent/reach of broadband penetration and quality of broadband connectivity. As on 30.9.2010 as per TRAI report there were 10.31 million broadband subscribers. As per FICCI-KPMG 2009 report the IPTV subscriber base is expected to grow from 30000 in 2008 to 0.25 million in 2009 and reach 4 million in 2013. It is hoped that the diversity of services enabled by the IPTV platform will give a further boost to the subscriber demand for broadband connectivity.

Globally IPTV has emerged as a serious competing pay TV platform for the Cable and DTH services. It is expected to generate additional revenue streams both for content providers and the IPTV service providers and simultaneously reducing the cost for the subscribers giving them a variety of content and services. It is expected that with clarity on the IPTV regulatory framework and growth of broadband connectivity India will emerge as a leading player

in IPTV market. IPTV in India is currently being offered by MTNL, BSNL and Bharti Airtel. The technology is promising due to its superior quality and interactive service but the reach is limited to households having broadband connections. Once broadband penetration in rural India improves, IPTV would stand a better chance of success.

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

HITS (Headend in the Sky)

A new technology that is being looked at positively is Headend in the Sky (HITS) because of the acceleration it can bring to the spread of both digitalization and conditional access in India. The Government has laid down a policy framework in consultation with TRAI for introduction of Headend-In-The-Sky (HITS) mode of delivery of content to the cable operators.

Cabinet in its meeting on 12.11.2009 approved the proposal of Ministry of Information and Broadcasting to issue policy guidelines for Headend-in-the-Sky operators. The Government on 26.11.2009 issued policy guidelines. The policy guidelines provides for a framework within which the HITS Service providers has to provide services in the country. The policy does not mandate for either the cable operators or subscribers to necessarily obtain signals from a HITS platform/network, the subscribers and cable operators can continue with the existing system. Hence the cable operators have liberty to switch over to HITS provider network if so desired. Thus it has a basic difference from the areas notified for CAS (conditional access system) which is mandatory.

HITS serves the whole country providing its signals through satellite to many MSO/ cable operators who can further send the signals to the customers using their cable network. The essential difference

between a HITS operator and a Multi System operator (MSO) is that the former transmits the bundle of channels to the cable operators using a satellite, whereas the latter does the same through cable. HITS is a digital delivery mode of distribution of TV channel and it would speed up the process of digitalization of cable services located in Non-CAS areas of the country. HITS would not only help increase the penetration of cable market further into rural areas where it has been absent because of un-viability but will also help in further reduction of prices of Set Top Boxes and will also lead to further consolidation of the cable market.

HITS would enable a subscriber to enjoy a wide choice of digital channels, better picture quality and value added services at affordable price. HITS would provide greater channel capacity from the present limited capacity of channels placed in prime/non prime band. The detailed policy guidelines are available on the website www.mib.nic.in. Though HITS policy has been a step in the right direction and is capable of bringing down the investments required at the level of the last mile operator thereby enabling further and deeper penetration of cable services into rural areas but because certain tariff and interconnection issues needed to be resolved, it had not been able to take off. It is expected that with the TRAI now coming up with the tariff order for the digital addressable systems the industry will now be forthcoming with setting up of platforms for provisioning of HITS services. There is some constraint with regard to availability of transponder capacities but it is expected that with greater demand, will also come the supply. With the Government now finalizing the sunset dates for digitalization of cable services, it is expected that interest in setting up this platform will increase.

CABLE TV NETWORKS (REGULATION) ACT, 1995

The Cable Television Networks (Regulation) Act, 1995 was enacted with a view to regulate the operation of cable television networks in the country so as to bring uniformity in their operations and to avoid undesirable programmes from being made available to the viewers as well as to enable the

optimal exploitation of this technology which has the potential of making available to the subscribers a vast pool of information and entertainment.

The Government has been monitoring the implementation of the Act and has been taking corrective measures as and when considered necessary. Certain amendments were made in the Act in the year, 2000 and 2003 to remove weaknesses observed in the implementation of some of its provisions. The latest amendment in the Act has been made in the Budget session of 2007 of Parliament in order to provide for mandatory carriage of TV channels run by or on behalf of the Parliament of India. Earlier the Act provided for mandatory carriage of Doordarshan channels under Section 8 of the Act. After amendment of Section 8 of the Act, it has now provided for mandatory and compulsory carriage of Parliament channels in the manner to be notified by Central Government and Doordarshan channels notified by Prasar Bharati. The Central Government vide notification dated 6.11.2007 published in the Gazette of India has provided for mandatory carriage of Lok Sabha & Rajya Sabha Channels by cable operators in their cable TV network services. As per the extant Notifications by the Central Government and Prasar Bharati the list of Channels to be compulsorily carried by Cable operators in Prime and Non-Prime Bands is given in **Annexure I**.

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

THE SPORTS BROADCASTING SIGNALS (MANDATORY SHARING WITH PRASAR BHARATI) ACT, 2007

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

through mandatory sharing of sports broadcasting signals with Prasar Bharati.

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

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

Section 2(1) (s) of the Act has empowered the Central Government to notify the sporting events of national importance for coverage as per the provisions of the Act. The Government has since issued three notifications giving the details of sporting events of national importance. Notifications dated 3.10.2007 and 19.10.2007 are with respect to cricketing events. All official one day and Twenty-20 matches played by the Indian Men's Cricket team and such test matches as are considered to be of high public interest by the Central Government and semi finals and finals of Men's world cup and ICC Championship Trophy and India-Pak Test series of cricket played in Nov-Dec, 2007 were notified as sporting events of national importance vide these two notifications.

Vide Notification dated 8th February ,2008 Government has notified the list of sporting events apart from cricket including International events, and events relating to Tennis, Hockey and Football. This notification supersedes the earlier list issued vide Government order dated 5th April 2006. The list is given in **Annexure II**.

APPROACH FOR DIGITALISATION OF CABLE SECTOR

Promoting the growth of the present Digital Content Delivery Platforms like DTH and Digital Cable Services is one of the major thrust areas of this Ministry. Of the 106 million Cable and Satellite

homes 26 million are DTH and 80 million are cable homes. While DTH is a digital delivery platform 97% of the Cable homes are still receiving analogue services. There are about 6000 cable head ends and 60000 cable operators. While the number of Satellite TV channels is ever increasing, the cable capacities for carrying TV channels have remained stagnant, resulting in an intense competition amongst the channels to get carried on cable whether by paying carriage fees or other incentives. Digitalisation with addressability also makes possible delivery of a number of channels to cater to niche audiences. It also makes Triple Play that is , provisioning of TV, telephony and internet services possible through cable. Digitalisation of Cable sector is also urgently required if it is to give an effective competition to the DTH services, the subscriber base of which has already touched 26 million with the presence now of six private DTH operators apart from the DD Direct plus services.

In its recommendations on "Implementation of Digital Addressable Cable Systems in India" dated 5.8.2010 TRAI had recommended that digitalization with addressability be implemented on priority and the equipments / devices used by cable TV service providers be complied with BIS standard. TRAI had also recommended that massive education programme be taken to educate the stakeholders about the benefits of a digital addressable cable TV network. TRAI also recommended by way of incentive that all service providers who have set up a digital addressable distribution network before the sunset date(s), be treated similar to telecom service providers and be eligible for income tax holiday for the period from the date of setting up of the network, or 1.04.2011 whichever is later, till 31.03.2019 and proposed that the basic custom duty on digital head-end equipments and STBs be reduced to zero for the next 3 years to give a boost to conversion of the broadcast distribution network to digital addressable. TRAI also recommended that the taxes/levies on the broadcasting distribution sector be rationalized. TRAI has suggested the sunset date for analogue cable TV services as 31st December, 2013. Ministry of Information and Broadcasting while expressing its agreement with most of the recommendations

contained in the TRAI recommendations vide its letter dated 28.01.2011 has proposed the following

time frame for digitalization to TRAI for its further recommendations:

Phase	Area suggested by TRAI	Time frame recommended by TRAI	Ministry's proposal
Phase-I	Four Metros of Delhi, Mumbai, Kolkata and Chennai	31 st March, 2011	31 st March, 2012
Phase-II	Cities with a population more than one million	31 st December, 2011	31 st March, 2013
Phase-III	All urban areas (Municipal Corp./ Municipalities)	31 st December, 2012	30 th November, 2014
Phase-IV	Rest of India	31 st December, 2013	31 st March, 2015

The need for a modified time frame was felt since the time schedule proposed by TRAI was too aggressive keeping in view the enormity of the task and also based on the feedback received from the industry and for the reasons given below:

- (i) Unlike CAS where free-to-air channels were required to be made available in analog format, in the instant case all channels will have to be provided through STBs. This would require a large volume of Set Top Boxes about 70-75 million which may not be available.
- (ii) Indigenous manufacturing industry for STBs and other equipments will also need sufficient time to gear up investments and manufacturing capacity to meet this demand.
- (iii) MSOs/Cable operators need sufficient time to upgrade their set up and arrange investors for converting their Head-end and network to cater to digital addressable systems.

The benefits and advantages of digitalization with addressability would be enormous and all stakeholders would be greatly benefitted from it. The **consumers** would be empowered to exercise *a-la-carte* choice of channels. It will enable them to watch a large number of high quality/high definition digital television channels giving them a better viewing experience and they would also have choice of interactive services like Video on Demand (VoD), Personal Video Recording (PVR), video gaming, music tele-shopping with features such

as Electronic Programme Guide (EPG). The customer satisfaction would also improve as cable operators would become competitive in providing better choice and quality which would be of benefit to the consumers.

The **broadcasters** would also be benefitted as they would be able to carry their business transactions on auditable subscriber basis instead of negotiated basis. Digitalization would also ensure availability of channel choice and efficient use of scarce spectrum thereby allowing better planning for both existing broadcasters and new entrants. It would encourage regional channels and broadcasters would get value for their content commensurate to the quality and their content would also be protected against piracy. The increased capacity would enable the broadcaster to offer niche channels and HDTV channels. Increased subscription revenue would allow broadcasters to move away from TRP centric content, and would enable removal of carriage and placement charges as there will be no demand supply mismatch.

The benefits of digitalization to the **Multi System Operators** (MSOs) would be that investor's confidence will increase and help in channelizing investment into upgradation of cable networks. The MSOs will be in a position to choose their channels on *a-la-carte* basis and they would be able to promote their channels based on demographics and socio-economic conditions in their markets. They would also be able to introduce triple play and

generate more revenue through broadband and other value added and interactive services like Video on Demand (VoD), Personal Video Recording (PVR), video gaming, music tele-shopping, etc.

The **Local Cable Operators** (LCOs) would be able to effectively compete with DTH service providers and retain business. The LCOs would besides the FTA subscription also get a share of revenue from all pay channels, broadband services and other value added services. They would also be better equipped to meet customer requirements in terms of choice of channels and quality of service.

The advantages of digitalization to the **Government** would be in terms of increased service tax revenue through enhanced deployment of broadband and other value added services. Digitalization would also bring in greater transparency in business transactions helping in reducing litigation among service providers and the need thereby for regulatory interventions. Digitalization would also bring in transparency in subscribers base which would drastically bring down the losses that are caused to the Government by way of evasion of taxes.

To provide a low cost alternative for the poor, the Ministry had approved a plan scheme for upgrading the free-to-air DTH platform of Doordarshan to be able to carry 97 channels instead of 57 channels as of now. It is planned to further increase the carrying capacity to 200 channels in the 12th Plan period. This will enable those persons who cannot afford to incur recurring expenses on a monthly basis to be able to watch TV channels at a one time cost for purchase of STB without any further expenses.

After the receipt of TRAI comments, proposal will be placed before Cabinet for making appropriate amendments to the Cable Act.

POLICY FOR INTRODUCTION OF MOBILE TV SERVICES

The Government is working presently on laying down a suitable regulatory framework for enabling the private players to provide mobile TV services. The recommendation of TRAI on Mobile TV

services dated 23.01.2008 *inter-alia* recommended that in the Mobile Television service the chosen technology should be digital and a proven one. The choice of technology it had recommended should be left to the service provider with the condition that the technology to be deployed for providing mobile television should be based on standards issued by International Telecommunication Union (ITU), Telecom Engineering Centre of India (TEC) or any other International Standards Organization/ body such as the European Telecommunications Standards Institute (ETSI) or any other standardization organization/ body specified by the Government of India. TRAI had also recommended that the Ministry of Information & Broadcasting should co-ordinate with the Department of Space and Department of Telecom regarding availability of satellite capacity and frequency for satellite based mobile television services and recommended that as and when such satellite capacity is available and if the Government intends to issue such licenses, then the matter may be referred again to the Authority for its recommendations. TRAI also recommended that licenses for the terrestrial transmission route should only be offered for the time being and Sharing of terrestrial transmission infrastructure of Doordarshan should be permitted on mutual agreement basis in a non-discriminatory manner. This Ministry examined the recommendations of TRAI and while agreeing to majority of the recommendations of TRAI on mobile services, certain issues were referred back for clarification/ views of TRAI. The most important unresolved issues were identifying spectrum within 585-806 MHz band recommended by TRAI for mobile operators, determining the service area of licences and number of service providers / licences in each service area and determining the roll out obligation. The Ministry had constituted a committee under Engineer-in-Chief Doordarshan with representatives from WPC, DoT and BECIL to resolve these issues. However, because of competing demands from Doordarshan, private terrestrial TV services, IMT and BWA services the committee could not arrive at a consensus. The Ministry is in consultation with DoT to resolve these issues.

Annexure I

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

1. Central Government vide S.O. 1881(E) dated 6.11.2007 has notified **Lok Sabha television channel, & DD Rajya Sabha channel** for mandatory carriage in Non-Prime band upto 450 MHz
2. **DD1 (National Channel) and DD (News Channel)** have been notified vide PB notification Dated: 24.10.2003 in Prime Band.
3. **DD Sports channel, Gyan Darshan Channel** have been notified vide PB notification dated 25.2.2005 in non prime band
4. **DD Urdu channel** has been notified vide PB notification dated May 2007 in non prime band
5. **DD Bharati** has been notified for mandatory carriage in all States and UTs either in Prime Band if the State does not have a regional channel of its own, or in the non prime band if the State/UT has a regional Channel as per Table-1
6. **Regional Channels of DD** notified for compulsory carriage in Prime Band are indicated in column-3 of the following Table.

S No.	STATES	Prime Band (Notified regional channel)	Non-Prime Band
1	Andhra Pradesh	DD Saptagiri	DD Bharati
2	Arunachal Pradesh	DD-North-East	DD Bharati
3	Assam	DD-North-East	DD Bharati
4	Bihar	DD Bharati	
5	Chattisgarh	DD Bharati	
6	Goa	DD Bharati	
7	Gujarat	DD Gujarati	DD Bharati
8	Haryana	DD Bharati	
9	Himachal Pradesh	DD Bharati	
10	Jammu and Kashmir	DD Kashir	DD Bharati
11	Jharkhand	DD Bharati	
12	Karnataka	DD Chandana	DD Bharati
13	Kerala	DD Malayalam	DD Bharati
14	Madhya Pradesh	DD Bharati	
15	Maharashtra	DD Sahyadri	DD Bharati
16	Manipur	DD-North-East	DD Bharati
17	Meghalaya	DD-North-East	DD Bharati
18	Mizoram	DD-North-East	DD Bharati
19	Nagaland	DD-North-East	DD Bharati
20	Orissa	DD Oriya	DD Bharati
21	Punjab	DD Punjabi	DD Bharati
22	Rajasthan	DD Bharati	
23	Sikkim	DD-North-East	DD Bharati
24	Tamil Nadu	DD Podigai	DD Bharati

S No.	STATES	Prime Band (Notified regional channel)	Non-Prime Band
25	Tripura	DD-North-East	DD Bharati
26	Uttar Pradesh	DD Bharati	
27	Uttarakhand	DD Bharati	
28	West Bengal	DD Bangla	DD Bharati
UNION TERRITORIES			
1	Andaman and Nicobar Islands	DD Bharati	
2	Chandigarh	DD Punjabi	DD Bharati
3	Dadra and Nagar Haveli	DD Gujarati	DD Bharati
4	Daman and Diu	DD Gujarati	DD Bharati
5	Lakshadweep	DD Malayalam	DD Bharati
6	NCT of Delhi	DD Bharati	
7	Puducherry	DD Podigai	DD Bharati

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

Annexure-II

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

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

A. TENNIS

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

B. HOCKEY

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

- (b) Champions Trophy – All matches featuring India and finals; and
- (c) Indira Gandhi Gold Cup for Women – Semifinals and finals

C. FOOTBALL

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

TRP Measurement system in India

The system of generation of Television Rating Points (TRP) has come under the close scrutiny of the Government following reports about several lacunae in the present rating system in India. Since TRPs have a major impact on the programming content of Television channels, issues of accountability, transparency and objectivity in Television Rating system assume greater significance as false and misleading rating can hurt not only broadcasters and the advertisers but more importantly the viewing public.

Thought TRPs are generated in India in the domain of private sector, Government is aware of the importance of TRPs on the programming content on TV Channels and the responsibility therefore, to examine the issues concerning generation of TRPs. This Ministry had requested the Telecom Regulatory Authority of India (TRAI) to offer their recommendations concerning TRPs. In its

recommendation TRAI had suggested self regulation of TRPs through an Industry led body i.e. Broadcast Audience Research Council (BARC), with Government oversight. Since BARC was not operationalised by the Industry within the time frame as suggested by TRAI, the Ministry of Information and Broadcasting constituted an Independent committee on 05.05.2010 to examine several crucial issues concerning TRPs in India. The Committee was headed by Dr. Amit Mitra, General Secretary FICCI, and consisted of following members:-

1. Shri Rajiv Mehrotra, Managing Trustee, PSBT
2. Ms. Neerja Choudhary, Eminent Journalist
3. Professor S.K. Barua, Director, Indian Institute of Management, Ahmedabad
4. Professor Ashis Sengupta, Indian Statistical Institute, Kolkata
5. Shri D.S. Methur, Retired Secretary to GOI
6. Joint Secretary (Broadcasting), Ministry of Information & Broadcasting Member Secretary

Among other issues concerning TRPs, the committee was mainly requested to examine the present system of generation of TRPs and its adverse and negative impact on the content of television programmes due to competition for higher TRPs. The committee was also requested to examine whether Government should set up an institutional mechanism through legislation which may either generated TRP ratings directing or work as an accreditation/standardization body while leaving the work of generation of TRPs to private players.

The Committee members had several round of meetings and discussions with stakeholder and the Rating agencies to get an in-depth understanding of the issues plaguing the current TRP system, before arriving at the recommendations. The committee members also studied the International best practices and regulation to understand the efficacy of various models.

The committee has submitted its final report on 25.11.2010, which is available at the Ministry's website www.mib.nic.in. Major recommendation of the committee are as follows:-

The Committee has taken note of the fact that an industry-led initiative of broadcasters, advertisers and

advertising agencies called Broadcast Audience Research Council (BARC) has been formed and duly registered in July 2010 as a Not for Profit Body under Section 25 of the Companies Act. The committee feels that the self regulation of TRPs by the Industry is the best way to move forward.

The Committee has suggested to broaden the constitution of the Broad of BARC to make it more inclusive. The company structure of BARC should have representation from broadcasters, advertisers, and advertising agencies including Public Service Broadcasters. The Committee has recommended that there should be a 12 member Board in BARC constituting 7 members from broadcasters including the Public Service Broadcasters, 3 members from advertisers and 2 members from advertising agencies including Directorate of Advertising and Visual Publicity (DAVP).

The Committee had recommended constitution of a High Powered Committee within BARC to guide BARC in the area of research, design and analysis. The representatives of the committee would be eminent members from different fields. The composition of the High Powered Committee would include a statistician of national repute, measurement technology expert, a renowned individual from Civil Society or Judiciary, a demographer, a sociologist, an economist, a business management expert from one of the IIMs, nominee of an eminent institution, a leading woman of nation stature and three special invitees from BARC.

The recommendations of the High Powered Committee would be binding on BARC. The committee further recommends that BARC should consider suitable provisions in their articles of Association and Memorandum of Articles in this regard.

The committee has taken a serious view of the small sample size used by the two existing Rating Agencies in India. The committee has also observed that the rural areas have been left out from the current system of TRP measurement. The Committee has recommended an increase in the sample size from 8000 (Eight Thousand) people meter homes to 15,000 urban & rural households, over a period of two years, and then to 30,000 (Thirty Thousand) over the next three years covering urban areas, rural areas and small town,

J&K, North east thereby providing a complete geographical coverage of the country.

The committee has suggested that broadcasters, advertisers and advertising agencies should pay a certain percentage of their relevant turnovers to BARC on an annual basis to fund the expansion of sample size for TRP measurement. The total cost of expansion of TRP measurement system over 5 year would be around 660 Crores which is approximately 0.32% per year of the total TV industry size in India. The committee feels that this level of expenditure should not be very difficult for the industry to meet.

In order to provide a wider coverage of people meters the Committee has suggested that efforts should be taken by BARC to reduce the manufacturing cost of people meters by exploring innovation and local manufacturing with indigenization to overcome financial limitations which are hampering the increase in sample size. The committee further recommends that BARC should work in close association with the Industry and aid the development of an indigenous market for the manufacturers by ensuring that rating agencies define the specifications of people meters and guarantee a certain demand. The committee has recommended that a long term measure, rating agencies should consider manufacturing/ assembling people meters in India itself to bring down the cost.

The committee also took note of the fact that people meters attract 50% import duty which makes them expensive. The committee suggests that as an immediate short term measure reduction in the import duty should be considered.

The Committee has also expressed concern about the lack of transparency in the methodology of conducting the TRP measurement. The Committee has recommended that the selection process of rating agency as well as the TRP measurement process should be carried out in a credible, transparent and statically robust manner, which should be subjected to financial and process Audit. The details of these should be disclosed on the website of BARC by making it available in public domain.

The Committee has recommended that the rating system should be made compatible with emerging technologies to capture data over different

platforms in TV viewing population, to ensure a holistic picture of the viewer's preference.

The Committee has recommended that there should not be any cross-holding between the rating agencies and the broadcast, advertisers and the advertising agencies to avoid conflict of interest.

The Committee has recommended that the TRP measurement process should consist of four stages in which the first stage should be designing of survey and quality control research. followed by commissioning and establishment survey. The third stage should be data analysis and report generation followed by Audit. Each one of these stages should be separately commissioned to distinct agencies to achieve unbiased and reliable results.

The committee has also felt that at present there is a lot of secrecy exercised by the rating agencies in disclosing the data and methodology used through the process of the entire rating measurement. The committee has recommended that the guidelines set out in the TRAI Report of 2008 on the key eligibility conditions of rating agencies, general operational, ethical and disclosure norms and standards should be followed.

The Committee has taken cognizance of the fact that TRP announcements at very short intervals may lead to distortion in broadcasting behaviour. The Committee has, therefore, recommended that the TRP generation and announcement by the rating agencies particularly for the news channels should be done once a week with the possibility to increase the periodicity to a fortnight.

The committee has also recommended that BARC should set up a Complaint Redressal Mechanism on the lines of the model being following by Advertising Standards Council of India (ASCI)

The Committee has recommended that BARC should initiate changes within its Broad and appoint the High Powered Committee by June 2011. The Committee has further recommended that if BARC fails to do so, it may invoke Government action through appropriate legislation such as taking over the regulation of TRP measurement either by asking TRAI to step in or by creating other mechanisms. The report of the Committee has been forwarded to Indian Broadcasting Foundation for necessary action.

Content Regulation of TV Channels

1. Regulation of content of Television channels has been a much debated issue. With the booming television industry in India, which is projected to grow @ 13% per annum, the competition amongst various television channels is likely to become stiffer in the coming years. There are already 610 television channels in India, including 34 channels of Prasar Bharati, out of which 325 are news and current affairs channels. Though Direct to Home (DTH) services have also experienced a rapid growth, the distribution of these channels is still by and large through the cable operators which are largely in analog mode and have limited carrying capacity. Hence, the competition to get carried becomes further intensified. Moreover, the heavy dependence of channels on advertisement revenues puts pressure on channels to produce and carry such content which catches maximum eyeballs. In this background, TV Channels are experimenting with different kinds of content including reality shows, crime based programmes, soap operas, Bollywood based programme etc. There has been a substantial growth in the regional language channels also in the past few years as the competition among Hindi and English channels is becoming tougher and the market is saturating.
2. While the channels are experimenting with different content formats in an effort to retain eyeballs, concerns on the content continue to be expressed by various sections of society, including various reports of Parliamentary Committees and judicial pronouncements to make the system more effective.
3. Every broadcaster through various Policy Guidelines has been mandated to follow the Programme and Advertisement Codes as prescribed for cable services under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder. For regulation of content on Satellite TV channels, an Inter-



Minister for I&B Smt. Ambika Soni addressing the Seminar on 'Anti-piracy and Regulation of Content Legal Issues' in New Delhi

Ministerial Committee (IMC) chaired by Additional Secretary (I&B) has been constituted, with representatives from other Ministries, which gives its recommendations on whether a violation has taken place or not. The IMC functions in a recommendatory capacity. The final decision regarding penalties and its quantum is taken on the basis of the recommendations of IMC. Ministry generally issues warnings or advisories or asks them to scroll apologies on their channel. Occasionally, the channels are also taken off air either temporarily for a limited period depending on the gravity of the violation.

4. This Ministry has issued 24 show cause notices to television channels for violation of Programme and Advertisement codes during the year. In addition, 10 advisories, 14 warnings and 5 other orders have been issued to different satellite TV channels for violations concerning superstition, indecent visuals, vulgar language, obscenity,

denigration of women and children; surrogate and misleading advertisements etc. Ministry also ordered prohibition of the transmission/re-transmission of a channel for a week for showing obscene content.

5. The Government has also set up a state-of-art Electronic Media Monitoring Centre (EMMC) to monitor and record channels on a 24x7 basis. The capacity of the centre was enhanced during the year 2010-11 from 150 channels to be able to monitor 300 Channels at a time on a random basis. The EMMC has enabled the Ministry to suo motu take action without depending on the recordings provided by the channels which were subject to manipulation by the channel. This set up has strengthened the regulatory system and reduced the time period required for taking action in case of violations.
6. It is however neither possible nor desirable for the Government to monitor and regulate the volume and diversity of content provided, which



Electronic Media Monitoring Centre monitors about 300 TV Channels

is increasingly getting localized. Any kind of a direct Government control is seen as violative of the right to freedom of speech and expression enshrined in the Constitution. Therefore, various Governments in the past have made attempts from time to time to take regulation of content out of Government control by setting up an independent and autonomous authority to deal with the broadcasting sector in a comprehensive manner. The Bill for an independent regulatory authority was first introduced in 1997 but could not be carried through due to change of Government. Another attempt was made in the year 2001 with the introduction of the Convergence Bill of 2001 which also lapsed subsequently. In the year 2006 and 2007 two different drafts of Broadcasting Services Regulation Bill were attempted by the Government to set up an independent Broadcasting Regulatory Authority of India. However, this was vehemently opposed by the media industry and serious concerns were expressed on the need, scope, functional and financial autonomy and independent functioning of the proposed regulator. Though the industry is not much opposed to carriage issues being handed over to the independent authority, they have serious reservations on the regulation of content by the Government appointed regulator. They also have objections to such a regulator being funded through the Government budgetary support. The perception is that such a regulator will not be allowed to function independently and the Government will continue to interfere and perhaps manipulate content through the back door.

7. The Programme and Advertisement Codes as prescribed under the Cable Act in 1994 have been made applicable to all video content provided through different broadcasting modes including IPTV service. It was argued that it is too brief and ambiguous, leaves room for subjective, should be more detailed and recognize the diverse forms of content and regulatory needs and that it does not provide for self-regulation. After taking note of the concerns being expressed and feeling the need to provide for self regulation along with

Statutory Regulation, a Committee headed by the then Secretary (I&B) with representations from all sections of society was set up by the Government. The Committee submitted its report on 5th March, 2008 proposing the Draft of 'Self Regulation Guidelines for the Broadcasting Sector' to replace the existing Programme and Advertising Codes by amending the Cable Rules under the existing Cable Act. Subsequently, the same Guidelines can be notified as the content code to be followed under the Broadcasting legislation as and when enacted. The Committee suggested a three tier structure of regulation of content with two tiers of self regulation by the industry and the third tier at the level of a Statutory Regulator. The first tier of self regulation would be at the level of the channel itself and the second tier at the level of a mechanism set up by the relevant industry association. The proposal envisaged coexistence of self regulation with statutory regulation. However, concerns have been expressed by broadcasters on the need, scope and the mechanism of dealing with complaints relating to content issues as proposed in the Draft Self Regulation Guidelines.

8. The view of the broadcasters is that issues relating to content should be left to self regulation. The News Broadcasters Association (NBA), an overarching body of news and current affairs channels, has set up a nine member "News Broadcasting Standards Disputes Redressal Authority", with 4 members representing eminent persons and 4 representing Editors, under the Chairmanship of Justice J S Verma, former CJI, to enforce "NBA's Code of Ethics and Broadcasting Standards". It has been argued by NBA that the system is working well, and that this Authority has taken action against its own members including imposition of financial penalties on its members. The Broadcast Editors Association (BEA) has also submitted that the formal and informal mechanisms evolved by BEA for a quick response to the daily challenges posed in relation to news coverage is working well. Therefore, the very

attempt to put in place a statutory regulation will stifle the growth of the attempts for self regulation. It is argued that all major News Channels are part of NBA and whatever the members do and carry on their channels becomes an unwritten standard even for the non-members to follow. The idea of a Regulator set up by an Act of Parliament has not been welcomed and it has been desired that more time be given for the Self Regulatory Authority set up by NBA to evolve and function effectively. During the recent coverage of the Ayodhya verdict, NBA has been able to issue and enforce guidelines for ensuring a responsible coverage. Thus, as far as News Broadcasters are concerned a self regulatory mechanism is already in place and it is expected that with time its influence on broadcasters will grow.

9. In view of the concerns expressed by various sections of the media in regard to the need, scope and functioning of the proposed regulator as also on the issues relating to regulation of content, the Ministry of Information & Broadcasting, in November, 2009, constituted a Task Force under the chairmanship of Secretary, Ministry of Information & Broadcasting. The Task Force was mandated with the responsibility of holding wide ranging consultation with stakeholders and evolves a consensus on the draft bill. Besides Ministry officials, the Task Force also included 2 representatives each of broadcasting associations like Indian Broadcasting Foundation (IBF), News Broadcasters Association (NBA) and Broadcast Editors' Association (BEA). The Task Force held a number of consultations with other broadcasting associations, namely, Cable Operators Federation of India (COFI), MSO Alliance, DTH Association, IPTV Forum, Association of Radio Operators of India (AROI) as also with CII, ASSOCHAM and FICCI. It also held discussions with media experts, members of the civil society, Resident Welfare Association, academia and consumer groups. Lastly, it elicited the views of statutory bodies like National Commission for Women (NCW) and National Commission of Protection of Child Rights (NCPCR). In addition, an industry roundtable was organized by CII on this issue which was attended by a cross section of broadcasting media.
10. On an analysis of the complaints received in the Ministry relating to entertainment channels, it has been observed that they generally relate to depiction of women and children. Many a times complaints have also been received against programmes alleged to be depicting a particular caste in bad light have been taken as offensive. The complaints relating to children relate to their participation in reality shows some of which have been found to be obscene and vulgar, offensive language used in certain cartoon shows, etc. Some tele serial and reality shows have shown women through their depiction in the manner of her figure or form or body part in such a way as to have the effect of being indecent, derogatory, corrupt and injure the public morality. Many a times the complaints relate to showing women as second class citizens and torturing by husbands/male characters in serials. There is no denying the fact that the content carried on tele-serials is the only available window to the world in a large part of the country and deeply impacts societal values, behavioural patterns and customs.
11. While the task force is yet to finalize its report, the Indian Broadcasting Foundation (IBF), representing both News and non-News Broadcasters, has proposed a self regulatory mechanism for regulation of General Entertainment Channels (GEC). The proposal of IBF includes a 2 – tier mechanism for content Regulation of general entertainment channels by broadcasters (tier-1) at the first level and an appellate body, called Broadcasting Content Complaint Council (BCCC) (tier-II), at the Industry Level. The self regulation at the individual TV Channel (TVC) level would be the responsibility of the

Standards and Practices Department of the concerned Broadcasters. At the next higher industry level BCCC would examine complaints about television programmes, and ensures that the programmes are in conformity with the Content Guidelines. This mechanism would not cover films, movie videos, and film trailers as these can be telecast only after obtaining a certificate from Central Board of Film Certification (CBFC). BCCC is supposed to be a 13 member body to be set up by IBF under the chairmanship of a retired Judge of Supreme Court or High Court, 4 representatives of broadcasters to be nominated by voting in the AGM of IBF, 4 non-broadcaster members who shall be either the chairperson or member of such commission. Ministry is working closely with IBF with a view to ensure the effectiveness, time-bound disposal of complaints, credibility and acceptability of the self regulatory mechanism proposed to be set up for addressing content issues.

COMMUNITY RADIO

1. Community Radio is an extraordinary and an invisible medium to give voice to the voiceless. It provides an opportunity to the community to speak about issues concerning their lives. The Community Radio Stations (CRS) are run by the Community for the Community. It can also facilitate development by disseminating information regarding rural development, agriculture, health, nutrition, education and Panchayati Raj issues thus enabling Government to reach out to beneficiaries more effectively.
2. Community Radio in India was earlier governed by the Policy Guidelines approved in the year 2002. These Guidelines underwent a paradigm shift in the year 2006 when new Guidelines for Community Radio were approved by the Government. Earlier Guidelines allowed only Educational Institutions to operate Community Radio Stations. New Guidelines broadened the eligibility criteria and allowed community based organizations including civil societies and



Community Radio Stations enable government to reach out to more beneficiaries

voluntary organizations, State Agriculture Universities (SAUs), ICAR Institutions, Krishi Vigyan Kendras, Registered Societies/Autonomous Bodies/Public Trusts registered under the Societies Act to operate Community Radio Stations.

3. World over, community radios have played a crucial role in creating awareness and contributing to the development of the people. CRS has also helped communities during calamities and natural disasters like Tsunami, floods, earth quakes etc.
4. There is a huge potential in India for establishing a large number of Community Radio Stations, given the vast landscape of this country, numerous languages, various cultures and diverse social stratification.

I. STATUS OF CRS IN INDIA

1. The Government has received 825 applications from educational institutions, NGOs, Agricultural Universities, Krishi Vigyan Kendras under the new guidelines. So far, Letters of Intent (LOI) have been issued to 263 applicants. In the year 2010, 75 LOIs were issued, which is the highest so far in a calendar year. The no. of LOIs issued during last 5 years is as can be seen in the graph-1.
2. Till 31.12.2010, (LOI) were issued to 86 Non Governmental Organizations (NGOs), 145 Educational Institutions, 9 Agricultural Universities and 23 Krishi Vigyan Kendras. Ministry has signed 126 Grant of Permission Agreements.
3. So far, 103 Community Radio Stations have become operational in the country, out of which 24 are operated by NGOs, 71 by the Educational Institutions and 8 by SAU/KVKs. In the year 2010 alone the Number of operational CRS has increased from 64 to 103. Graphical representation of operational CRS is given in graph-2.
4. Tamil Nadu has highest number of Operational CRS in the country. Category wise details of

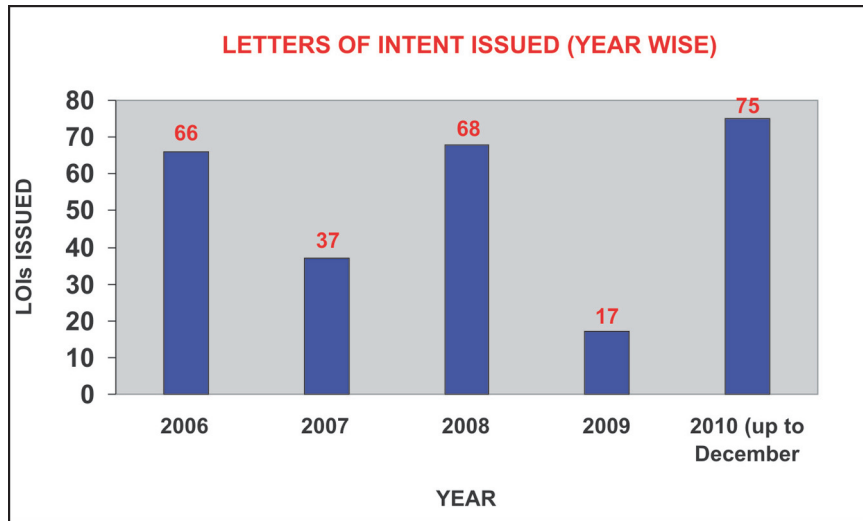
operational CRS in respect of top 7 States is given in graph-3.

II. AWARENESS WORKSHOPS

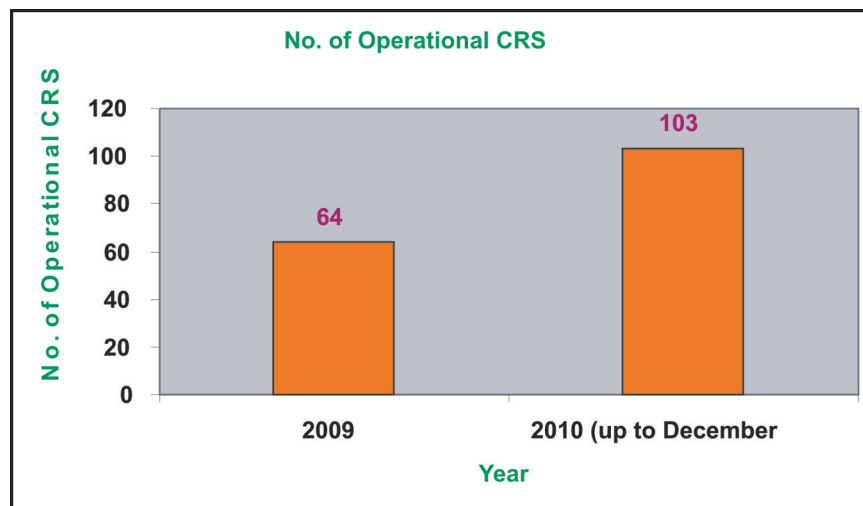
1. Government has decided to give wide publicity to the Community Radio Policy. A series of Regional as well as State Level Awareness and Capacity Building Workshops have been organized in various parts of the country for Community Radio Awareness. The first Awareness Workshop was held in Lucknow from 28th November to 30th November, 2007. During the year 2008-09, seven consultations were held at Kolkata, Pudhucherry, Baramati, Ahmedabad, Guwahati, Solan and Raipur. Also, two Capacity Building workshops for the Managers of the functional CRS were organized at Delhi and Chennai.
2. In the year 2009-10, ten State Level Consultations were held at Tilonia (Rajasthan), Shillong (Meghalaya), Faridabad (Haryana), Chanderi(MP), Tiruchndur (Tamilnadu), Wayanad(Kerala), Budhikote(Karnatka), Pune (Maharashtra), Mukteshwar(Uttarakhand) and Kanpur(UP).
3. It is proposed to organize 8 regional Consultations/Workshops during 2010-11. Five Workshops have already been completed at Hyderabad, Chandigarh, Tripura, Konark and Nagapattinam.
4. These consultations have helped the aspiring CR applicants in addressing their doubts about the guidelines, application procedure, technical issues and content & sustainability issues.

III. NATIONAL CONSULTATION

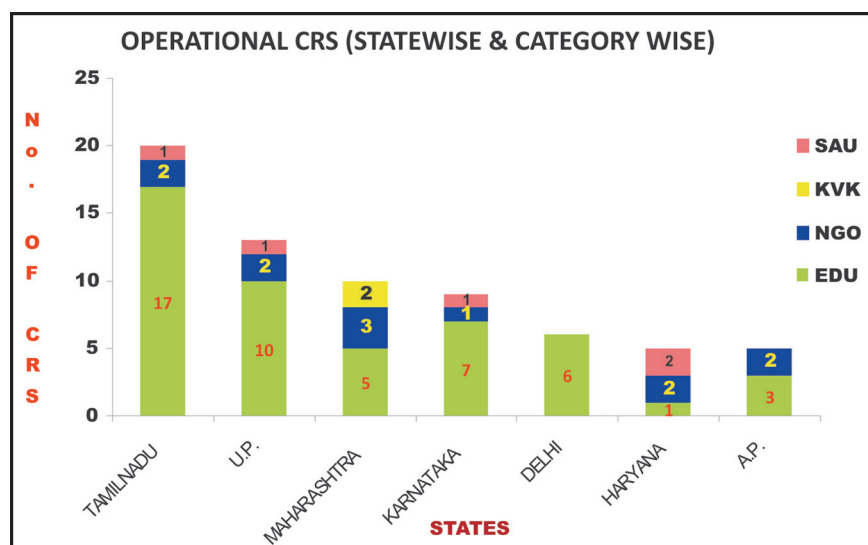
A 3-day National Consultation on Community Radio Policy in India in collaboration with UNESCO from 13th to 15th December 2010 at Indian Institute of Mass Communication (IIMC), New Delhi. The National Consultation brought together community broadcasters & other key stakeholders like NGOs, media activists and the policy makers to take stock of the achievements



Graph-1



Graph-2



Graph-3

of this mushrooming sector of radio broadcasting in India and explore ways to take this movement to the next level.

IV. ON LINE APPLICATION SYSTEM

In order to facilitate filing of applications by people Ministry has recently launched an “Online Application System” for Community Radio Stations in association with Commonwealth Educational Centre for Asia (CEMCA) on 20.08.2010. This is a simple software which can be accessed easily from anywhere in the country by a person who is interested to apply on line. For the benefit of the applicants a filled in model application is also available on line. Various guidelines issued on CR by the Government on Community Radio are also available on the home page of the site. The application can be simultaneously sent to Ministries concerned for quicker clearance and applicants get quicker and easier communication through their email IDs provided with the On Line System. Applicants can also check the status of their applications on line.

SUCCESS STORIES

I. Radio Gurgaon Ki Awaz (Haryana)

1. *Gurgaon Ki Awaaz Samudayik Radio Station* 107.8MHz is a civil society-run community radio station broadcasting 22 hours a day, 7 days a week, to a 10 to 15 kilometre radius around Udyog Vihar in Gurgaon. A platform for and by marginalized community groups in Gurgaon, especially communities living in villages in and around this rapidly urbanizing suburb of Delhi, the station resonates with the voices, songs, stories and struggles of the lakhs of migrant workers and inner city residents for whom the gloss and glamour of malls and glass-fronted office buildings is simply a testament of the uneven development that has taken place in this town.
2. The station’s 22-hour broadcasting (only in Hindi and Haryanvi) include programs on careers, entrepreneurship, migration, women’s empowerment and health, folk culture especially music, health, sports, and community reportage by school-going children. The radio station,

which completed one year of broadcasting on November 1, 2010, is run by a team of community reporters, most of who are from these very target communities within Gurgaon.

3. *Gurgaon Ki Awaaz* has been set up and is supported by The Restoring Force (TRF), an NGO that has been working in government schools in Gurgaon district for the past eight years, primarily in the area of basic school infrastructure enhancement (such as toilets for boys and girls, drinking water supply in school, staff rooms, science labs, blackboards, etc) as well as career counseling for high school children.
4. Music is the velcro that gets listeners stuck to a station. *Gurgaon Ki Awaaz* has built an impressive bank of over 200 hours of folk music ranging from raginis, bhajans and patriotic songs to Bhojpuri, rajsthani and oriya songs. All of these have been recorded with and by the community, either in community performances, or by folk performing groups recording in the low-cost studio.
5. Today, the station broadcasts 22 hours a day, which basically consists of a four to five hour playlist that begins at 4 pm each day and is repeated till 2 pm the following day. (The station has a dedicated listenership through the night in the form of night-shift workers). A two-hour mandatory shutdown period from 2pm to 4pm is when the machines cool off, and programmes are queued.
6. In the past 13 months, the station has received over 18,000 phone calls from listeners. That number does not include the calls received after office hours, on Sundays, and on public holidays. This is a testament to the fact that a genuine community radio, resonating the voices, concerns, joys and information of the community will always attract a listenership that cannot be matched by commercial stations.
7. Amrit Beriwal a school dropout from Sarai Alalwardi village near New Palam Vihar in Gurgaon, had little hope of getting an employment till recently. He had no regular income till he joined Gurgaon’s local FM radio station. Now, he works as a reporter with the

radio station and does all sorts of jobs that professional reporters do.

8. Sharmila Devi, an associate with St. Stephen's Hospital, was unheard of till last November. The wife of a farmer and mother of three children, she now knows editing and recording and has walked from one village to another village to reach the underprivileged women and children. She interviews village people, musicians and women and records cultural programmes for the radio.
9. *Gurgaon ki Awaaz* is a great source of entertainment and education to women, school dropouts, college students and folk artists. It has given them an opportunity to earn fame and identity.

II. Radio Namaskar (Orissa)

1. *Radio Namaskar* is the only functional Community Radio of Orissa (India). Radio Namaskar focuses its programmes on Local Governance, Food Security and women empowerment. The programmes carried out by *Radio Namaskar* in association with BDO has evoked a very good response.
2. Srimanta Mishra, BDO, says, "It's a miracle that after our several intervention through GRS, GP EOs & PRIs we did not get any application but now after announcement on *Radio Namaskar* we have got more than 120 applications. I came to know from PRI & Citizens of Banakhandi, Mahalpada & Simili GPs that the radio volunteers are also moving around different villages & also collecting & broadcasting the voice of village people in Radio Namaskar. It has encouraged the rural masses. I expect more help from *Radio Namaskar* in all parts of our activities."
3. In Tailo village of Puri district there was no Primary School and Anganwadi Kendra. Children from this village had to walk a long distance to reach the nearest school. As most of the villagers are labourers and unable to send their children far for study, the villagers had

been demanding for a school in their village. This request from the villagers was repeatedly broadcast by Radio Namaskar. Finally administration sanctioned a new project school under the Sarva Shiksha Abhiyan fulfilling a long pending demand of the villagers. The village is however still waiting for an Anganwadi Centre.

III. Radio Bundelkhand (Madhya Pradesh)

1. The first community radio of Madhya Pradesh called *Radio Bundelkhand* was launched by Development Alternatives, an NGO in October 2008 at Taragram Orchha to enable and empower the communities to use this communication medium to take charge of their own lives.



Listening to Radio Bundelkhand

2. The purpose of setting up *Radio Bundelkhand*, as identified with the help of communities in the radius of the radio station, is to work along with them to use this communication medium to create awareness, give information, participate in local self governance and provide entertainment – all based on requests and feedback from the community.

The audience includes the communities in the radius of the broadcast range – with special attention to women, youth and the marginalised groups.

3. The Management Committee of the station has a woman self-help group head. There are five community reporters and six community coordinators. The programming of the station is based on issues and content identified by the communities. The programmes are broadcast in the formats which includes the use of traditional Bundelkhandi songs, folk music and natak, discussions, reports, commodity prices, phone-ins, experts speak, coverage of events in villages, jokes and satire, listeners' letters and feedback.

Some stories of change are highlighted below:

1. Sitapur is like many other villages in India where systematic garbage collection and disposal mechanism is a distant dream. The village does not have any specific area where people can dump daily solid waste. People dump their waste on the roadside and near the primary school of Sitapur. The onus of handling this problem is on Ekta Yuva Mandal, a local body in Sitapur. However, this youth group was unable to tackle the problem of garbage disposal. The women of the village told the Community reporters of *Radio Bundelkhand* about the problem when they visited and then aired this problem in the programme called *Aas Paas* on *Radio Budelkhand* on 15th January 2009. In this programme, people raised their voice against the lack of a proper garbage disposal system in the village.

This prompted Ekta Yuva Mandal to take some necessary steps. It submitted a written complaint to the Sub Divisional Magistrate (SDM) of Orchha. Subsequently, the SDM directed the local police to investigate the problem and gave them two days time to clean it up. This is the first visible impact of the

community taking charge of their entitlements and is being hailed as a significant achievement of *Radio Bundelkhand*.

2. Water scarcity is a major problem in Bundelkhand region. Women of this region have to spend most of their time in collecting water. A village called Azadpura is no exception, where the women were facing problem in fetching water because there was no wheel in the well in Azadpura. Women of Azadpura came together to raise their voice on *Radio Bundelkhand*. The problem was aired on the programme called *Aas Paas*. Within four days, the concerned authority of the village solved the problem by replacing the wheel in the well.

IV. Radio Active (Bengaluru)

Radio Active, Bengaluru's first Community Radio Station was launched on 25th June 2007 by Sri Bhagwan Mahaveer Memorial Jain College, Bengaluru. *Radio Active* is an urban community radio catering to heterogeneous and diverse groups, where people from different communities are encouraged to make use of their station for their development.

2. The station boasts of some famous role-model community Radio Jockeys (RJ) like *Auto Shiv Kumar* – India's first Auto-driver RJ (a school drop-out, auto-driver, writer poet and community radio mentor). Shiv Kumar hosts the most popular live show on the radio called *Mukha Mukhi*. This is a face-off program, which brings together citizens and officials to find solutions to civic and developmental issues every Saturday. He is also mentoring a team of volunteers in program production and will soon be overseeing the production of the Planet Earth project sanctioned by the DST.
3. *RJ Shantamma* is not a social activist who makes it to the front page in the newspapers or appears frequently to debate social issues in an elitist gathering of an elite news channel.

She is a housewife who coordinates with community members of Srirampuram and records programmes featuring the community members. She is also involved in one of the Radio Active projects “Prerna” where community members get trained to enhance their entrepreneurial skills.



RJ Shantamma, Resident, Shrirampur.

4. *RJ Jaydev* is a visually impaired person but switches on the station by himself, without any assistance. He co-ordinates programs on all disability related issues and is presently working on the production of a Radio Serial on sensitizing people on disability issues called *Beyond Affliction*. He also conducts workshops on Script Writing and Mimicry.



RJ Priyanka-Bengaluru first RJ from LGPT Community.



RJ Jay Dev (Visually Impaired).



RJ Auto Shiv Kumar-India’s first Auto Driver RJ

STATUS OF PRIVATE FM RADIO SERVICES IN INDIA

As per FICCI-KPMG 2010 report, the size of Indian Media and Entertainment (M&E) industry stood at ₹ 587 billion in 2009 registering a 1.4 percent growth over last year. Over the next five years, the M & E industry is projected to grow at a compound annual growth rate (CAGR) of 13 per cent to reach the size of ₹ 1091 billion by 2014. The size of Indian Radio industry stood at ₹ 8 billion in 2009 and is projected to grow at CAGR

of 16 per cent over next five years to reach size of ₹ 16 billion. It has been projected that the Radio industry will follow a higher growth trajectory than average growth rate of M&E industry during 2010–2014.

Government introduced Phase-I policy guidelines for FM radio broadcasting through private agencies in 1999. A total of 21 private FM radio channels were operational in 12 cities under the Phase-I policy guidelines for FM radio broadcasting. FM Phase-I was a limited success as only 25% of the expected licenses could become operational.



Private FM Radio Set-up

To overcome the shortcomings of phase I, based on the recommendations of Dr. Amit Mitra Committees and TRAI, the Ministry had adopted

a closed tender two stage bidding process for the FM Phase II for award of license. The FM Phase II Policy was very successful and the number of

channels went up to 245 (including the stations which migrated from Phase-I) spread over 85 cities in the country. Locations of private FM radio stations presently operating in the country have been indicated in the map at **Annexure-I**.

A total of 20 permissions of FM radio channels have been cancelled during 2008-2010 either for non-operationalisation or for remaining non-operational for more than 6 months after initial operationalisation. Details of permission cancelled are at **Annexure-II**.

FM channel at Aizwal

One FM channel at Aizwal(Mizoram) was approved in phase-II of FM policy. However, this channel is not yet operational for want of locating Common Technical Infrastructure(CTI) at Aizwal.

Revenue Accruals to Government

During the current financial year 2010–11, the Government has earned ₹ 37.51 crore upto 13.01.2011 as license fee from private FM radio operators. The Phase-I and Phase-II policies have resulted in a total revenue accrual of about ₹ 1709 crore upto 13.01.2011 by way of One Time Entry Fee (OTEF), migration fee, annual fee etc .Details of revenues earned by Government so far, are available in the statement at **Annexure - III**.

Infrastructure facilities by Government

Government has provided co-location facilities in the form of Common Transmission Infrastructure(CTI) for private FM radio broadcasters by erecting towers through Broadcasting Engineering Consultants India Limited(BECIL) at the places where such facility was not available. Five such towers have already been completed at Delhi, Jaipur, Hyderabad, Chennai and Dehradun.

Music Royalty Issue

Royalty fee has been one of the major problems affecting the viability of the private FM radio industry. The issue was pending with the Copyright Board, which vide its order dated 25.08.2010 ruled that private FM radio operators would pay royalty

@2% of their net advertisement revenue. This is major relief for the private radio industry and creates conducive atmosphere for further expansion of the industry.

Rate Card for Govt. Advertisement through FM Radio

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

Expansion Plan

Opening up of the FM radio sector for private participation has resulted in huge growth in FM radio industry in the country, has offered new areas for creating employment and has the potential to generate revenue for the Government by efficiently utilizing the frequency radio spectrum earmarked for FM radio services. A huge unmet demand exists for FM radio in many cities which still remain uncovered by the private FM radio broadcasting, as only a limited number of cities with a population of three lakh and above, besides State Capitals, were taken up for bidding during the first two phases of FM radio broadcasting. Border areas, particularly in J&K, NE States and Island territories, are largely missing from the FM map. Having realized the untapped potential of private radio broadcasting to grow further, Government is planning to expand the private FM radio network by introducing Phase-III FM policy guidelines. Policy guidelines for expansion of FM radio broadcasting service through private agencies in Phase-III including the recommendation of TRAI, Ministry

of Defence and Ministry of Home Affairs have been drafted by the Ministry. A Group of Ministers (GoM) has been constituted on 30.9.2010 to examine and give its recommendation on whether ascending e-auction as followed in Telecom or closed tender bidding process as adopted in Phase-II be adopted for phase-III.

The GoM, in its meeting held on 19.01.2011, considered three issues pertaining to FM Phase-III viz. (i) appropriate licensing methodology (ii) determination of reserve price and annual license fee and (iii) permission period for Phase-III. The gist of the recommendations of the GoM is as under:

- (i) The GoM recommended that the ascending e-auction methodology as followed in 3 G auctions may be adopted for award of license in FM Radio Phase-III.
- (ii) It has been recommended that for Phase-III, the reserve price for new channels in existing FM Phase-II cities may be fixed at the highest bid received for that city in Phase-II. In cities which were being taken up afresh, the reserve price could be pegged at the highest bid received during FM Phase-II for that category of cities in that region. In case the benchmark from Phase-II for a particular region was not available, then the lowest of the highest bid received in other regions for that category of cities may be taken as the reserve price. In case of non-availability of any benchmark on the basis of the above for a particular city, the Ministry of I&B could take a suitable decision.
- (iii) With regard to the determination of annual license fee for Phase-III, the GoM recommended that the same formula used for calculation of annual license fee for FM Phase-II should be followed in FM Phase-III as well i.e. @4% of Gross Revenue (GR) or 10% of Reserve One Time Entry Fee (25% of the highest bid) for the city, whichever is higher. For e-auction, this will translate to 4% of GR or 2.5% of the Bid price, whichever is higher, since every

permission holder will be paying the same bid price.

- (iv) The period of permission in FM Phase-II could be 15 years. The Ministry of Information and Broadcasting would formulate a separate policy for the license period from the present 10 years to 15 years for FM (Phase-II) operators.

In the light of above recommendations of the GoM, TRAI was requested to furnish their further recommendations on the above issues in accordance with the provisions of the Section 11 (1) of TRAI Act, 1997. The comments of TRAI has since been received. They have intimated their no objection to the above recommendations of the GoM. Approval of the Cabinet is being sought on the above recommendations of the GoM.

About 806 new FM radio channels are proposed to be set up in 283 cities (including 215 new cities). FM phase-III policy proposes to cover all cities with a population of one lakh and above.

Under Phase III, for better take off of FM radio services in Border areas, J & K, North East Region and Islands Territories, Government proposes to incentivise operators of Private FM radio operators in such areas by allowing them to pay at half of the rate of annual license fee rates in other areas for an initial period of 3 years, by making available Prasar Bharati infrastructure at half the base rentals for similar category cities in other areas, by excluding the channels allocated in these areas from the 15% overall limit. The Policy also proposes to:

- Enhance FDI limit to 26 percent from existing 20 per cent.
- Allow networking within the channels of an operator across the country.
- Multiple Frequencies to private operators to own more than one channel but not more than 40% of total channels in a city subject to a minimum of 3 different operators in the city.
- Permit News bulletins of All India Radio.

PRIVATE FM STATIONS OPERATIONALISED

AS ON 30/11/2010



Annexure - II

Details of permissions revoked by the Ministry in respect of private FM channels

Sl. No.	Name of the Company	Name of the city(s)	No. of channels	Reason for revocation
1.	M/s Century Communications Ltd.	Ahmednagar, Bilaspur, Daman, Gulbarga, Mangalore, Rajamundry, Tirunelveli, Tuticorin, Warangal	9	Channels were not operationalised within the prescribed time period. As such, as per the terms and conditions of the Grant of Permission Agreement, permission was revoked on 16.12.2008
2.	M/s Pan India Network Infravest Ltd.	Akola, Jalgaon, Nanded	3	Channels were not operationalised within the prescribed time limit/due amount of licence fee was not paid within the prescribed time period. As such, as per the terms and conditions of the Grant of Permission Agreement, permission was revoked on 31.10.2008.
		Agra, Allahabad, Amritsar, Patiala, Varanasi	5	These channels were operationalised. However, these channels of the company remained non-operational for period of more than six months. As such, as per the terms and conditions of the Grant of Permission Agreement, permission was revoked on 31.03.2010.
3.	M/s Singla Properties Ltd.	Hissar	1	After initial operationalisation (for the period from 17.03.2007 to 11.09.2008) Channel of the company remain non-operational for more than six months. As such, as per the terms and conditions of the Grant of Permission Agreement, permission was revoked on 17.07.2009
4.	M/s Kushal Global Ltd.	Ajmer, Jodhpur	2	These channels were operationalised. However, these channels of the company remained non-operational for period of more than six months. As such, as per the terms and conditions of the Grant of Permission Agreement, permission was revoked on 16.02.2010.

Annexure - III

Details of Revenue Received from Private FM Broadcasters (₹)

1	Total Revenue from Phase I (1999–2005)	3,535,236,891
2	One Time Entry Fee Phase II (2005–06)	8,955,985,776
3	Migration Fees Phase II (2006 onwards)	2,498,801,030
4	License Fee received in 2005–2006	126,238,240
5	License Fee received in 2006–2007	218,309,947
6	License Fee received in 2007–2008	356,575,814
7	License Fee received in 2008–2009	519,559,772
8	License Fee received in 2009–2010	507,606,527
9	License Fee received 2010–2011 upto 13.01.2011	375,159,140
10	Total receipts(from Phase I & Phase II) since 1999 upto 13.01.2011	17,093,473,137
	Say ₹ 1709/ crores (Appx.)	

PRASAR BHARATI

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

Objectives

- To uphold the unity and integrity of the country and the values enshrined in the Constitution.
- To promote national integration.
- To safeguard citizens rights to be informed on all matters of public interest by presenting a fair and balanced flow of information.
- To pay special attention in the fields of education and spread of literacy, agriculture, rural development, environment, health and family welfare and science and technology.
- To create awareness about women's issues and take special steps to protect the interests of children, aged and other vulnerable sections of the society.

- To provide adequate coverage to diverse cultures, sports and games and youth affairs.
- To promote social justice, safeguarding the rights of working classes, minorities and tribal communities
- To promote research and expand broadcasting facilities and development in broadcast technology.

Organisational Structure

The Corporation is governed by the Prasar Bharati Board, which comprises a Chairman, an Executive Member (also known as Chief Executive Officer), a Member (Finance), a Member (Personnel), six part-time Members, a representative of the Ministry of Information & Broadcasting and the Directors General of All India Radio and Doordarshan as ex-officio Members and two representatives of the employees of the Corporation. Chairman of Prasar Bharati is a part-time Member with a tenure of three years and holds office upto the age of 70 years. The Executive Member is a whole time Member with a term of 5 years and holds office up to the age of 65 years. The Member (Finance) and Member (Personnel) are whole time Members with tenure of 6 years and they hold office up to the age of 62 years.



Artists performing at the Akashvani Sangeet Sammelan-2010 organised by AIR, Gangtok

The current Prasar Bharati Board is headed by Ms. Mrinal Pande as Chairperson.



Minister for I&B Smt. Ambika Soni visiting the Broadcasting House.

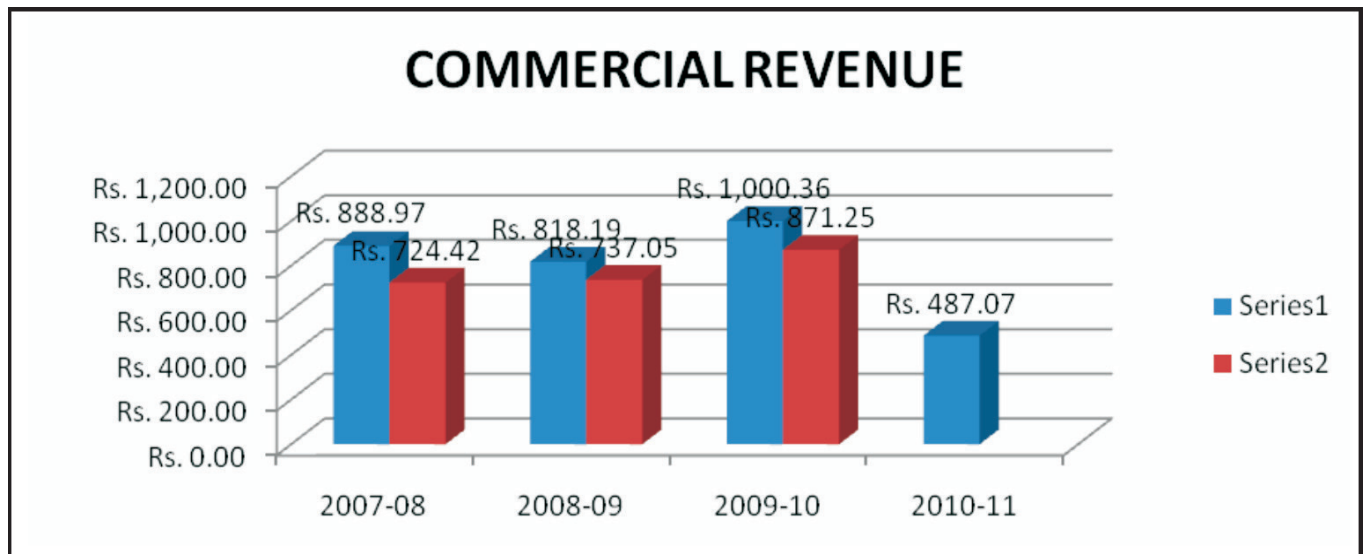
General superintendence, direction and management of the affairs of the Corporation vest in the Prasar Bharati Board. The Prasar Bharati Board meets from time to time and deliberates on important policy issues and gives directions to the executive to implement policies. The Executive Member functions as the Chief Executive Officer (CEO) of the Corporation

subject to the control and supervision of the Board and exercises such powers and discharges such functions of the Board as it may be delegated to him.

The Director General heads the Directorate General of All India Radio and the Directorate General of Doordarshan. They function in close association with the Member (Finance) and Member (Personnel) and the CEO in carrying out the policy directive of the Board and manage day-to-day affairs of AIR and Doordarshan. Both in AIR and Doordarshan, there are broadly four different wings responsible for distinct activities viz. Programme, Engineering, Administrative & Finance and News.

DOORDARSHAN

Doordarshan, the Public Service Broadcaster of India started its journey in September 1959. In 2009 Doordarshan completed its 50 glorious years of broadcasting. Over the years it has grown tremendously to become a leading TV organization. It recorded a 20% jump in its 2009-10 revenue to Rs1000.36crore. It commands the biggest reach among television channels in the country, boasting of around 450 million viewers. It is the No: 1 channel in the country in terms of absolute viewership.





International Broadcasting Centre at Pragati Maidan during Commonwealth Games 2010

Doordarshan is presently operating 35 Satellite channels and has a vast network of 66 Studio centers and 1415 Transmitters of varying power providing TV coverage to about 92% population of the country. It is one of the largest broadcasting organizations in the world in terms of the infrastructure of studios and transmitters and was also the sole telecaster of Commonwealth Games 2010.

Developmental activities during 2010-11 Host Broadcaster of Commonwealth Games

Doordarshan was the 'Host Broadcaster' for Commonwealth Games held at Delhi in October, 2010. First time in the Commonwealth Games history, the entire TV coverage of the Games along

with Opening and Closing Ceremonies was produced in HDTV format. The Games were aired on five channels on the DD Network - namely DD National, DD Sports, DD India, DD Bharati and DD Urdu.

According to data available with TAM (television viewership monitoring agency) the viewership of the CWG 2010 on the DD network was higher than that of the Games held in Melbourne in 2006. In the first three days, the Games being held in India had a cumulative reach of 33 million as compared to 7.7 million viewers the Melbourne Games had drawn in 2006.

A TAM spokesperson, "The CWG 2010 has had higher viewership in the top six metros in the country than the Olympics telecast from

Beijing and Athens in 2008 and 2004, respectively. While Beijing Olympics had a cumulative reach of 14.6 million in the first three days, the Athens edition reached around 14 million viewers.”

Public broadcaster Doordarshan struck gold with the telecast of the Commonwealth Games opening ceremony. Its ratings jumped almost 133%, the highest in the last decade for a single event aired ‘live’. Its peak ratings (TVR) of 4.8% even managed to exceed those of some of the private satellite channels which opened with a TVR of 3.6%.

According to data provided by Audience Measurement and Analytics aMap (overnight audience measurement agency and the estimates of media planners and advertisers) together the overall viewership for Doordarshan from within India and abroad on October 3 swelled to over 170 million, the highest in recent times.

The showpiece event was covered by over 350 cameras. Helicopters were used for opening and closing ceremonies while underwater cameras were installed for aquatic events. Interviews of athletes, cultural events and side stories of the games were covered by 25 mobile camera units. Cameras were also installed at landmarks like Qutub Minar, Connaught Place, Red Fort, India Gate and Jawaharlal Nehru Stadium to add visual content to the telecast. DD tied up with a British entity, SIS Live, for production and coverage of the Games. Doordarshan designed a new logo to go with the whole theme of the Commonwealth Games.

HDTV channel

High Definition Television (HDTV) is a broadcast system that transmits pictures with more lines providing significantly higher resolution than traditional formats. The picture is of a high quality to be viewed on large TV displays. Main features of HDTV are: crystal clear and noise free picture quality; wide screen picture; more viewing realism.

As part of 11th Plan, the following HDTV projects have been approved:

- HDTV Studios at Delhi & Mumbai
- HDTV Field production & Post production facilities at Delhi, Mumbai, Kolkata & Chennai.

- HDTV uplink at Delhi and putting an HDTV channel on DTH platform
- HDTV terrestrial transmitters at Delhi, Mumbai, Kolkata & Chennai

Training was given by the experts to three hundred staff of Doordarshan. This is now a permanent legacy for covering the sports event in HDTV format. More attention was given to detailing of the camera’s placement, angles, exposure and other production details. Floor management and sound which was a major weakness of Doordarshan was specially focused in these trainings.

For the first time in their history, the Commonwealth Games (CWG) was produced in high definition (HDTV) to make television viewing a better experience for Indian consumers. The Indian national public service broadcaster, Prasar Bharati, launched the high definition television (HDTV) services on 30.09.2010 on the eve of Commonwealth Games. Transmission of HDTV channel is both in C band and Ku-band (DTH).

NEW SCHEMES

Digitalisation

Doordarshan scheme of digitalization involved full digitalization of 39 Studio centres (31 partially digital & 8 analog Studio centres) and establishment of digital HPTs at 40 places

DTH upgradation

Under the scheme of capacity expansion, the channel capacity of DTH platform will increase from 59 to 97 channels. Implementation of the scheme has been taken up and upgradation of DTH platform is expected to be completed by 2012. All the channels would be free and no subscription would be payable by the viewers

Training

Doordarshan has been laying emphasis on training of its staff especially in view of fast developments taking place in broadcast technologies. Training Programmes for new recruits as well as for upgrading skills of existing personnel in tune with new emerging technologies besides management programmes are conducted at the in-house training institutes viz STI (T) Delhi, DTI Lucknow, RSTIs

(T) at Shillong Bhubaneswar and Malad (Mumbai). Training courses are also conducted at IIT Kanpur IIM Shillong and certain other outside institutes. In addition, training is provided by the equipment manufactures at their works. About one thousand engineering officers have been provided training during 2010. In October, 2010, a three days workshop on “Digital Video Broadcasting (T)” was also conducted at Delhi by STI (T). The course had participants from Doordarshan and ABU member countries.

DD NATIONAL

THE FLAGSHIP CHANNEL

DD National channel is the largest terrestrial network in the world covering about 91.2% population and 79% land area of the country. DD National is the No. 1 channel in the country in terms of absolute viewership. In the year 2010–11 all major National Events of the country like Republic Day Parade, Independence Day celebrations, Presidents and Prime Minister’s address to the joint session of parliament, important parliament debates, Presentation of Railway and General Budget, Prime Minister’s NCC Rally, etc. were covered live.

Some of the popular evening serials telecast on DD National were *Nanhi Si Kali Meri Ladli*, *Tum Dena Saath Mera*, *Samman Ek Adhikar*, *Karmyudh*, *Peehar*, *Aashiq Biwi Ka*, *Krazzy Kiya Re*, *A Mega Serial on The Life of Maharaja Ranjit Singh*, *Fort of India*, *Maan Ki Baat*, *Hum Aise Kyoun Hai* etc.

Interactive programme INDIA ADVANTAGE showcasing all round progress made were reflected in one hour programme. Beside, *Gramin Bharat*, *Panchayati Raaj* and *Paryavaran Darshan* were also telecast.

Doordarshan also extensively covered the Hon’ble U.S. President Mr. Barrack Obama & Mrs. Mitchell Obama’s visit to India. Official tours of The France President Nicolas Sarkozy was also covered by DD.

DD Bharati

DD Bharati was launched on 26th January, 2002. Now, the channel has completed nine years on 26th January, 2011. This channel has been

telecasting programmes on Health, Children, Art and Culture, Music, Dance, Women, Education, Travelogue and preserving the country’s great heritage and values. The Channel was revamped from June 7th 2010. As per new FPC DD Bharati now basically focuses on Literature, music, art & culture. In the new FPC these are the following genres:-

Travel/Tourism & Ancient Places, Light Music, Art & Architecture, LokDhara, VrittChitra, Classical Dance & Music, Youth and Music, Anhad Devotional Music/ Places, SahityaVrittLiterary personalities based programmes, SugamSangeet, Katha Samay world/Indian Classical literature, Music and Dance.

The channel has also attracted sponsored programmes given below: -

“Sindhu Darshan” highlighting the Sindhu culture and traditions.

“Sanskrit Bhasha Sikshanam” programmes in Sanskrit Language by Bhartiya Sanskrit BhashaSansthan.

“New & Renewable Energy Quiz Show”

“Hamari Zameen Hamara Aasmaan” Series on Wild Life & Environment.

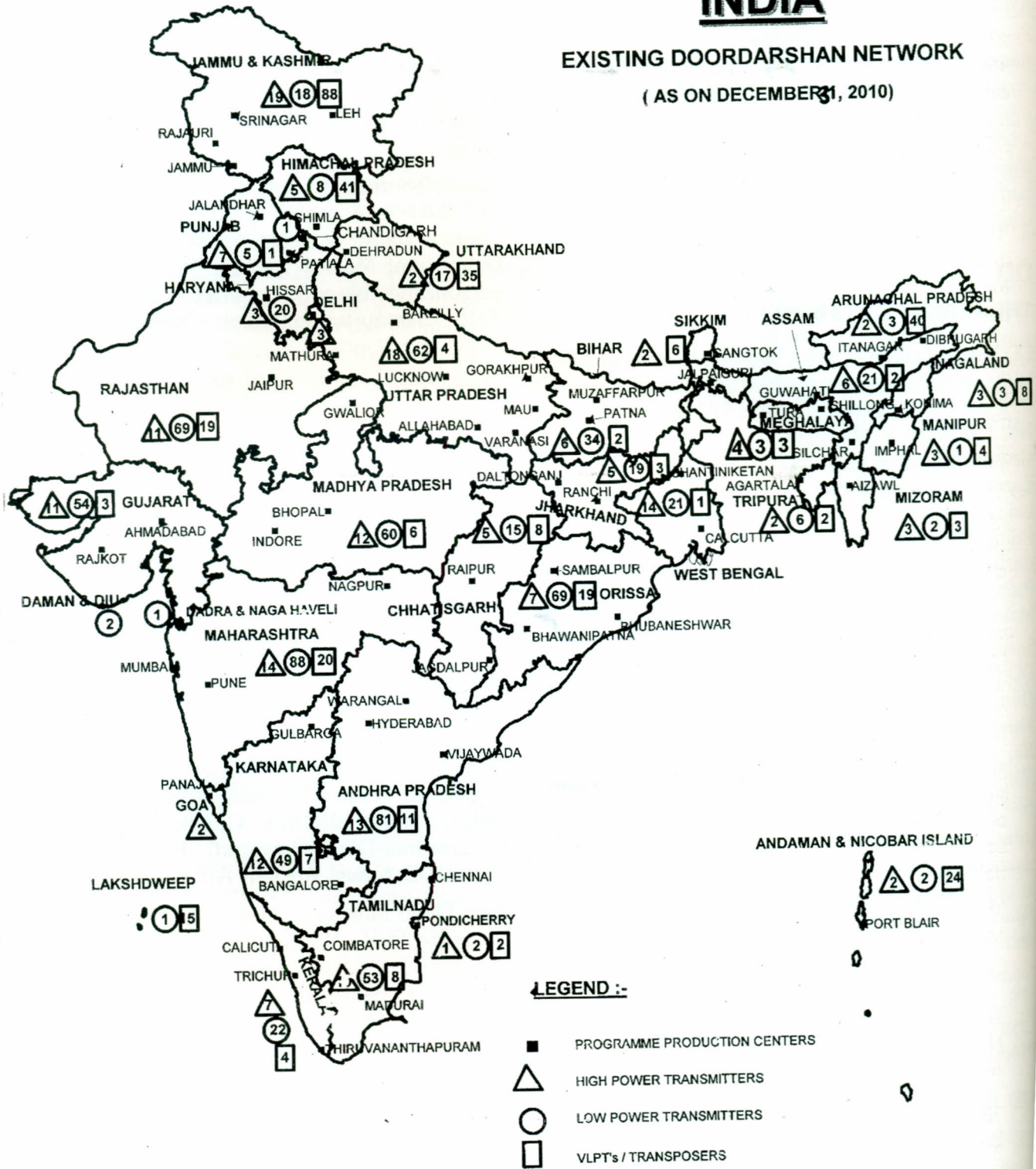
DD Bharati has been telecasting “Live events of music, dance & literary programmes from all across the country such as: Tansen Sangeet Samaroh at Gwalior, SAARC Festival of Literature-Delhi, North East Spring Festival-Dimapur, National Film Awards-Delhi, Silver Jubilee Celebration Cultural Programme-DDK Guwahati, India Advantage Show”-DD News, Ancient Art Festival-Delhi.

Prof. Hiren Mukherjee Memorial Lecture by Nobel Laureate Prof. Muhammad Yunus-DDK Delhi, Teachers Day-DDK Delhi, International Day of Disabled Persons-2010- Vigyan Bhawan, Delhi, Delhi Half Marathon-2010-Delhi, Prime Minister NCC Rally Opening & Closing Ceremony of 41st International Film Festival of India (IFFI) 2010-Goa, Chhat Parv-Patna, Dussehra State Festival-Mysore, Live t/c of Republic Day and Coverages of Celebration of Independence Day-Delhi, Qutab Festival-Delhi and Commonwealth Games-2010.

INDIA

EXISTING DOORDARSHAN NETWORK

(AS ON DECEMBER 31, 2010)



DD Urdu

For the first time in the history of the Urdu channel, DD will acquire content, soaps from television production houses. The channel will embrace infotainment led content, which will be a treat for viewers.

During the year being reported upon, DD Urdu accomplished onerous task of commissioning of ace software to suitable producers short-listed from a pile of 616 of them. DD Urdu also arranged and telecast a national symposium of Urdu poets to show and conserve poetic trends of Urdu versions. Hon'ble President of India's message to the nation was telecast on the eve of Independence Day and Republic Day for a niche audience. DD Urdu has created a software bank which, inter alia, establishes Urdu's neutrality and endemic nature, despite which it has spread its tentacles and impact across the globe.

DD INDIA

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

DD India is taking vigorous steps to enrich its programme content by refurbishing its fixed point chart with effect from January 2011. The feature films and archival programmes like BHARAT EK KHOJ is also included in New FPC of DD India channel.

DD NEWS

DD News is the only bilingual news channel in the country. It reaches out to the non-cable, non-satellite homes which account for the major

portion of the population. It is also the news channel with the largest reach in the country and among the market leaders in the "All Homes" category. The channel has always strived to inform the viewers the latest developments on the news front which is factually correct and credible. The channel in its programming mix is covering a wide canvas of issues dealing with politics, business, sports, international news events, parliament proceedings, science and technology and crime.

During the year 2010, the channel strived to collect Inputs and visuals of all news events from across the country. Further through its 25 regional News Units, all news related inputs were made available to the Delhi Newsroom promptly.

The Channel shifted in the first week of April, to the new facility in the DD Bhavan Phase II. The transition and planned change over to the news facility of a live 24 hour channel was a significant step. Doordarshan News channel did extensive pre-event and coverage during the historic games in which India put its best ever performance. A month long countdown stories/capsules were telecast on the channel before the games to give a good buildup to the CWG. During the games the channel mounted special CWG -2010 bulletins "Quest for Glory", four times in a day

REGIONAL LANGUAGE SATELLITE CHANNELS

Doordarshan is presently operating 11 Regional Language Satellite Channels, i.e;

DD Keralam	DD Odiya
DD Saptagiri	DD Sahyadri
DD Podhigai	DD Bangla
DD Chandana	DD Girnar
DD Kashir	DD North East
DD Punjabi	

A brief description about these channels are given below:

Sahyadri Channel

Sahyadri Channel (DD 10) started beaming Marathi programmes made available throughout India via Satellite from 15th August 1994. Its Telecast time

increased to 17 hrs per day from 01st January 2000 and renamed as Sahyadri channel. From 05th April 2000 it became round the clock channel. Sahyadri Channel is both on Terrestrial Support from 0600 to 0900 A.M. (except on Sun) & 1500 to 2000 hrs and on Satellite Mode it is round the Clock.

Podhigai Channel

“Podhigai “a 24 hour satellite Channel was formally inaugurated on 15th January, 2000 on Pongal day. The channel has been described as a package of “Infotainment Programmes”.

The composition of Podhigai channel constitutes 65% in-house programmes. There are at present eight news bulletins and they are popular with viewers. To give a fresh look to the Podhigai channel the content as well as complexion of the programmes have been changed in these ten years.

DD Girnar

DD Girnar channel was named DD – Girnar from September 15, 2008. It covers an area of 86% and a population of 87.0 % which is a 24 hours channel with terrestrial support from 1500 hrs to 2000 hrs. The channel reach for DD-Gujarati (DD-Girnar)

is 29.1 and share is 2–3% in all TV homes. The Annual programmes of Rathyatra, Janmashtami and Kite Festival are covered live/differed live mode. It has successfully established its credentials as a production house by undertaking production on different contemporary issues and government schemes.

DD Kashir

Launching of DD Kashir is no doubt a turning point in the history of DDK, Srinagar. Initially four hours daily service was available through terrestrial X-mission started w.e.f. 27.03.1995 but in real sense the identity of “DD Kashir” as a separate Regional Satellite Channel got established with its formal inauguration on 26.06.2000. Presently 24 hours of daily transmission of this channel is available on satellite from 0600 hours daily. This is the only satellite channel of Doordarshan, transmission which is available through terrestrial transmitters located in different parts of the valley.

DD Kashir originates fresh programmes of over 12 hours daily and has been bringing entertainment, information and Education for the viewers of Kashmir Valley and millions of its viewers in the sub-continent.



Dada Saheb Phalke Awardee Dr. Bhupen Hazarika performing at DDK, Guwahati

The Kashir Channel has been turned into a very strong and attractive service of information and entertainment through its programmes to meet the day to day requirement of its viewers, and to promote the philosophy of Sufism and Reshiism, depicting the immortal aspect of this peer-e-war (the garden of saints). Its distinctive brand of interviews, gossip and celebrities has become an instant hit with viewers. It brings energetic cast of personalities regularly featuring regional artists, news makers, Bureaucrats, technocrats, achievers, opinion leaders, professionals and individuals. DD Kashir has now come up with express commissioning of programmes to provide quality transmissions to the viewers.

DD Saptgiri

DD Saptgiri is the Telugu language satellite channel supported by Doordarshan studios in Hyderabad, Vijayawada and Warangal. It was launched on 10th October, 1993 and became a round the clock service in 2000.

DD Malayalam

It was launched on 15th August, 1994 and became a round the clock service in 2000. The channel is supported by Doordarshan studios in Thiruvananthapuram, Trissur and Calicut. In the terrestrial mode DD Malayalam reaches near 100% population of Kerala.

With the foray of private satellite television Channels into the Malayalam communication space, it is facing stiff competition in the entertainment and information domains. Realizing the trend, it has started to innovate in the core programme domains where it has a comparative advantage vis-a-vis other private television channels. DD Malayalam has been able to make deep inroads into the information and entertainment market with the introduction of new genre of programmes like live current affairs debate, stock market analysis, live quiz shows, women's programmes, live and interactive health programmes, youth shows, children's programmes, morning shows, cultural magazines, live musical shows and film based programmes etc while maintaining all the special audience and target group programmes intact.

DD Chandana

DD Chandana is the Kannada language Satellite Channel launched on 15th August, 1994. Supported by the Doordarshan studios in Bengaluru and Gulbarga, it became round the clock satellite channel in 2000 and its coverage expanded to more than 30 countries from 24th March, 2003.

DD Bangla

DD Bangla was launched on 20th August, 1992. It became 24 hours channel from 1st January, 2000 and from then onwards there has not been any looking back and with steady strides it has covered several milestones in the sphere of Public Service Broadcasting.

DD Bangla has been playing an important role in preserving and furthering the cultural heritage of Bengal and has been a popular TV channel among the Bengali audience of the country.

DD North-East

DD North-East was launched on 15th August, 1994 and it became 24 hours channel from 27th December, 2000. The Channel as its commitment to the people of Assam is successfully producing and telecasting Programmes in various formats and has been appreciated by the viewers as they could derive benefits from it.

DD Odiya

Launched in 1994, DD Odiya is a leading round the clock satellite channel in Oriya language. Most of its programmes are produced at Bhubneshwar, Sambalpur and Bhawanipatna.

DD Punjabi

DD Punjabi channel was launched on 06th August, 1988 and became 24 hour service from 05th August, 2000. The DD Satellite channel anniversary was celebrated on 05.08.2009. In terrestrial mode DD Punjabi has almost 100% reach in the state of Punjab. Doordarshan Kendra Jalandhar is the main source of supply of Punjabi programmes for telecast on DD Punjabi Channel.



Holi Geet being performed on the occasion of Silver Jubilee Celebration of DDK, Guwahati

An OB van with eight camera setup is being used for the live coverage for DD-Punjabi, besides an Earth station setup for uplink of programme for 24 hours DD-Punjabi channel.

Development Communication Division

Development Communication Division (DCD) that handles all television campaigns of Ministries, departments and PSUs of Government of India and NGOs, provides a single window service for consultancy, media planning, scheduling, monitoring, billing, receipts and clients servicing including observance of special days and weeks etc. During 2010 DCD launched and completed 95 campaigns across the country grossing ₹ 321 crores. Maintaining continuous growth during its 10 years of existence, this Division contributes around 27% to Doodarshan's total revenue.

Agriculture Narrowcasting

This programme is being telecast five days a week (Monday to Friday), in the evening through 18 Regional kendras and 180 transmitters across the country, catering to area-specific information need

of the farmers of more than 140 districts across the country in "Narrowcasting" Mode.

Paryavaran Darshan

This is a weekly programme telecast w.e.f. 09/06/2010 under the Mass Media support from Central Pollution Control Board, Ministry of Environment as per contents approved by them.

Gramin Bharat

Doordarshan has implemented the scheme "Mass Media Support to Panchayat Raj" supported by Ministry of Panchayat Raj in DD-National and 18 Regional kendras during 2010-11.

Funds for the above schemes are being received in instalments. Doordarshan is receiving ₹ one lac per programme for the production + service tax and telecast fee.

Central Production Centre

Situated in Delhi, the Central Production Centre (CPC) is currently responsible for managing the

transmission of three 24 hours DD channels i.e., DD Sports, DD India & DD Urdu. It also specializes in production of documentaries and other DD programmes. In recent years, CPC has become an active player in preparation of programme promos of Doordarshan. The programme schedule of DD Sports, DD India, DD Urdu, are prepared by DG: DD.

In addition to above, CPC DD is providing/ supplying regularly high quality programme of from time to time. CPC DD also telecast Sponsored/ Commissioned programme on “DD Urdu”

CPC DD is committed to supply In-house production of special programme on Hindustani and Carnatic Music (Classical, Light Classical, Dance etc.) featuring renowned/ top grade artists to various Doordarshan Kendras across the country during year 2010:

DD Archives

DD Archives has been providing services to the following categories:-

- Digitization of the programme
- Release of DVDs & CDs
- Sale of Archival Footage
- Customized DVDs
- Supply of software for channels
- Fresh software for channels
- Digitization of programme

DD-Archives has taken a major step towards digitization by acquiring Media Asset Management (MAM). MAM can store 1200 hrs. of digitized content. At present 550 hrs. of digitized material have been archived, digitized in file format up to December 2010. The total numbers of digitized hours from the year 2004 to 2010 from different formats to DVC tapes are 13,460 hours.

S.No	Tape Format	Digitized (hrs)
1	Umatic	9000
2	Beta	2300
3	BCN	2160

- Release of DVDs / CDs

The prestigious DVD project celebrated 100 titles this year. On 4.01.2011 six DVDs were released by Hon'ble Minister of I&B Smt. Ambikasoni. The DVDs are

1. The paintings of India – set of 6 DVDs – Directed by Benoy K. Behl
2. Secrets of Shastras revealed by Gurus – set of 5 DVDs-
 - Bharatanjali
 - Natyopasna
 - Natyashastra
3. Surabhi – A DVD on 125 years of Theatre Movement in Andhra Pradesh
4. Filigree of Rhythm- showcasing DVDs of Great Tabla Masters – Ustad Ahmadjaan Thirkwaa; Pt. Kishan Maharaj; Pt Samta Prasad –set of 2 DVDs
5. The path breaking dancer – Dr. Sonal Mansingh –Set of 2 DVDs

The following DVDs are awaiting to release:-

Bharatnatyam Series in two volumes

- Sale of Archival footage, customized DVDs
Upto 30th November 2010, Doordarshan Archive has earned total ₹ 41.10 lakhs on sale of DVDs, CDs, and ₹ 2079 lakhs by selling commercial footage amounting to ₹ 43.89 lacs.
- Supply of Software for Channels

DD-Archives has taken-up a major project of creating language version of production. Thus it has enriched the regional software content of regional channel of Doordarshan. Total 802 episodes of programme has been dubbed in different languages.

Fresh Software for Channel

As regard fresh recordings DD-Archives recorded some of the dying instruments e.g. SundariVadan, Jal Taranga. DD Archives produced and telecast programme on the occasion of Golden Jubilee Celebration of Doordarshan. These programmes are on those artistes who were associated with Doordarshan.

On the occasion of 150th Birth Anniversary of Guru DevRavindraNath Tagore, the programme were

beautifully re-packaged & telecast on National Channel.

There are many projects recorded by DD-Archives like Gandhi; Buddha; VilasiniNatyam which are awaiting for editing.

DD-Archives has worked on the most prestigious project i.e. Creation of Website based on the Video and Audio recordings of four Leaders of India – Mahatma Gandhi, Pt. Jawaharlal Nehru, Smt. Indira Gandhi and Rajiv Gandhi. The Website offers simple and advanced search with complete data of 100 hrs of video and 100 hrs. of audio. The unique feature of this Website is that we can see and hear leaders directly. The project was ready on January, 2009 and still awaiting for inauguration.

DD Award

Doordarshan has instituted the DD Awards in 2001 to recognize and felicitate thematic, aesthetic and technical excellence of in-house Programmes. The main objectives of these awards are to promote a competitive spirit among the staff for quality and innovative productions. In the beginning the scheme included total 34 categories in which 26 were related to Programme while engineering two Individual Awards and one Best Doordarshan Kendra Award.

Audience Research

The Audience Research unit of Doordarshan with its 19 field units located with Doordarshan kendras all over the country, is involved in Research studies on various aspects of broadcasting since 1976. During the year 2010–11 the audience research unit contribution is as follows:

- Analysis and reporting of TAM TVR on weekly basis.
- Preparation of annual report of Prasar Bharati for 2009–10 and Ministry of I&B for the year 2010–11.

International Awards

S. No	Award	Year	Programme /Category
1	Doordarshan bags ABU prize 2009	2009	Climate change
2	Doordarshan bags Japan prize 2009	2009	A Proposal

- Analysis of tabulated data on “Impact of DD, Pvt. Cable & Satellite channel on women and family in India” and report writing is in progress.
- Revised DART Panel Survey covering whole of India based on the recommendation of the Parliamentary Standing Committee on IT Technology started from August, 10. Based on it regular feedback on rural DART are provided to DG:DD.
- Study on provision of DTH receiver- study of its fullness and viewers perception undertaken in December, 2010.

Hindi Section.

A separate Hindi Section is functioning in the Directorate for the implementation of the Official Language policy of the Union in the Directorate General: Doordarshan and its subordinate offices. The main activities performed by the Section during the year 2010–11 are as follows:-

1. Four meetings of the Official Language Implementation Committee were organized during the year to review the position of the implementation of the Official Language policy in the Directorate.
2. Four Hindi workshops were organized during the year.
3. Hindi fortnight was celebrated from 15th to 29th September, 2010 and various Hindi Competitions were held during the period and cash prizes were given away to the successful participants.
4. The Committee of Parliament on Official Language inspected 4 DDKs/Offices regarding the progressive use of Hindi.

5. The fifth issue of the Hindi house magazine 'Darshan' was published as Golden Jubilee issue.

National and International Robocons held by Doordarshan during 2010

Background

Robocons (Robotic Contests) in India were started by Doordarshan in 2002 with just four participants. With its popularity gaining in the country, this number swelled up to 55 colleges.

Conduct of Indian National Robocon at Pune in March 2010

Based on a Memorandum of Understanding between Doordarshan (Prasar Bharati) of India and Maharashtra Academy of Engineering Pune, the National Contests were organized at Shiv Chhatrapati Krida Sankul, Balewadi, Pune. Inaugural function was held on 4th and the closing ceremony on 6th March 2010.



A view of the National Robocon held at Pune

International Robocon at Cairo, Egypt in September 2010

The International Robocon 2010 was held at Cairo, Egypt on 22nd September 2010 where 18 Engineering Colleges from 17 countries participated. The Theme for Robocon 2010 was 'Robo-Pharaohs Build Pyramids'. The winners were a team from China who completed the task in 18 seconds.

Preparations for Robocon 2011

As the next International Robocon is scheduled to be held on 28th August 2011 in Bangkok, Thailand on the Theme of "Krathong, Lighting Happiness with Friendship". The Indian Robocon website www.roboconindia.com has been updated.

Doordarshan Kendras (Studio centres)**Annexure-I**

S.No.	STATE/UT	LOCATION
1.	Andhra Pradesh	Hyderabad, Vijaywada, Warangal
2.	Arunanchal Pradesh	Itanagar
3.	Assam	Dibrugarh, Guwahati, Guwahati (PPC), Silchar
4.	Bihar	Patna, Muzaffarpur
5.	Chhattisgarh	Jagdalpur, Raipur
6.	Goa	Panaji
7.	Gujarat	Ahemdabad, Rajkot
8.	Haryana	Hissar
9.	Himachal Pradesh	Shimla
10.	Jammu & Kashmir	Srinagar, Jammu, Leh, Rajouri
11.	Jharkhand	Ranchi, Daltonganj
12.	Karnataka	Bengaluru, Gulbarga
13.	Kerala	Calicut, Trivandrum, Trichur
14.	Madhya Pradesh	Bhopal, Indore, Gwalior
15.	Maharashtra	Mumbai, Nagpur, Pune
16.	Manipur	Imphal
17.	Meghalaya	Shillong, Tura
18.	Mizoram	Aizawl
19.	Nagaland	Kohima
20.	Orissa	Bhubaneswar, Bhawanipatna, Sambalpur
21.	Punjab	Jalandhar, Patiala
22.	Rajasthan	Jaipur
23.	Sikkim	Gangtok
24.	Tamil Nadu	Chennai, Coimbatore, Madurai
25.	Tripura	Agartala
26.	Uttar Pradesh	Allahabad, Bareilly, Lucknow Gorkhpur, Mau, Varanasi, Mathura
27.	Uttarakhand	Dehradun
28.	West Bengal	Kolkata, Shantiniketan, Jalpaiguri
29.	A & N Islands	Port Blair
30.	Chandigarh	Chandigarh
31.	Delhi	Delhi, Delhi (CPC)
32.	Puducherry	Puducherry

DOORDARSHAN TRANSMITTERS (as on 31.12.2010)

Sl. No.	State/UT	Primary Channel (DD 1)				No. of transmitters News Channel (DD News)				DD 1 transmitters relaying Regional programmes during entire duration of transmission				
		HPTs	LPTs	VLPTs	Trip	TOTAL	HPTs	LPTs	VLPTs	TOTAL	HPTs	LPTs	VLPTs	TOTAL
1	Andhra Pradesh	9	75		1	85	4	6		10			10	10
2	Arunachal Pradesh	1	3	39	1	44	1			1				0
3	Assam	4	20	1	1	26	2	1		3				0
4	Bihar	4	32	2		38	2	2		4				0
5	Chhatisgarh	4	15	8		27	1			1				0
6	Goa	1				1	1			1				0
7	Gujarat	7	51			58	4	3		7			3	3
8	Haryana	2	13			15	1	7		8				0
9	Himachal Pradesh	3	7	39	2	51	2	1		3				0
10	Jammu & Kashmir	10	7	69	1	87	5	3		8	4	8	18	30
11	Jharkhand	3	17	2		22	2	2	1	5				0
12	Karnataka	8	47			55	4	2		6			7	7
13	Kerala	4	20			24	3	2		5			4	4
14	Madhya Pradesh	8	60	6		74	4			4				0
16	Maharashtra	8	78			86	5	10		15			20	20
17	Manipur	2	1	4		7	1			1				0
15	Meghalaya	2	3	2	1	8	2			2				0
18	Mizoram	2	1	2	1	6	1	1		2				0
19	Nagaland	2	2	6	2	12	1	1		2				0
20	Orissa	5	62		1	68	2	7	2	11			16	16
21	Punjab	4	4		1	9	3	1		4				0
22	Rajasthan	7	65	17	2	91	4	4		8				0
23	Sikkim	1		6		7	1			1				0
24	Tamil Nadu	6	44		1	51	2	9		11	1		7	8
25	Tripura	1	5	1	1	8	1	1		2				0

Sl. No.	State/UT	Primary Channel (DD 1)				TOTAL	No. of transmitters News Channel (DD News)				DD 1 transmitters relaying Regional programmes during entire duration of transmission			
		HPTs	LPTs	VLPTs	Trp		HPTs	LPTs	VLPTs	TOTAL	HPTs	LPTs	VLPTs	TOTAL
26	Uttar Pradesh	11	52	3		66	7	10	1	18			0	
27	Uttarakhand	1	15	33	2	51	1	2		3			0	
28	West Bengal	8	19			27	4	2		6	1	1	2	
29	A & N Islands	1	1	18		20	1	1	6	8			0	
30	Chandigarh		1			1				0			0	
31	Dadar & Nagar Haveli		1			1				0			0	
32	Daman & Diu		2			2				0			0	
33	Delhi	1				1	1		1	1			0	
34	L' Dweep Islands		1	1		2			7	7		7	7	
35	Puducherry	1	1	1		3		1		1		1	1	
	Total	131	725	260	18	1134				169	6	8	94	108

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

Total No. of transmitters —1415

STUDIO CENTRES TO BE FULLY DIGITALISED AS PART OF 11TH PLAN

STATE/UT	STUDIOS TO BE FULLY DIGITALIZED
Andhra Pradesh	Vijaywada
Arunanchal Pradesh	Itanagar
Assam	Dibrugarh, Guwahati (PPC), Silchar
Bihar	Muzaffarpur
Chhattisgarh	Raipur, Jagdalpur
Goa	Panaji
Gujarat	Rajkot
Himachal Pradesh	Shimla
Jammu & Kashmir	Jammu
Jharkhand	Ranchi, Daltonganj
Karnataka	Gulbarga
Kerala	Trichur
Madhya Pradesh	Indore, Gwalior
Maharashtra	Nagpur, Pune
Manipur	Imphal
Meghalaya	Shillong, Tura
Mizoram	Aizawl
Nagaland	Kohima
Orissa	Sambalpur, Bhawanipatna
Sikkim	Gangtok
Tripura	Agartala
Uttar Pradesh	Mau, Varanasi, Allahabad, Bareilly, Mathura
West Bengal	Jalpaiguri, Shantiniketan
A & N Islands	Port Blair
Chandigarh	Chandigarh
Puducherry	Puducherry

DIGITAL TRANSMITTERS TO BE SETUP AS PART OF 11TH PLAN

STATE/UT	LOCATION OF DIGITAL TRANSMITTERS
Andhra Pradesh	Hyderabad, Vijaywada
Assam	Guwahati
Bihar	Patna
Chhattisgarh	Raipur
Delhi	Delhi
Gujarat	Rajkot, Surat, Vadodara, Ahmedabad
Himachal Pradesh	Kasauli
Jammu & Kashmir	Srinagar
Jharkhand	Ranchi
Karnatka	Bengaluru, Mysore
Kerala	Trivandrum, Kochi
Madhya Pradesh	Indore, Gwalior, Bhopal
Maharashtra	Nagpur, Pune, Mumbai, Aurangabad
Orissa	Cuttack
Punjab	Jalandhar, Amritsar
Tamil Nadu	Chennai, Kodaikanal
Uttar Pradesh	Kanpur, Varanasi, Allahabad Bareilly, Lucknow, Agra
Uttarakhand	Mussoore
West Bengal	Kolkata, Kurseong, Krishnanagar

ALL INDIA RADIO

After the invention of Radio and the starting of broadcasting in the western countries, broadcasting by private Radio Clubs started in a few cities in India like Mumbai, Kolkata and Chennai.

The first radio programme was broadcast by the Radio Club of Bombay in June 1923. It was followed by the setting up of a Broadcasting Service that began broadcasting on 23rd July 1927 on an experimental basis at Mumbai and Kolkata simultaneously under an agreement between the Government of India and a private company called the Indian Broadcasting Company Ltd. When this company went into liquidation in 1930, Indian State Broadcasting Service under the Department of 'Controller of Broadcasts' was constituted and in 1935 Lionel Fielden was appointed the Controller of Broadcasting in India. The Indian State Broadcasting Service was renamed as All India Radio in January 1936. It remained under Department of Communication, Department of I&B, Department of Information and Arts for periods ranging from 1 to 4 years and finally has been under the Department of Information and Broadcasting since September 10, 1946. At the time of partition, India had six radio stations (Delhi, Mumbai, Kolkata, Chennai, Tiruchirapalli and Lucknow) and three radio stations went to Pakistan (Lahore, Peshawar and Dacca, now in Bangladesh).

INFRASTRUCTURE

All India Radio came to be known as Akashvani from 1957. From a meager 18 Transmitters in 1947 AIR acquired 46 by the end of 1st plan, 59 by the end of 2nd plan, 110 by the end of 3rd plan and 297 by the end of 8th plan. By December-2010 total number of transmitters went up to 380, consisting of 149 MW, 54 SW and 177 FM transmitters. The number of radio stations went up from 6 in 1947 to 237 by October-2010 providing coverage to 99.18 % of the population spread over 91.85 % area of the country. Graphics showing growth of AIR Stations & Transmitters over the five year plans are enclosed. AIR took over radio stations being run by native states since British days such as Akashvani Mysore, Hyderabad Radio, and Radio Kashmir etc.

A1000 KW super power medium wave transmitter each was commissioned at Mogra near Kolkata in 1969 and at Rajkot in 1971. Four 500 KW super power short wave transmitters were inaugurated at Bengaluru in 1994. This made it one of the biggest transmitting centres in the world. The first ever FM service was started in Madras on July 23, 1977. All AIR stations were provided with 5 channel receiver terminals in 1985. Multitrack recording studio was commissioned in Mumbai in 1994 and Chennai in 1995.

SOFTWARE

AIR has evolved over the years a three tier system of broadcasting namely national, regional and local. It caters to the information, education and entertainment needs of the audience through its stations in this country of continental dimension with plural society. They provide news, music, spoken words and other programmes in 23 languages and 146 dialects to almost the entire population of the country.

The entertainment channel of AIR named as Vividh Bharati was started on 3rd October , 1957 and since 1st November, 1967, commercials were aired on this channel. The first Radio Sangeet Sammelan was organised in 1954, which has since become an annual feature. Akashvani Annual Awards to promote excellence in Programme, Engineering, News and Audience Research were instituted in



Shri Gulam Nabi Azad, Union Minister for Health & Family Welfare doing a live phone-in programme from Delhi Studio of AIR

1974. Doordarshan was separated from AIR on 1st April 1976. The first broadcast by political parties before Elections went on the air in 1977 from different stations of AIR. The North Eastern Service of AIR was commissioned on 3rd January, 1990 at Shillong in the campus of AIR, Shillong. The public service broadcasting initially in the evening transmission for about five and a half hour daily has since been extended to three transmissions. The programmes are beamed through a 50 KW SW transmitter in Hindi and English besides music programmes in different languages/dialects of all the states of the North East. Phone-in-Programmes were also introduced.

ORGANIZATIONAL STRUCTURE

The Directorate General of All India Radio and the Directorate General of Doordarshan are headed by the Directors General. They function in close association with the Member (Finance) and Member (Personnel) and the CEO in carrying out the day-to-day affairs of AIR and Doordarshan. Both in AIR and Doordarshan, there are broadly four different wings responsible for distinct activities viz. Programme, Engineering, Administration, Finance and News.

PROGRAMME WING

The Deputy Directors General (DDGs) in the headquarters and in the regions look after all matters relating to programming and content creation. These officers belong to the Programme cadre of All India Radio. The offices of the regional DDGs are located at Delhi and Chandigarh (Northern Region), Mumbai and Ahmedabad (Western Region), Lucknow and Bhopal (Central Region), Kolkata (Eastern Region), Guwahati (North Eastern Region), Chennai (Southern Region -I) & Bengaluru (Southern Region-II) .

AUDIENCE RESEARCH WING

There is a Director (Audience Research) to assist the Director General in carrying out surveys on the programmes broadcast by various stations of All India Radio. Audience Research Unit of DG:AIR is supported by six Dy.Directors at the Regional

Mobile Units located at Shillong, Kolkata, Chennai, Mumbai, Delhi and Allahabad and 38 Audience Research Units headed by Audience Research Officers spread over the entire country. This is perhaps the largest media research organisation in the world.

ENGINEERING WING

Engineer -in-Chief, All India Radio is the Engineering Head of AIR Network, assisted by Chief Engineers. He is responsible for planning, design, operation & maintenance of the total technical infrastructure of AIR including the radio broadcast development. Engineer-in-Chief operates through the Engineering Headquarters, Planning & Development Unit in the AIR Directorate, Zonal Chief Engineers and Engineering Heads of various AIR stations. The Zonal Chief Engineers offices are located at Mumbai, Kolkata, Guwahati, Chennai and New Delhi. Engineer-in-Chief is also responsible for radio broadcast, research & development and training of engineering staff. The Civil Construction Wing (CCW), also headed by a Chief Engineer, looks after the civil construction activities. The CCW also caters to the needs of Doordarshan.

ADMINISTRATIVE WING

A Deputy Director General (Administration) assists the Director General on all matters of general administration. A Director looks after the Engineering and Programme administration of All India Radio.

SECURITY WING

A Deputy Director General (Security) assisted by Assistant Director General (Security) looks after security and safety of AIR installations, transmitters, studios, offices, etc. These officers also look after the security needs of Doordarshan.

NEWS SERVICES DIVISION

The News Services Division works round the clock and broadcasts 511 bulletins daily both in the home and external services, headed by a Director General (News). There are 44 Regional News Units and one Central News Unit of News Services Division of AIR.

EXTERNAL SERVICES DIVISION

The External Services Division of All India Radio broadcasts in 26 languages – 16 foreign and 10 Indian languages. These services are radiated for an aggregate duration of 72 hours daily and are projected to over 100 countries.

TRANSCRIPTION & PROGRAMME EXCHANGE SERVICE

The Transcription and Programme Exchange Service, headed by a Director, looks after exchange of programme among stations, building and maintenance of sound archives and marketing of select archival recordings. It also looks after the marketing of archival tapes and CDs.

RESEARCH & DEVELOPMENT WING

The functions of the Research Wing include Research and Development of equipment required by AIR and Doordarshan, investigation and studies relating to AIR and Doordarshan. It is also responsible for development of prototype models of R&D equipment for limited use field trials in the network of AIR and Doordarshan. A Chief Engineer heads the R&D Wing.

STAFF TRAINING INSTITUTE (PROGRAMME)

The Staff Training Institute (Programme) functions at Kingsway Camp, Delhi. It imparts in-service training to Programme Personnel and Administrative Staff and induction course for the newly recruited staff and short duration refreshment courses. There is another Staff Training Institute (Programmes) functioning at Bhubaneshwar.

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

STAFF TRAINING INSTITUTE (TECHNICAL)

The Staff Training Institute (Technical), part of the Directorate since 1985, now functions at Kingsway Camp, Delhi as a Subordinate Office of AIR. The

Institute organizes Training Courses for the engineering staff of All India Radio and Doordarshan from the level of Technician to the Superintendent Engineer. It also conducts Departmental Qualifying and Competitive Examinations. There is one Regional Staff Training Institute (Technical) at Bhubaneshwar.

SANCTIONED STRENGTH & NEW POSTS SANCTIONED

The wing-wise sanctioned strength of officers and staff in AIR is given below:-

Wing	All India Radio
Programme	6,915
News Wing	232
Engineering	6140
CCW	1457
Administration & Finance	10,750
Total	26, 304

VIVIDH BHARATI

The popular Vividh Bharati Service provides entertainment for 15 hours a day from 37 CBS-VB Centres and 4 Short Wave transmitters at Mumbai, Delhi, Chennai and Guwahati on a synchronized meter which can be heard on the same wavelength in any part of the country. The programmes are put out from Mumbai, and other AIR VB stations relay. Regional Stations originate a few programmes at some specified timings in their respective languages.

Transmission	Timings (All days)
I	05.55 AM to 10.05 AM
II	12.00 Noon to 05.30 PM
III	06.15 PM to 11.00 PM

ENGINEERING

Highlights of the Activities during the year:

1. Since the last year, the number of stations have grown from 233 to 237 and number of transmitters have grown from 375 to 380.

2. New Stations commissioned during the year:

- Churachandpur (Manipur)-6 KW FM Tr., Studio & S/Qrs.
- Bharmour (Himachal Pradesh)- 100 W FM Tr.,
- Keylong (Himachal Pradesh)- 100 W FM Tr.,
- Ooty (Tamil Nadu)- 100 W FM Tr.,
- Thanjavur (Tamil Nadu)- 100 W FM Tr.

3. Stations technically ready

- Rairangpur (Orissa)-1 KW FM Tr,
- Longtherai (Tripura)- 1 KW FM Tr.(Interim set up for 5 KW FM Tr.),
- Suryapet (Andhra Pradesh)-1 KW FM Tr. (Interim set up for 10 KW FM Tr.),
- Dungarpur (Rajasthan)-1 KW MW Tr.,
- Dharmanagar (Tripura)-1 KW MW Tr.

These set ups will be commissioned on the receipt of O&M Staff sanction and recruitment of staff.

4. Special Package for J&K

(i) Phase-I of Special Package for expansion & improvement of AIR services in J&K has been implemented. There are now 16 AIR Stations and 25 Transmitters (MW 14, FM 8, SW 3) in J&K. 99.52% of State's population is now covered by Radio Signals.

(ii) Phase-II- The scheme was approved to provide additional diesel generators and UPS for the existing stations of AIR to further strengthen the Captive power supply. This will help in ensuring continuity of broadcast service during power supply failures and also during emergency or natural calamity. Status of procurement is given below:

- 15 KVA (9 Nos.) DG sets- Procured & installed.
- 62.5 KVA (6 Nos.) DG sets- Procured & installed.
- UPS(7Nos.) - Procured & installed.
- 1000 KVA DG Sets (2 Nos.) at Jammu - Procured & installed.
- 500 KVA DG Sets (2 Nos.) at Pampore, Srinagar- Procured & installed.

- 1000 KVA DG set at Narbal, Srinagar- Order placed.

(iii) Phase-III- Government's approval for Phase-III of the special package amounting to ₹ 100 crores was received on 18th August 2010. Administrative approval for procurement of equipment & departmental activities also issued.

The scheme includes setting up of 04 FM and 05 TV High Power Transmitters. In addition to this, 4 numbers of Low Power 100 Watt FM Transmitters have also been included in uncovered regions. Sites have been identified and acquisition is in progress. Tender action is under process for procurement of transmitters.

5. Phase-II of North East special package

Special Package for expansion & improvement of AIR services in North East and Island Territories is under implementation. The package includes :

(1) 1 KW FM stations – 19 Nos.

- | | |
|----------------------|---|
| 1. Arunachal Pradesh | : Anini, Bomdila, Changlang, Daporjio, Khonsa |
| 2. Assam | : Karimganj, Luming, Goalpara |
| 3. Manipur | : Ukhrul, Tamenglong |
| 4. Meghalaya | : Cherrapunjee |
| 5. Mizoram | : Tuipang, Champhai, Kolasib |
| 6. Nagaland | : Wokha, Zunheboto, Phek |
| 7. Tripura | : Udaipur, Nutan Bazar |

(i) Acquisition of sites

New Sites are required for setting up the 19 new FM Stations. There has been delay in offer of sites and demand notes by the state Governments.

- Before April, 10, sites had been taken over at 15 places at Bomdila, Changlang, Khonsa & Daporjio in Arunachal; Goalpara, Karimganj & Luming in Assam; Cherapunjee in Meghalaya; Champhai, Kolasib, & Tuipang in

Mizoram; Phek & Wokha in Nagaland, Nutan Bazar & Udaipur in Tripura.

- During the current year, site at Zunehboto (Nagaland) has also been finalized and payment made. This site is expected to be taken over shortly.
- As on date, three sites at Anini (Arunachal Pradesh), Tamenglong (Manipur) and Ukhrul (Manipur) are still pending to be acquired for want of allotment of sites by the concerned State Governments.
- At Tamenglong, alternate Site has been offered. Survey team will visit the site after improvement in law & order situation. At Ukhrul, site will be transferred after the existing office of district SP shifts to the new building which is not yet ready. Site at Anini is yet to be offered by the State Government. Matter is being pursued.

(ii) Civil works –

a. Security fencing

- Construction of fencing completed at 10 places at Lumding, Tuipang, Udaipur, Nutan Bazar, Daporijo, Kolasib, Bomdila, Khonsa, Champhai & Goalpara.
- Work is in progress at 4 places at Cherrapunjee, Phek, Wokha & Changlang. The estimate for fencing work at Karimganj is under process.

b. Transmitter building

- Technical area of Transmitter building is ready at 6 places at Tuipang, Nutan Bazar, Udaipur, Goalpara, Daporijo & Kolasib and departmental works are being taken up. Installation at these places is targeted to be ready by March 2011.
- Work at 4 places is in progress at Champhai, Lumding, Khonsa and Changlang. The estimates for building at Karimnagar, Cherrapunjee, Bomdila, Phek & Wokha are under process.

(2) Silchar-5 KW FM Tr. & Gangtok – 10 KW FM Tr.

- Civil works for the FM transmitter at Silchar

and Gangtok are complete and departmental works are in process.

- Order placed for Silchar 5 KW FM transmitter and Gangtok 10 KW FM transmitter. Transmitters are expected to be received by March,11.

(3) 100 W FM relay transmitters at 100 places - Installed at 89 places including 9 installed during the current year. Work is in progress at 3 places. Work at 8 places will start after getting clearance from the State government (2 in Arunachal) and improvement in law & order Situation (4 in Manipur & 2 in Tripura).

(4) Chinsurah -1000 KW MW Tr.(Replacement of existing 1000 KW MW Tr.). Order for Transmitter has been placed and delivery is expected by June,11.

(5) Kavaratti- 10 KW MW Tr. (Repl of 1 KW MW) –Order placed for transmitter and is expected to be received by March 11.

(6) Digital Satellite News Gathering Systems (3 Nos.) – Fresh tenders called as earlier no tender was found acceptable.

(7) In order to strengthen the zonal office at Guwahati, a proposal to provide Permanent office accommodation & Staff Quarters for NE Zone at Guwahati has been approved.

6. Permanent studio facilities equipped with Digital equipment and computerized Hard Disc Work Stations for recording, dubbing, editing & playback are being provided at Jaipur (Rajasthan) & Tawang (Arunachal Pradesh). Order placed for procurement of 16 nos. of digital Transmission consoles & 17 nos. of digital Recording consoles which are expected to be delivered by March,11.

New Initiatives

Digitalisation of AIR Network is one of the Major Thrust Areas of draft 11 Plan. Government has approved the scheme of AIR-Digitalization of Transmitters, Studios Connectivity in AIR Network at a cost of ₹ 898.32 crores. This includes the following

- Digitalisation of 98 studios & connectivity

- Replacement of 31 old MW Transmitters by new DRM MW Transmitter at existing stations.
- Upgradation of MW DRM Transmitters with Captive Power Plant at Arunachal-China Border at 3 places.
- Replacement of 10 KW MW Mobile by MW DRM Transmitters at 6 places.
- Conversion of 36 compatible MW Transmitters to DRM Mode.
- New 1 KW/5 KW FM digital compatible Transmitters at 24 places.
- 100 watt FM Digital Compatible Transmitters at 100 locations for extending FM coverage in uncovered rural and semi urban areas (at existing AIR/LPT sites of DD) and Connectivity.
- Replacement of old FM Transmitters at remote & border areas at 34 locations with the same power & 6 nos. of 1 kW MW Transmitters by 10 KW FM Trs.
- Replacement of 5 SW Transmitters by DRM SW Transmitters.
- Augmentation of Archival facility at Delhi & creation of Archival facility at Chennai, Mumbai, Kolkata & Hyderabad.
- Augmentation of 44 existing news units & creation of 7 new Regional News Units.
- Opening of News-On-Phone service from 16 places & augmentation of existing News-On-Phone services at 13 places.
- Digital Studio Transmitter links.
- 3 new Captive Earth Stations at Tiruchirapalli, Madurai & Dharwad.

STATUS

1. The digitalization scheme is under implementation. NITs for major equipments was issued on June, 10. Tenders have been opened and after scrutiny are under technical evaluation. Major equipment is expected to be ordered by March, 2011.
2. Augmentation of Staff Training Institute (Technical) and Staff Training Institute (Programme) including regional training

institutes- SFC proposal was approved by the Ministry at a cost of ₹ 20 crores on 31.08.2010. The schemes include augmentation of facilities at STI (Tech) Delhi & RSTI (Tech) Mumbai, Construction of hostel accommodation at STI(P) Thiruvananthapuram, Hyderabad, Lucknow & Ahmedabad. Civil requirements are being finalised in coordination with CCW. Equipment specifications are being finalised.

3. Office Accommodation/Staff Quarters at Guwahati and hostel accommodation at Srinagar - SFC proposal approved by Ministry at a cost of ₹ 20 crore. The estimate for staff quarters at Guwahati & Hostel at Srinagar has been sanctioned & tender action is under process to award the work. The estimate for office accommodation at Guwahati is under process.

Activities of 'AIR Resources'

- Prasar Bharati had started 'AIR Resources' as an independent centre to generate revenue by providing consultancy and turnkey solutions in the field of broadcasting and utilizing the vast resources of All India Radio & Doordarshan hardware, human resources and technical expertise. It has provided consultancy & turnkey solutions to IGNOU for establishing FM Transmitters for their Gyan-Vani stations at 37 places in the country. It has also leased out land, building and tower to IGNOU stations. Prasar Bharati has also undertaken the operation and maintenance of these FM Transmitters.
- Infrastructure like land, building & tower is also being shared with private FM broadcasters on rental basis. Presently under the phase-I scheme of private FM Broadcasting of the Ministry of I&B, 10 private FM channels in four cities are operational. Under the Phase-II scheme, 245 FM Channels are operational in 87 cities. The cellular mobile operators are also sharing Prasar Bharati infrastructure for their services.
- Prasar Bharati is also earning revenue by providing on site and institutional training in various disciplines of broadcasting.

- ‘AIR Resources’ has generated a gross revenue of ₹ 23.29 crore during the period April 2010 to November 2010.

ACTIVITIES OF I-T DIVISION:

1. Hindi Rajbhasha Portal for AIR

A web based software system is being developed for online submission & updating of reports regarding the use of Hindi by AIR stations all over the country to enable Hindi section in the Directorate to compile periodical reports.

2. Webcasting and podcasting services of All India Radio:

AIR is broadcasting through its terrestrial radio transmitter network. These programmes will be made available by AIR throughout the world on Internet using Webcasting and Podcasting technologies. The 11th Plan approved scheme for provision of Webcasting and Podcasting services of AIR is under implementation.

3. Strengthening of News-on-Phone services of All India Radio.

Each ‘News on Phone Service’ (NOP) service carry both regional (local) and national news. The regional news is recorded at the station and the national news is downloaded from Delhi from a Web/FTP server. Callers from anywhere in India may use landline or mobile phones in getting the national and regional news by dialing numbers 125900/125800. The national news can be either in English or in Hindi.

AIR ‘News on Phone’ Service is now available at 14 places i.e. Delhi, Mumbai, Chennai, Patna, Hyderabad, Ahmedabad, Jaipur, Bengaluru, Thriuvanthapuram, Imphal, Lucknow , Raipur, Guwahati, and Shimla.

In 11th Plan, this service is being extended to 16 more capital stations namely, Agartala, Aizawl, Bhopal, Chandigarh, Cuttack, Dehradun, Gangtok, Itanagar, Kohima, Kolkata, Panaji, Puducherry, Portblair, Ranchi, Shillong & Srinagar.

The existing ‘News on Phone’ Service is also being upgraded at 13 stations namely, Ahmedabad, Banglore, Guwahati, Hyderabad, Imphal, Patna,

Jaipur, Lucknow, Raipur, Shimla & Thriuvanthapuram.

Staff Training Institutes (Technical)

Staff Training Institute (Tech.) at Delhi caters to the training needs of engineering personnel. Regional training institutes have also been set up at Bhubaneshwar, Shillong & Mumbai to augment the training facilities.

The institute at Delhi was established in 1948 and has since grown into a center of excellence for technical training in electronic media. A well-organised Library and a Computer center with advanced multi-media equipment are available as part of the institute.

The institute conducts training courses for departmental candidates as well as for candidates of similar foreign organizations. Workshops at different field offices are also held. The institute conducts recruitment examination for direct recruit engineering assistants and also holds departmental competitive examinations for promotions in the subordinate engineering cadres. The regional institutes conduct training courses like use of Computerized Hard Disc Based Recording, Editing & Playback system.

1. Details of Training Courses & No. of Persons Trained:

a) For the period from 01.04.2010 to 31.12.2010

Name of Training Institute	No. of Courses conducted	No. of Staff trained
Staff Training Institute (Tech.) Delhi	63	1258
Regional Staff Training Institute (Tech.) Bhubaneswar	27	1002
Regional Staff Training Institute (Tech.) Shillong	14	243
Regional Staff Training Institute (Tech.) Malad, Mumbai	9	150

b) Proposed training courses for the period from 01.01.2011 to 31.03.2011

Name of Training Institute	No. of Courses to be conducted	No. of Staff to be trained
Staff Training Institute (Tech.) Delhi	29	580
Regional Staff Training Institute (Tech.) Bhubaneswar	06	120
Regional Staff Training Institute (Tech.) Shillong	05	100
Regional Staff Training Institute (Tech.) Malad, Mumbai	05	140

c) International participation:

Three participants from Bhutan Broadcasting Corporation attended the 'Induction Training Course for Engineering Assistant' for the period from 6.12.2010 to 31.12.2010 on payment basis.

d) Summer Training for Diploma/Degree Engg. Students for four/ six weeks was conducted by STI(T) and this was attended by total 120 Engineering Students.

2. Revenue generated by STI (T) Delhi

- Revenue to the tune of ₹ 3 lakhs was earned by conducting training courses for students of degree and diploma in Engineering during May-June 2010.
- Revenue to the tune of ₹ one lakhs was earned by conducting special induction training course of one week duration for newly recruited engineers of BECIL (Total 13 students).

3. Upgradation & Rewiring of Server & Computer Network

The existing server along with switch were up-graded with window server-2008, gigabit switcher along with software. The existing wiring of computer networking was giving frequent trouble and the same was replaced with CAT-6 cable. After these modifications, computer networking of all the office rooms has improved considerably.

4. RST(T) Shillong has also conducted outstation trainings at Imphal, Gangtok, Guwahati and Tezpur, thus enabling the staff to have knowledge at their doorstep.

As a special initiative, the training institute has also started a quarterly publication for knowledge sharing amongst the technical staff posted in the remote and not easily accessible parts of North East. A state-of-the-art computer lab having 16 computers has been established at RSTI(T), Shillong.

Research & Development:

The Research Department is engaged in Research and Development work for incorporating state-of-art technology in Radio & Television Broadcasting. It is a premier National R&D institute involved in broadcast engineering. Activities undertaken during the year include the following:

Ministry's approval received for schemes under Research & Development and Administrative Approval & Expenditure Sanction issued. NIT issued for 26 MHz AM DRM Transmitter, Cross field antenna & 1 KW MW DRM Transmitter. Tenders opened and are under scrutiny.

NEWS SERVICES DIVISION

All India Radio is the only organization in India which is catering to information needs of the people through Radio broadcasting. Accuracy, balance and credibility is hallmark of AIR News. The News Services Division, NSD, AIR puts out 647 bulletins daily for a total duration of nearly 56 hours in about 90 Languages/Dialects in Home, Regional, External and DTH Services. 314 news headlines on hourly basis are also being mounted on FM mode from 41 AIR Stations. 1371 news based programmes are also broadcast in a month from NSD and its RNUs. The programmes focus on issues related to common man and development initiatives taken by the government.

Major coverages in bulletins and news based programmes during the year were as follows:

- Flagship programmes of the government including Mahatma Gandhi National Rural Employment Guarantee Act, Sarva Shiksha

Abhiyan, Mid Day Meal Scheme, National Rural Health Mission, Right to Information Act, Jawaharlal Nehru Urban Renewal Mission and Empowerment of Women.

- President Smt. Pratibha Devi Singh Patil's visit to China, Laos, Cambodia, UAE and Syria to strengthen bilateral cooperation.
- Prime Minister's developmental initiatives including increasing agricultural production, bringing down prices of essential commodities including onion and raising the living standard of the poor.
- Prime Minister, Dr. Manmohan Singh's participation in G-8 Italy summit, Indo-Japan summit, Indo-Malaysian summit, G-20 summit in South Korea, Indo-Belgium summit and India-European Union summit.
- Chairperson of the National Advisory Council, NAC, Mrs. Sonia Gandhi's initiative for National Food.
- Government's initiatives in Jammu and Kashmir ie Prime Minister's development package of ₹ 24,000 crore and 8-Point formula for peace initiatives.
- Government's initiatives to tackle naxalism in naxal infested states.
- The visits of US President, Mr. Barack Obama, French President, Mr. Nicolas Sarkozy, Chinese President, Mr. Wen Jiabao visit and Russian President, Mr. Dmitry Medvedev to India;
- Foreign Minister Mr. S.M.Krishna's visit to South Korea, Pakistan, US, China and Sri Lanka; Finance Minister Mr. Pranab Mukherjee's visit to Bangladesh; the Home Minister Mr. P.Chidambaram's visit to Pakistan to take part in SAARC Home Ministers' conference; the Defence Minister Mr. A.K.Antony's visit to US and Vietnam and the Commerce and Industry Minister Mr. Anand Sharma's visit to US and Canada.
- Bihar Assembly elections.
- Important proceedings of Parliament covered under programmes like *Issues before the Parliament*, *Today in Parliament*, *Sansad*

Sameeksha and all major national and regional bulletins.

- Red Ribbon Express-II, mapping of T.B. virus, successful test firing of Agni-I and Agni-II, interceptor missile and light combat aircraft.
- International Film Festival of India, birth centenary celebration of Mother Teresa, the 150th birth anniversary of Gurudev Rabindranath Tagore and world famous Maha Kumbh Mela.
- Sports events including Delhi Commonwealth Games, Asian Games in China, World Cup Hockey and FIFA World Cup.

Besides these bulletins and programmes, NSD also disseminates news through multiple modes like News on Phone, SMS, Electronic Display Board and website.

The NSD website www.newsonair.com caters to the information needs of its listeners across the country as well as Indian Diaspora abroad. The uniqueness of the website is that it is multilingual as visitors can listen to news bulletins in English, Hindi and 21 other regional languages. The visitors can also read the news bulletins in 22 languages. In order to further strengthen the USP of NSD website, the number of audios and scripts of regional news bulletins available on the website was increased by 29 per cent and 46 per cent respectively from April 2010 to December 2010.

At present besides audios of 72 regional and 69 National bulletins in various languages, audio of 4 daily, 9 weekly news based programmes and 6 news features are also uploaded on the website. Scripts of 67 regional and 16 national bulletins are also posted on the website. Special programmes' audio including exclusive Interviews of eminent personalities are also updated on the website from time to time. Being a news website, it is updated with the fall of news.

NSD is making continuous efforts to further provide value added services to the listeners.

A podcasting service for computers was launched in the month of November'2010 to provide audios of all major regional and national bulletins/news based programmes to our listeners. Efforts are on to provide the podcasts on mobiles also.

A feedback/grievance button has been added for the listeners to file their grievances and give feedback on bulletins and programmes. News archives of the website have been categorized to make the search of text and audio easier. Special windows were created on the website for the wide coverage of important events including Commonwealth Games 2010, FIFA world Cup and Bihar assembly elections.

PROGRAMME

IMPLEMENTATION OF ACTION PLAN

National Common Minimum Programme

Employment , agriculture, education, health, women, girl child, food & nutrition, welfare schemes for SC/ST, social harmony, welfare of minorities, infrastructure, water resources, regional development, centre-state relations, North East region & Jammu & Kashmir, Administrative reforms, industry, labour, public sector, fiscal policy, capital markets, economic reforms, defence, internal security, science & technology, energy, foreign policy, international organizations and official language.

Achievements of UPA Government and Flagship programme:-

To create awareness of flagship programmes of the Government viz. Bharat Nirman, National Rural Employment Guarantee Act, National Rural Health Mission, Sarv-Shiksha Abhiyaan, Mid-Day Meal, Jawaharlal Nehru National Urban Renewable Mission, Rajiv Gandhi drinking mission, Total sanitation campaign, Integrated Child Development Services, Scheduled Tribes and other traditional forest dwellers (recognition of Forest Rights Act 2006), Programmes for minority welfare, programmes for workers in unorganized sectors, Rehabilitation policies and law, Right to Information Act and Prime Minister's New 15 programmes for the welfare of the minorities, New national Mission For Female Literacy, Rajiv Awas Yojna.

Coverage of Parliament Session

Special Programmes

1. Count Down programmes on Commonwealth Games-2010

2. Science Serial " Golden Waves "
3. Earth Beat A Joint production of AIR Delhi and Radio Netherlands
4. Message to the Nation by the Hon'ble Prime Minister Dr. Man Mohan Singh on Right to Education (01.04.2010)
5. Coverage of Kumbh Mela in Haridwar (Jan to April, 2010).
6. Address delivered by Prime Minister Dr. Man Mohan Singh at 16th SAARC Summit at Thimpu, Bhutan (28.04.2010).
7. Special Phone in Programme on National Rural Health Mission expert Sh. Gulam Nabi Azad, Union Health Minister (30.04.2010).
8. Mazdooron Ka Adhikar Aur Kalyankari Yojnayan an Interview with Sh. Harish Rawat, Union State Labour Minister (3.5.2010)
9. Phone in Programme and other programmes on Census -2011 and UID(May 2010).
10. Radio Bridge Programme on National Technology Day (10.05.2010).
11. Tribute Programme on former Vice President of India Sh. Bhiron Singh Sekhawat (15.05.2010)
12. An interview with Union State Minister for Rural Development Ms. Agatha Sangma, Topic "Drinking Water and Sanitation Prog. (17.05.2010).
13. Programme on completion of 1 year of UPA Government (21.05.2010).
14. Direct Relay of the Prime Minister Dr. Man Mohan Singh's press conference at Vigyan Bhawan, New Delhi (24.05.2010).
15. An interview with World's foremost Software Innovator, Entrepreneur and Philanthropist Mr. Bill Gates. (28.05.2010).
16. An interview with Union Minister of State Rural Development Ms. Agatha Sangma on Topic Special Development Programme in Northern Eastern State (7.06.2010).
17. Phone in Programme on Mid Day Meal Scheme Expert Sh. Anant Kumar, Joint Secretary, HRD Ministry Government of India (28.06.2010).

18. Report on the inaugural session of the World Classical Tamil Conference by the Hon'ble President Smt. Pratibha Devi Singh Patil held at Coimbatore (Tamil Nadu) (23.06.2010).
19. An interview with Reena Kaushal, first Indian Lady to reach the South Pole (27.07.2010).
20. Message by Union Health and Family Welfare Minister Sh. Ghulam Nabi Azad on the occasion of World Population Day (11.07.2010).
21. President Smt. Pratibha Devi Singh Patil's address to the Nation on the eve of Independence Day (14.08.2010).
22. Direct Relay of the Flag Hoisting Ceremony and Address to the Nation by the Prime Minister Dr. Man Mohan Singh from the Red Fort. (15.08.2010).
23. Direct relay of the function to confer outstanding Parliamentarian Award from the Central Hall of Parliament House (18.08.2010).
24. Report on National Photo Award function – 2010 held at Vigyan Bhawan (19.08.2010).
25. Direct Relay of the Presentation of National Award to Micro, Small and Medium Enterprises by the President Smt. Pratibha Devi Singh Patil from Vigan Bhawan (31.08.2010).
26. Direct Relay of Shri Krishna Janmotsav from Mathura (02.09.2010).
27. Report on the International Literacy Day Celebration held at Hyderabad (8.09.2010).
28. A message by Union Home Minister Sh. P. Chidambaram on the eve of Hindi Diwas (13.09.2010).
29. Direct Relay of the function held on the occasion of Hindi Diwas from Vigyan Bhawan (14.09.2010).
30. Direct Relay of the Shram Award function from Vigyan Bhawan (15.09.2010).
31. An interview with Dr. Avtar Singh Sahota, Joint Secretary Rural Development Ministry (Panchyati Raj) on Topic " Panchyati Raaz Naye Kshitij Par" (4.10.2010).
32. Report on the various functions organized in connection with the Gandhi Jayanti and Birth Anniversary of Lal Bahadur Shastri (02.10.2010)
33. Mahalaya- Mahisasur Mardini (07.10.2010).
34. Direct Relay of the 57th National Film Awards presentation ceremony from Vigyan Bhawan (22.10.2010).



A programme on the occasion of Public Service Broadcasting Day Celebration organised by AIR, Delhi

35. Direct Relay of the inaugural ceremony of the conference of India and Asia Regions of Association of Commonwealth Parliamentarians at Raipur (26.10.2010).
36. Sardar Patel Memorial Lecture – 2010 on subject “Nations Stability, Integratey and Secularism – Emerging Challenges delivered by Dr. Veerappa Moily, Renowned writer and Union Minister Law and Justice (31.10.2010).
37. Direct Relay of the function on Indira Gandhi Award for National Integration from Teen Murti House New Delhi. (31.10.2010).
38. Report on the various functions held to mark the 26th Death Anniversary of Late Smt. Indira Gandhi (31.10.2010).
39. Consolidated report on the President of the US Barack H. Obama’s visit to India.
40. Direct Relay of Joint Press Conference addressed by the US President and Prime Minister of India (8.11.2010).
41. Live Broadcast of the address of the President of the US Sh. Barack H. Obama from Central Hall of Parliament (8.11.2010).
42. Public Service Broadcasting Day (12.11.2010).
43. On the occasion of inaugural of 30th Indian International Trade Fair-2010 An interview with Sh. Suhas Pani, Chairman and Managing Director, IITF.
44. A report on the 93rd birth anniversary of Late Smt. Indira Gandhi (19.11.2010).
45. Live broadcast of inaugural function of the 10th Indira Gandhi Conference held at Teen Murti House, New Delhi. (19.11.2010)
46. Live broadcast of the inaugural ceremony of the 41st International Film Festival of India held at Panaji Goa (22.11.10).
47. Daily reports on IFFI-2010 (23.11.2010 to 30.11.10).
48. Live discussion on Bihar Assembly Election-2010 (24.11.2010)
49. Direct relay of closing ceremony of IFFI – 2010 from Panaji Goa (2.12.2010)
50. Direct relay of 3rd Prof. Hiren Mukherjee Lecture from Central Hall of Parliament House (2.12.2010).
51. Dr. Rajendra Prasad Memorial Lecture – 2010 on subject “ Swadheen Bharat Me Mahila Sashaktikaran : Chunauti Evam Sambhavanayen” delivered by Dr. Girija Vyas, Chairperson, National Commission for Women (03.12.2010).
52. Human Rights Day (10.12.2010)

State Assembly Elections

Party Political Broadcasts were duly organised for the State Legislative Assembly Elections in Bihar as per the Guidelines of the Election Commission of India. Special composite programmes on Results of the State Legislative Assemblies Elections were also broadcast from All India Radio, Patna.

SPORTS

Commonwealth Games – 2010

Commonwealth Games – 2010, organised for the first time in India, were naturally at the centre stage of All India Radio’s sports broadcasts in the year 2010. To create awareness and generate interest in the 19th Commonwealth games held in Delhi, an exclusive dedicated FM channel “AIR FM DILLI” with one KW transmitter was installed at AIR Broadcasting House Delhi. This channel was available on 100.1 MHz in National Capital Region. The details of AIR’s broadcasts concerning CWG-2010 held in Delhi from 3rd October to 14th October, 2010 are as follows:

Live Coverages

- AIR provided live coverage of the Queen’s Baton journey in India on its arrival at Wagah Border and also of its culmination at Delhi. As regards the coverage enroute, all the AIR Stations produced and broadcast radio reports in their respective regional languages.
- Live commentaries for Opening and Closing Ceremonies were broadcast.
- Live programmes on all 17 events daily from 1200 hrs to 1930 hrs on grand stand basis were broadcast, which included :



Wrestler Sushil Kumar being interviewed in the AIR Studio at the International Broadcasting Centre after winning Gold at Commonwealth Games 2010

- a) Live commentary in Badminton, Lawn Tennis & Hockey (Men & Women) for India participating matches, Semi-Finals, Final and other important matches.
- b) Live reporting of 14 disciplines i.e. Aquatics, Archery, Athletics, Boxing, Cycling, Gymnastics, Lawn Balls, Net Ball, Shooting, Squash, Wrestling, Weight Lifting, Table Tennis and Rugby 7.

These were broadcast by all multi-channel Stations, FM Gold Network and other interested Stations of All India Radio.

Updates on FM Channel

- Hourly updates on FM Channels from 1200 hrs. to 1800 hrs were provided. There was a mid-day review of 15 Minutes at 1500 hrs and half an hour evening review at 1900 hrs on the FM Channel.

Capsules

- Daily Capsules of 30 minutes duration covering the highlights of the events of the day were broadcast on National hook-up and were carried by all the Capital Stations.

Pre-game Programmes

- Adequate coverage was provided to Queen's Baton Relay through different parts of India.
- Warm-up programmes were aired twice a month on National hook-up of 30 minutes each from January, 2010 to August, 2010 and twice a week in the month of September, 2010.
- Curtain Raiser Programme of 30 minutes was broadcast on 2nd October, 2010.

16th Asian Games - 2010

Another multi-disciplinary Sports events capturing the imagination of the sports lovers in the country was 16th Asian Games-2010 held in Guangzhou (China) from 12th November to 27th November, 2010. AIR coverage team comprising of programme and engineering professionals travelled to Guangzhou and provided comprehensive coverage, details of which are as follows:

1. A Curtain Raiser for duration of 30 minutes on 11.11.2010 from 2200 to 2230 hrs.
2. Live commentaries of Opening and Closing Ceremonies on 12.11.2010 and 27.11.2010 respectively.



Women's Relay Gold Medalist Manjeet Kaur being interviewed by AIR correspondent at Asian Games in Guangzhou, China

3. Live commentaries of India participated Hockey Matches (Men & Women) Semi-finals (Men), Bronze Medal Matches (Men & Women) and Gold Medal Matches (Men & Women) (15 Matches).
4. Live commentary of the Gold Medal Cricket Match between Bangladesh and Afghanistan.
5. Live hourly updates everyday from 13.11.2010 to 27.11.2010 on FM – Rainbow Network from 1030 hrs. onwards till 1730 hrs. (from 11.30 hrs. to 1430 hrs. on 27.11.2010) for 5 minutes each from IBC at Guangzhou taking Live inputs from AIR reporters who were stationed at different stadia from the beginning of each event till the end.
6. Breaking News items were broadcast live immediately after India won a medal from the IBC / Stadia on AIR's different channels by interrupting normal programmes and Live Cricket Commentary between India and New Zealand being played in India during that time.
7. Daily Highlights Capsules of 30 minutes duration were broadcast on National Hook-up from 13.11.2010 to 27.11.2010 from 2200 hrs. to 2230 hrs. which included 12 to 14 inputs from different reporters on the events of the day with interviews of participating players, medals winners and coaches.

Besides these during the year 2010-11, All India Radio provided appropriate coverage to the various National and International sporting events on its National Hook-up as well as by the Regional AIR Stations. One such mega event was FIFA World Cup – 2010 held in South Africa. AIR also provided extensive live coverage to the 1st World Cup Kabbaddi Championship in Ludhiana (Punjab). Another mega event in terms of AIR's live coverage was ICC T-20 World Cup – 2010 held in West Indies. In addition, AIR provided coverage to various National and International sports events.

All India Radio provided comprehensive coverage of the National Games held at Ranchi, Dhanbad and Jamshedpur in February, 2011.

MEDIA SUPPORT TO CERTAIN SELECTED SUBJECTS IN RESPECT OF WHICH A MONTHLY REPORT IS SENT TO PRIME MINISTER'S OFFICE.

- National Common Minimum programme
- Achievements of UPA Government and flagship programmes (Bharat Nirman)
- Economic & social reforms.
- Information Technology, Bio-technology, Science & technology
- Trade & Commerce, Industry, Agriculture.
- Education
- Health
- International relations
- International Day Against Drug Abuse and Illicit Drug Trafficking
- Right to Information Act 2005
- Adolescents, Youth, Women, Girl Child, Child Labour.
- Immoral Traffic (Prevention) Amendment Bill 2006
- Development Opportunities for Women in various sectors/industries etc.
- National Safety
- Awareness on Supreme Court's Guidelines on Sexual Harassment of Women at work place.
- International Day of Elderly Celebrations
- Implementing Integrated Policy.
- Environment Protection.
- Publicity of Shram Awards

PROGRAMME ON MINORITY WELFARE

- To promote National Integration & communal harmony among people of all religions, languages and regions. Goodwill towards everyone and eschewing violence are the motto of the programmes.
- Quami Ekta
- Constitutional Rights
- Subjects mentioned in National Common Minimum Programme and flagship programmes

like Social Harmony, Welfare of Minorities, Regional Development, Administrative Reforms, and Official Language.

- Prime Minister's new 15 point programmes for the welfare of the minorities.
- Programmes meant to increase the awareness of the people regarding threats of terrorism related incidents the emphasis on preventing aspects and the information about the Do's and Don'ts issued by the local law and order authorities who are also involved directly or indirectly in programmes for sensitizing the people.
- National Legal Literacy Mission—to educate the weaker sections of the society about the rights and benefits guaranteed by Social Welfare Legislation and other enactments as well as administrative programs and measures.

IMPORTANT POLICY DECISIONS/ LEGISLATION/ ACHIEVEMENTS/ EVENTS

- Publicity for National Common Minimum Programmes.
- Highlighting of Achievements of UPA Government.
- Pulse Polio Immunization.
- Wide Publicity /Suitable programmes to create public awareness about the Dengue and Chickengunia –Its prevention and control, to alleviate the sense of public panic and to prevent rumour mongering.
- National Policy for Farmers.
- Programmes for Adolescents, Youth and Children.
- To create awareness of flagship programmes of the Government viz. Bharat Nirman, National Rural Employment, Guarantee Act, National Rural Health Mission, Sarv-Shiksha Abhiyaan, Mid-Day Meal, Jawahar Lal Nehru National Urban Renewable Mission, Right to Information Act and Prime Minister's New 15 programmes for the welfare of the minorities.
- To recognize the services rendered by Senior Citizens and to sensitize the society about the problems and needs of the older persons.

- To apprise the General Public about the estimates of our agriculture productions with a view to dispel the public notion as well as market expectation of shortfall in our agriculture production in the coming month including data related to adequate rainfall, favourable sub-soil, moisture condition, comfortable reservoir position and improved supply of power due to increase in oil production which would ensure high agricultural productivity.
- Steps taken by Government to ameliorate the problems being faced by the farmers.
- Publicity announcement— Agriculture Debt waiver and Debt Relief Scheme 2008 for farmers announced by the Union Finance Minister in his budget speech 2008-2009
- Special programmes on Rights of Persons with disabilities, training programmes, participation in cultural recreation, liaison and reports.
- AAM ADMI BIMA YOJNA
- Government measures to control price rise and to contain inflation in a time bound manner.
- Parliamentary Standing Committee on Personal, Public Grievances, Law & Justice- Publicity announcement.
- Rights of a Citizen to submit a representation for redressal of any grievance to any officer or authority of the Union for the State.
- Awareness Campaign for prevention of Swine Flu

ACTIVITIES OF THE VARIOUS ADVISORY BOARDS/COUNCILS, WHOSE ANNUAL REPORTS ARE LAID ON THE TABLE OF BOTH THE HOUSES OF PARLIAMENT-

- National Immunization rounds in the Pulse Polio Campaign.
- Vide publicity to integrated low cost sanitation schemes (M/o Housing & Urban Poverty elevation)
- Publicity task force for giving recommendation on the subject of convergence and coordination of Government programmes for gender equality and fighting social evils.

- Draft National Policy for Farmers.
- Right to Information Act 2005.
- Supreme Court's guidelines on prevention of sexual harassment of women at work place.
- Public awareness about the Dengue, Swine Flu and Aids.
- Central Vigilance Commission directives of observance of vigilance awareness.
- Ministry of Environment- slogans on Environment. And weekly programme.
- Supreme Court's Directives for environment protection.
- Central Vigilance Committee of Public Distribution System.
- Article 350 of the Constitution- Mass Awareness Campaign among the people about the grievances redressal mechanism.

WELFARE AND DEVELOPMENT OF SCHEDULE CASTE AND SCHEDULE TRIBES

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

MODERNIZATION & COMPUTERIZATION

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

PLAN AND SPECIAL PACKAGES AND THEMES OF THE UNITS/WINGS

- Programmes mount on monthly themes discussed and decide in IMPCC meeting being held in every month. The themes covered are:- all themes of Bharat Nirman (Flagship programmes), Common Minimum

programmes, PM's 15 point programme, Communal Harmony, National Integration, Environment.

BRIEF DESCRIPTION OF THE PERIOD (FROM 1ST JANUARY, 2011 TO 31ST MARCH 2011)

Proposed Activities:

- Radio report on various functions held in New Delhi in connection with the Birth Anniversary of Netaji Subhas Chandra Bose on 23.01.2011.
- Following programmes will be broadcast in connection with celebration of Republic Day :
 - i) Address by the Hon'ble President to the Nation on 25.01.2011.
 - ii) National Symposium of Poets on 25.01.2011.
 - iii) Live broadcast of Republic Day Parade from Raj Path in New Delhi.
 - iv) Radio report on Beating Retreat Ceremony.
 - v) Coverage provided to the other Republic Day-2011 Celebrations events.
- Radio report on the various functions in New Delhi to mark the 62nd Anniversary of

Martyrdom Day of Mahatma Gandhi on 30.01.2011.

- Live broadcast of the presentation of the Rail Budget 2011-12 in the Lok Sabha by the Union Rail Minister.
- Live broadcast of the presentation of the Union Budget 2011-12 in the Lok Sabha by the Union Finance Minister.
- Coverage of various important national/international events as and when information is received.
- Coverage of World Cup Cricket-2011

MUSIC PROGRAMME

Karnatic Music

The Trinity and other Vaggeyakara Music Festival which was held at Vijayawada from 16th to 18th April, 2010. In this festival, both young and prominent artists featured to enrich the occasion. These programmes were broadcast in the National Programme of Music from May to July, 2010.

Another notable event that closely followed was the prize distribution function and concerts of the prize winners of AIR Music Competitions (Karnatic Music) for the year 2009, which was held before invited audience in the month of April, 2010 at Chennai.



Violin recital by Shri M. Chandrasekharan during Akashvani Sangeet Sammelan organised by AIR, Kolkata

The National Folk & Light Music Festival for the year 2010 was held at Puducherry and Visakhapatnam in southern India for South Indian connoisseurs featuring a Malayalam Folk Art.

Another major event was the Akashvani Sangeet Sammelan concerts. This year Akashvani Sangeet Sammelan Concerts were held at 24 venues on 25th & 26th September, 2010 out of which Karnatic Music was featured at 12 places across the country presenting eminent and promising artists. The recordings of these concerts were broadcast from 23.10.2010 to 7.12.2010.

The Thyagaraja Aradhana Music festival was relayed live from Thiruvaiyaru on 23rd January, 2010 in the National Programme of Music and also there was live coverage of Pancharatna Gosthi Ganam

on 24th January, 2010 to mark the 164th Aradhana Celebrations of Saint Composer Thyagaraja.

HINDUSTANI MUSIC

This year Akashvani Sangeet Sammelan concerts were held at 24 stations all over the country on 25th and 26th September, 2010 featuring artists of both Hindustani and Karnatic music. The recording of these concerts were broadcast from 23.10.2010 to 7.12.2010.

AIR introduced Regional Folk and Light Music Festival at par with Akashvani Sangeet Sammelan. It is held on Vasant Panchmi every year featuring eminent artists at selected venues. The purpose of this Regional Folk and Light Music and Akashvani Sangeet Sammelan is to project, promote and



Violin recital by Shri S.L. Kandara during Akashvani Sangeet Sammelan organised by AIR, Shimla

propagate the rich Folk Culture heritage of our country.

AIR Music Competition is a regular feature of AIR to reach and hunt new talent among youth. For the year 2010, this competition was held at Delhi and Chennai for Hindustani and Karnatic Music respectively during the month of November 2010.

FARM & HOME BROADCASTS

All India Radio is dedicated to its rural audience for more than 50 years. Farm and Home programmes are broadcast by all stations of AIR. Special programmes have been designed to cater to the day today seasonal needs of the farming community incorporating latest information and

technology for best agricultural output. These programmes create awareness about the ways & means to improve the quality of the country's farming community. The programmes are broadcast daily in the morning, noon and evening with average duration of 60 to 100 minutes per day for Rural Women, Children & Youth. The Farm & Home units of AIR broadcast composite programmes, including equal segments of rural development scheme and hard-core agriculture programmes like animal husbandry, fisheries and agriculture related activities, dry and wasteland agriculture and also on segments dwelling on employment schemes, loan and training facilities, sanitation, health hygiene and nutrition etc.

AIR has expanded its Agriculture Broadcasts with the launch of an exclusive project on Mass Media support to Agriculture Extension entitled 'Kisanvani' from Feb. 2004, in collaboration with the Directorate of Agriculture & Cooperation Ministry Of Agriculture, to keep local farmers informed about the daily market rates, weather reports and day to day information in their respective areas at micro level. Presently Kisanvani is being broadcast and relayed from identified 96 A.I.R. stations across the country.

Radio Kisan Diwas

Farmers, who got benefited by the information disseminated through agricultural programmes on AIR, share their experiences with other fellow farmers in their regional language/dialect. All India Radio observes 15th February as Radio Kisan Diwas over all its stations by mounting special programmes on the occasion. Besides, campaigns on National Food Security Mission, crop advisories, drought situation, Bird Flu etc. got suitably addressed by all AIR Stations in their daily broadcasts.

Environment

In view of its importance, wildlife and forest conservation is treated by AIR as a challenge and emphasis is given on development activities as well as social rituals. All India Radio projects the success of governmental initiatives, which take place in forestry, wildlife conservation and ecological

balance. As such, AIR is broadcasting programmes on themes such as wildlife and animal care through its various special audience programmes.

All the AIR stations are giving wide publicity to the legal factors concerning environment and forestry. These programmes are monitored regularly by the Directorate, through monthly statements sent by AIR stations.

HEALTH & FAMILY WELFARE PROGRAMMES

The themes covered in regular broadcast of health programmes are: Raise in marriage age, delay the first child, space between two children, terminal methods, maternal care, child survival, women empowerment, promotion of inter-spouse communication/male responsibility, neutralizing male preference syndrome, medical terminal of pregnancy, promotion of institutional legal provisions, management of reproductive tract infections (RTIs) and sexually transmitted infections (STIs), Pre-Natal Diagnostic Techniques (Regulation and Prevention of Misuse) Act- 1994, AIDS, drug abuse, breast feeding, child right, child labour, girl child, disability, T.B. leprosy and reproductive child health etc.

Wide publicity is being given to blood donation and eye donation. Suitable programmes have also been mounted against drug abuse, tobacco consumption, illicit trafficking, Leprosy eradication and AIDS etc.

In some of our special audience programmes, like Rural/Women/Youth & health programmes, AIR has registered audience groups. These groups contribute towards spreading of general awareness on the subject.

Swine Flu (HI NI) Special Awareness Programmes in various formats were broadcast from AIR Stations across the country.

Red Ribbon Express

National AIDS Control Organization launched the Red Ribbon Express train carrying messages on HIV/AIDS which traversed 152 stations across the country. All India Radio arranged extensive publicity and coverage to the campaign to mobilize

listeners to visit the train. News bulletins highlighted the issue and special programmes were mounted to increase the knowledge and awareness among the masses on HIV/AIDS.

UNCRPD

A special campaign, based on the Advisories received from the Ministry of Social Justice and Empowerment to the Ministry of I & B regarding implementation of the provisions of the UN Convention on the Right of Persons with Disabilities, was launched. Programmes, highlighting provisions covered under Articles 8,9,21,27 and 30 of the UNCRPD were broadcast creating social awareness on the issues of persons with disabilities.

CHILDREN PROGRAMMES

All stations broadcast programmes for children on regular basis. AIR broadcast programmes from almost all its stations for children of three categories, viz, programmes for children between the age of 5 and 7 years and 8 and 14 years age, and Special programmes are also broadcast for rural children.

Some of the programmes are broadcast on a weekly basis. Plays, short stories, features, choral songs, interviews, stories from epics etc are part of these broadcasts.

Children's Day is celebrated on November 14th as Baal Diwas with special children activities, stage shows and invited audience programmes.

Programmes are planned keeping in mind the following action points:

1. Protection of Rights of children
2. Care and support to disabled Children
3. Care and support to children under difficult circumstances.
4. Equal status of girls.
5. Universal access to basic education to children and more attention to girls education.
6. Providing safe and supportive environment to children
7. Improvement in the economic condition of family and self-reliant society.
8. National and international cooperation for better future of the child.
9. Safe drinking water facility and sanitary means of excreta disposal.

Special programmes focusing on the status and importance of the girl child are being broadcast throughout the year to create social awareness to welcome the girl child's birth as that of a boy.



Folk Artists at the Sangeet Sandhya organised by AIR

WOMEN PROGRAMMES

These programmes cover subjects related to socio-economic development of women, health & family welfare. Food and nutrition, scientific home management, women entrepreneurship, education, including adult education, women empowerment, gender issues etc. These programmes also aim at creating social awareness about the rights and privileges of women through the propagation of legal literacy. Different traditional folk forms are used to communicate, specially with the rural women audience.

On the basis of reference received from PM Office regarding Problems Confronting Women, Programme Heads of all AIR Stations were advised to incorporate the following subjects in the women's programme:

- (1) Atrocities on women
- (2) Trafficking of women
- (3) Female foeticide and infanticide
- (4) Obscene portrayal of women
- (5) Education & Employment opportunities
- (6) Security for women
- (7) Maternity benefits, crèche etc. for working women
- (8) Equal wage for equal work
- (9) Ban child labour
- (10) Gender discrimination.

International Women's Day/ Week are observed in the month of March every year with special programmes on women related issues in different formats.

EXTERNAL SERVICES DIVISION

All India Radio entered the realm of external broadcasting shortly after the out break of the Second World War on 1st of October, 1939 – when it started a service in Pashto for listeners across what was then the country's North-West Frontier. Since then, the External Services Division of AIR has been a vital link between India and rest of the world, specially with those countries where the interests

of India are intertwined because of Indian population, staying in those countries. Indians, who left their home decades ago in search of better life today live on every part of the globe and are still interested to know what "The Country of their Birth" holds for them. Naturally, External Services Broadcast has been projecting the Indian point of view on matters of national and International importance through its various programmes.

External Services Division of All India Radio ranks high among the External Radio networks of the world, both in reach and range, covering about 100 countries in 27 languages. AIR, through its external broadcasts, aims to keep the overseas listeners in touch with the ethos of India. The languages in which AIR reaches its foreign audience are English, French, Russian, Swahili, Arabic, Persian, Pushto, Dari, Baluchi, Sinhalese, Nepali, Tibetan, Chinese, Thai, Burmese, and Bhasha Indonesia. The services in Hindi, Tamil, Telugu, Malayalam and Gujarati are directed at overseas Indians, while those in Urdu, Punjabi, Sindhi, Saraiki, Kannada and Bengali are meant for listeners in the Indian sub-continent.

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

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

Similarly, India's faith in non-violence, its commitment to restoration of human rights and international peace and its contribution to the

creation of a new world economic order are frequently discussed.

External Services Division continues to supply recordings of music, spoken word and composite programmes to about 25 foreign broadcasting organizations under the existing Cultural Exchange Programmes.

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

FUTURE POLICY INITIATIVES

1. **REVAMPING:** Revamping of some of the ESD's foreign languages services i.e. Nepali, Tibetan, Baluchi, Dari, Pushto and those towards Gulf countries are under consideration.
2. **DTH SERVICE:** 24 hrs. Urdu Service of External Services Division is available on air through DTH w.e.f. 28.06.2006. We would like to have more services on air through DTH.
3. **MEA's ROLE IN EXTERNAL BROADCAST:** Efforts are on to strengthen the services to make the impact of the message more meaningful in different parts of the globe and also to involve the MEA more in the programme areas to indicate priorities.

However, it is worth mentioning that MEA has arranged guest TAs for Baluchi, Dari and Pushto services of ESD.

The first batch came in May 2009 and the 3rd batch of 8 guests T/As have arrived in November 2010. The guest TAs are working in our units as well as gaining experience from our services.

COVERAGE TO IMPORTANT EVENTS

During the period from 1st April 2010 to 31st March 2011, extensive coverage was given to all major National and International Conferences, Seminars, Symposium etc. A delegation from Radio

China visited External Services Division in April 2010.

Extensive coverage was given to Commonwealth Games 2010, Asian Games, which took place at Guangzhou in China. Trade Fair 2010 and as in the previous years, Pravasi Bhartiya Diwas 2011.

As a "Voice of the Nation" External Services Division of All India Radio has been India's "Authentic Window to the World". With growing prestige of India in the world, an increasingly important role is envisaged for External Broadcasts for times to come.

TRANSCRIPTION & PROGRAMME EXCHANGE SERVICE

The Transcription Service was started on 3rd April 1954 and entrusted with the main function of preparing transcription of speeches of all dignitaries with special reference to the Prime Ministers and Presidents of the country.

This office has the following functional units:

- a. Central Archives
- b. Programme Exchange Unit (Internal & Foreign)
- c. Transcription Unit
- d. Refurbishing Unit
- e. Digital Sound Archives
- f. Commercial Release & Marketing

Commercial Release & Marketing

Since April 2003, All India Radio central archive has been releasing music albums under the banner 'Akashvani Sangeet'. Till now, 59 albums have been released, which include two albums of Shabad Kirtan titled "Bani Guru Guru Hai Bani" to commemorate the tri-centenary celebrations of the Guru Granth Sahib. Marketing of these releases is mostly done in-house by AIR stations.

Work to be undertaken from 1st January 2011 to 31st March, 2011

A plan has been drawn up to release CDs of the following artists:-

1. Pandit Gajananrao Joshi (Two volumes) Vocal and Violin Recital (Hindustani Music)

2. Shri Ram Charit Manas-Balkand (One volume) Hindustani Devotional
3. Shri Lalgudi G.Jayaraman (Two volumes) Violin Recital (Carnatic Music)

INTERNATIONAL RELATIONS UNIT

International Relations Unit of DG; AIR, as ever, remained active in carrying out various activities relating to foreign broadcasting organizations/ countries/ activities, concerning All India Radio.

Cultural Exchange Programmes with other countries:

- Under the Cultural Exchange Programme Agreements (CEPs) signed between Government of India and different countries, the IR Unit coordinated exchange of radio programmes with broadcasting organisations of different countries, All India Radio sent musical programmes to over 20 countries It also broadcast two special programmes compiled by National Radio of Bulgaria, on the occasion of Bulgaria's National and Independence Days. Special programmes and messages were also broadcast on Romania's Independence Day.
- Many high-level delegations from different countries visited All India Radio during the year with the aim to explore the possible opportunities for better cooperation with AIR/ Prasar Bharati.

Co-productions with foreign broadcasting Organisations:

- All India Radio endeavoured to maintain good relations with other broadcasting organisations. In this process, AIR and Radio Netherlands worldwide (RNW) entered into a MoU to jointly produce a radio series on climate related issues titled 'Earth Beat'. The project began in January 2010 and every month its two episodes were broadcast separately in Hindi and English languages from the 20 identified AIR stations spread across the country.
- AIR entered into a co-production project with Deutsche Welle Radio, Germany to jointly

produce three 15 minutes programmes on the subject of 'Social Security' in September 2010. The programmes were produced by a DW Radio producer and an AIR producer in German, English and Hindi languages.

Cooperation with other broadcasting Organisations:

All India Radio has been supporting the Hindi service of NHK World Radio Japan since 1985 by providing a Hindi Language Broadcast Specialist to them on secondment. In this process, Shri Munish Sharma, Translator-cum-Announcer, External Services Division, All India Radio, New Delhi was selected to be the next Hindi broadcast expert for the Hindi service of NHK World.

Trainings/Foreign Deputations:

- With the objective of providing opportunities of international exposure to AIR programmers for upgrading their skills, IR Unit coordinated participation of AIR programmers in the international training workshops. Shri Naveen Kumar Gupta, Programme Executive, AIR, Delhi, participated in the ABU-UNESCO organised training workshop on the subject of 'Content Creation for Digital Radio' in Kuala Lumpur, Malaysia, from 25th to 28th August, 2010.
- With the similar objectives, IR Unit also coordinated in organising two In-country Training Workshops in India in which international broadcast experts came to India and conducted the training workshops for the benefit of large number of AIR/DD programmers. The 'ABU Prizes Back Pack workshop on Content Creation for International Radio Competitions' was held from 29th November, 2010 to 1st December, 2010 and the AIBD/CBA/Prasar Bharati In-country workshop on Gender Equality was held from 06-10 December, 2010, New Delhi at the Staff training institute (Programme), Delhi.
- AIR also provided a jury member for the final screening to select the winners of the ABU Prizes 2010 (Radio). In this regard Shri Rajeev

Kumar Shukla, Dy. Director of Programmes was nominated to participate in the ABU screening of entries from 1st to 3rd Sept. 2010 held in Kuala Lumpur, Malaysia.

- Shri C. Lalrosanga, DDG, participated in the AIBD organized 'Asia-Pacific Media Seminar on 'Ozone Protection and Climate Benefit' and in the Asia-Pacific Media Summit from 24th & 26th May 2010 at Beijing, China.

International Awards:

IR Unit also coordinated participation of AIR's radio programme-entries in the many international radio competitions. AIR won the following international awards in 2010:

1. In the 'International Radio Festival of Iran' held in May 2010 in Tehran, AIR's two entries bagged 7 prizes in their respective categories. The programme 'Good Morning Punjab' produced by Shri Navdeep Singh, PEX, AIR, Jalandhar won the Best Producer, Best Anchor and Best Research and Content Creation Prizes in the 'Morning Programmes category. The other entry titled 'Farming in the Warming World', produced by Shri S. Mummigatti, TREX, AIR, Bengaluru, won the Best Producer, 2nd prize of Script writer and the 2nd prize of Best Narration in the 'Documentary' category. The winners were invited by the IRIB, Iran to the festival.
2. AIR, Berhampur's programme entry 'AA MO SAKALA AA' (COME COME MORNING DEAR) in Oriya language, produced by Dr. H.K. Panda, ASD, won the 1st Prize in the 'Children & Youth Programme' category in 'ABU Prizes 2010'.
3. Dr. Anamika Srivastava, Programme Executive, All India Radio Lucknow, won the '2010 Regional ICDB Award' for her programme broadcast on the occasion of International Children Day of Broadcasting (ICDB) from AIR Lucknow. She was awarded with a trip to New York, USA, by the UNICEF to receive her award in the award function organized there.

STAFF TRAINING INSTITUTE (PROGRAMME)

History

Staff Training Institute (Programme) was established in 1948 at Delhi as an attached office of DG, AIR, New Delhi. It was declared as a subordinate office with effect from 01.01.1990. Staff Training Institute (Programme) at Delhi and Bhubaneswar alongwith five other Regional Training Institutes (Programme) at Ahmedabad, Hyderabad, Lucknow, Shillong and Thiruvananthapuram impart training to all the Programme and Administrative cadres of AIR and Doordarshan.

Year 2010-11 (updated up to December 2010):

To provide effective, innovative, scientific and systematic Radio support to need based communication, focused workshops for programme personnel have been organised. These include Workshops on Broadcast Management, Work Culture and Image Building, Leadership Skills', Art of Presentation and Coverage of Events and Current Affairs.

In view of Media Support to Food Security Mission of Government of India, special series of Workshops entitled 'Radio Agri-Vision' were re-scheduled at various training Institutes.

For Administrative personnel special focus this year was Management of Field Offices', 'Disciplinary Procedures & Departmental Enquiries', 'Establishment rules', 'Purchase & Inventory Management' 'Reservation in services';

Staff Training Institute (Programme) has established itself as a professional trainer for outside agencies. Our Institutes provide 'Programme Production' and 'Voice Culture' training to IGNOU. Professional attachments are also open to recognised Institutes and Universities teaching Broadcast Journalism. Specific courses on Programme Format were designed for Mass Communication students.

Inhouse Courses:

- During the period from April 2010 to December 2010, STI (P) Delhi, STI (P) Bhubaneswar and the five Regional Training Institutes (Programme) at Ahmedabad, Hyderabad, Lucknow, Shillong and Thiruvanthapuram conducted 52 Courses – 32 Programme Courses and 20 Administrative Courses. So far, 839 Personnel – 510 Programmers and 329 Administrative Officials of AIR & Doordarshan have been trained.
- Thirty Three courses are scheduled between January 2011 and March 2011 and about 900 personnel are expected to attend the courses.
- Training programmes on a campaign mode are being conducted to familiarise AIR & DD programme managers and administrative personnel with the RTI Act, 2005.

Coordinated Courses:

Till December 2010 STI (P), Delhi conducted 02 courses co-ordinated with Staff Training Institute (Technical), AIR & Doordarshan, Delhi on Hard Disc Based Recording System, and about 50 programme personnel of AIR & DD have been trained.

Vani Certificate Courses:

- VANI (Voice Articulation and Nurturing Initiative) Certificate courses for newly selected Comperes, Announcers, Presenters, News readers, Editors and Reporters are being conducted on payment basis at various stations of AIR. Till November 2010, about 1066 candidates had been trained.
- The handbook 'VANI' provided on payment is proving to be helpful to the participants of Vani Certificate Course as a supplementary material.

Outside Courses:

- STI (P) has been giving practical training at the AIR Stations to the students of Post Graduate Diploma in Radio Prasaran (PGDRP) and Post Graduate Diploma in Audio Programme Production (PGDAPP) as per MoU signed with IGNOU. This year 163 students have been given practical training in 10 batches at 09 AIR Stations.

- Three workshops on Capacity Building and innovative Programming have been organized in collaboration with UNICEF on Eradication of Polio and related health issues. The workshops were conducted at Goa, Patna, & Chennai .Total No. of 69 Programmers from various AIR stations/DD Kendras participated in these workshops.
- STI (P) has been giving practical training at the AIR Stations to the students of Mass Communication from recognized universities & Institutes are being imparted practical training on payment at Capital/Regional AIR Stations.

Revenue Earned:

STI (P) during April 2010 to November 2010 have earned net Revenue of ₹ 4,193,897/- (Forty one lakh ninety three Thousands eight hundred and ninety seven only) from all the sources.

ADMINISTRATION

Reservation for SCs/STs/OBs

Prasar Bharati has taken all requisite measures for implementation of reservation for SCs/STs/OBs. All relevant policy directions and instructions issued by nodal Ministries /Departments for giving reservation and other benefits to SCs/STs/OBs in Government services and personal matters were circulated to all the offices and field units of AIR for necessary compliance.

As regards OBC, 759 vacancies consisting 610 Group 'C' and 149 Group 'D' as on 31.3.2006 have been identified in pursuance of GOI O.M. No. 36033/2/20076-Estt (res) dated 25.4.2006 and communicated to Ministry of Information and Broadcasting.

PUBLIC GRIEVANCES AND REDRESSAL MECHANISM

Grievance redressal and access mechanism has been set up at the Station level, Zonal Headquarters level and the Central Headquarter level in accordance with the guidelines of Department of Administrative Reforms & Public Grievances. Information and Facilitation counters have been set-up at all offices of AIR. Regular status reports on

disposal of grievances are being submitted to the Ministry of I & B. During the period 64 staff grievances and 10 public grievances were received in AIR, out of which 28 staff grievance and 5 Public Grievances have been disposed of Remaining cases are under process.

Implementation of Right to Information Act 2005

In AIR 44 CPIOs and 6 Appellate Authorities in Directorate and 295 CPIOs and 20 Appellate Authorities at field level has been designated for implementation of RTI Act. In the year 2010 (from 01.04.2010 to 31.12.2010) 665 RTI applications were received and were replied within the stipulated time. 329 appeals were received by the Appellate Authority during the period (from 1.4.2010 to 31.12.2010) and all were disposed of.

Welfare Activities for Women Employees

The following points are mentioned in this regard:

- a. A number of the offices of AIR are located in the buildings owned by Prasar Bharati. There is adequate arrangement for their sitting, drinking water etc. The work place is adequately illuminated. Proper toilets are available to the staff, with a provision for separate toilet for women employees, where necessary,
- b. At many places AIR has its own staff quarters. These are allotted to the staff as per All India Radio (Allotment of Residential Quarters) Rules.
- c. In accordance with the instructions of the Department of Personnel and Training, appointment on compassionate grounds is offered to the close relatives of AIR employees who die while in service and includes female members of the family of the deceased.
- d. AIR Staff like Technicians, Sr. Technicians, Engineering Assistants, Sr. Engineering Assistants etc. are shift duty staff. For them shift duty is incidental to their service. To the extent possible arrangements are made for dropping of employees including. Women employees during late night shift duty.
- e. The staff (men and women alike) is paid the pay scales approved by the Government. AIR employees including female employees are

granted leave in accordance with the government rules on the subject.

- f. AIR employees including female employees are entitled to Terminal Benefits at par with the government employees.
- g. At places where Central Government Health Scheme is working, AIR employees are entitled to obtain its services. At other places, AIR employees are given the benefit of Central Services (Medical Attendance) Rules. Under these Rules even Private Medical Practitioners are appointed as Authorized Medical Attendants for the employees and their families. Wherever requested separate Authorized Medical Attendants are appointed for women.

AUDIENCE RESEARCH UNIT

With the changing mass communication scenario, Audience Research has occupied the centre stage world over. Almost all the big media organizations have been doing in-house audience research in one form or the other or 'Market Research' in marketing parlance as no media organization can afford to put their scarce resource at stake without knowing the potential audience(consumers) and market for their media content. Besides, they are also subscribing to syndicated research done by the various media and market research organizations. The secret behind the success of private TV and Radio channels lies in their capability to feel the pulse of audience through continuous audience research and to design and modify the programme content including presentation accordingly.

All India Radio has been the pioneer in this field. It has a wide net work of Audience Research Units across the country operational since 1946. It provides programme feedback to programme producers to plan, design and modify the programmes according to the needs, tastes and aspiration of the target audience. Apart from this, programme ratings/listenership data are provided to sponsors, advertisers and marketers to fulfill their commercial objectives. Audience Research Unit also functions as data bank and reference section for the organization. During the calendar year 2010, following audience research activities/studies were carried out:

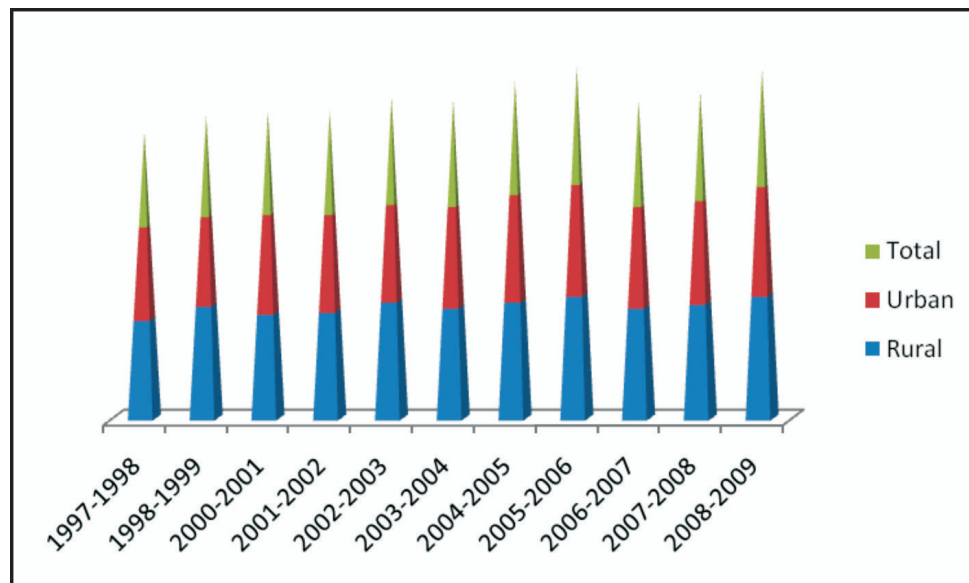
1. Indian Radio Audience Survey-2010 on FM Channels, sponsored by DAVP was conducted at 84 places across the country.
2. A survey on Vividh Bharati Channel at 11 places across the country was conducted during August-2010.
3. A book containing success stories of Kisanvani Programme entitled “Media Support to Agriculture Extension: Success Stories of All India Radio” was brought out.
4. This unit also collaborated in the compilation of Annual Report-2009-10 published by Prasar Bharati as well as Ministry of Information and Broadcasting, Government of India 2010-11.

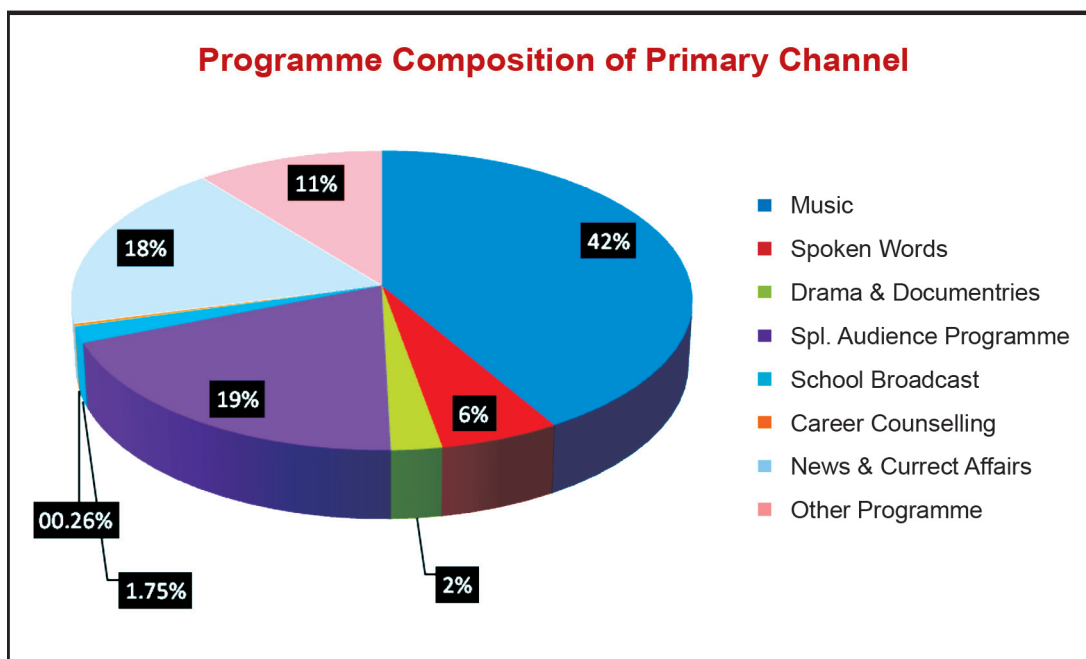
Future Studies Planned

1. During January to March-2011 the Audience Research unit planned to conduct Radio Audience Survey on Primary Channel across the country.

GROWTH OF RADIO AUDIENCE (Per cent of Radio Listenership)

Year	Rural	Urban	Total
1997-1998	49	46	47
1998-1999	56	44	50
2000-2001	52	49	51
2001-2002	53	48	51
2002-2003	58	48	53
2003-2004	45	55	54
2004-2005	58	53	56
2005-2006	52	60	56
2006-2007	55	50	52
2007-2008	57	51	54
2008-2009	61	54	58





GROWTH OF ALL INDIA RADIO

Five year plan	As on	No. of Centres		Number of Transmitters				Coverage (%)	
		Broad-casting Centres	Auxiliary/ Rec. centres	MW	SW	FM	Total	% Area	% Popula-tion
	15.08.47	06	-	06	12	-	18	2.50	11.00
	01.04.51	25	01	29	17	-	46	12.00	20.00
End of I (51-56)	31.03.56	26	02	29	17	-	46	31.00	46.00
End of II (56-61)	31.03.61	30	04	** 33	26	-	59	37.00	55.00
End of III (61-66)	31.03.66	54	02	82	28	-	110	52.00	70.00
	31.03.69	66	03	97	30	-	127	56.00	73.00
End of IV (69-74)	31.03.74	71	04	108	32	-	140	67.50	80.30
End of V (74-78)	31.03.78	84	02	124	32	01	157	77.63	89.35
	31.03.80	84	02	124	32	01	157	77.73	89.40
	31.03.81	85	02	125	32	03	160	78.08	89.55
	31.03.82	85	02	125	32	03	160	78.83	89.65

	31.03.83	86	02	126	33	03	162	78.83	89.65
	31.03.84	86	02	126	33	03	162	78.90	89.69
End of VI (80-85)	31.03.85	88	02	128	35	04	167	79.78	90.27
	31.03.86	88	02	128	35	04	167	79.78	90.27
	31.03.87	93	02	133	35	04	172	82.20	93.40
	31.03.88	94	02	134	35	04	173	82.93	94.52
	31.03.89	97	02	137	36	05	178	83.71	94.91
End of VII (85-90)	31.03.90	100	02	137	41	08	186	83.78	94.96
	31.03.91	108	02	139	43	15	197	84.60	95.40
	31.12.91	125	02	139	43	37	219	85.00	95.70
	29.02.92	126	02	140	43	37	220	85.40	95.90
Start of VIII	01.04.92	128	02	140	43	39	222	85.40	95.90
End of VIII (92-97)	31.03.97	187	01	147	52	98	297	90.00	97.30
Start of IX									
End of IX (97-02)	31.03.02	208	-	149	55	130	334	89.66	98.84
Tenth Plan (02-07)	31.12.05	222	-	144	54	158	356	91.42	99.13
	31.12.06	225	-	146	54	161	361	92.92	99.49
Eleventh Plan(2007-12)									
	31.12.07	231	-	149	54	170	372	91.79	99.14
	31.09.10	236	—	149	54	175	378	91.85	99.18

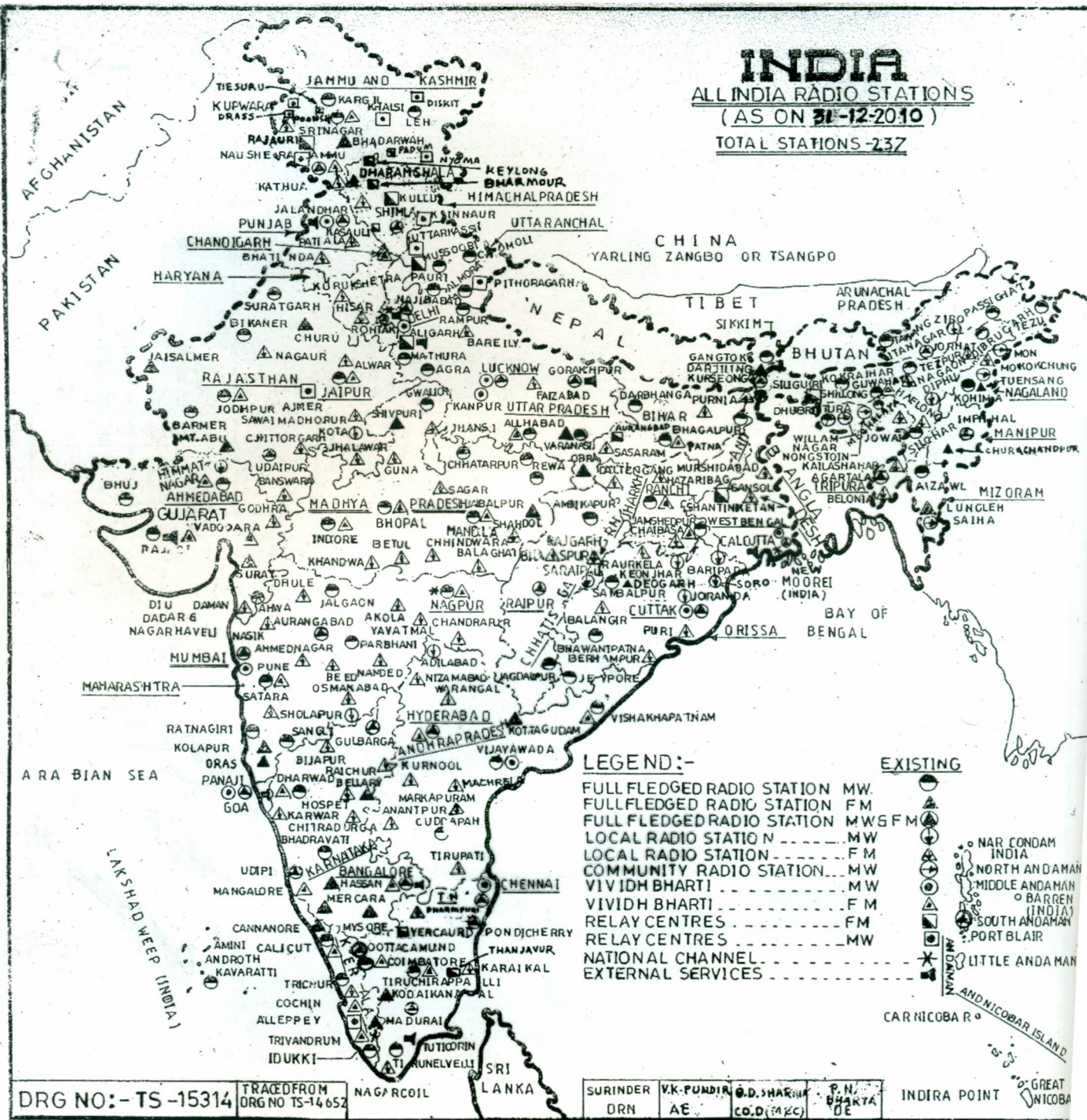
LEGEND :

- * Five more Broadcasting centres were taken over subsequently from the princely states of Hyderabad, Aurangabad, Mysore, Trivandrum and Baroda.
- * Shillong and Chandigarh converted to Broadcasting centres.

INDIA

ALL INDIA RADIO STATIONS (AS ON 31-12-2010)

TOTAL STATIONS - 237



LEGEND:-

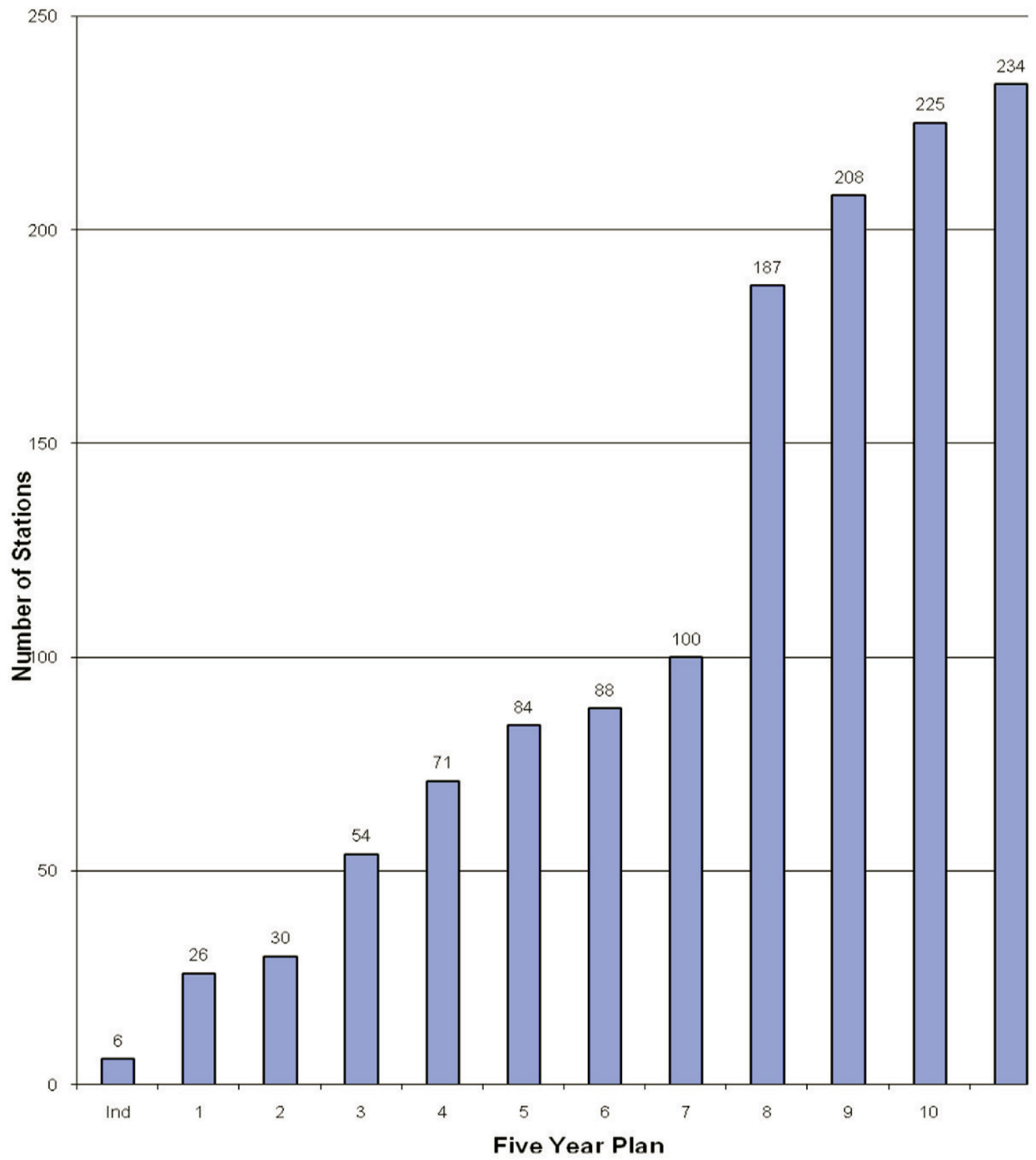
- FULL FLEDGED RADIO STATION MW
- FULL FLEDGED RADIO STATION FM
- FULL FLEDGED RADIO STATION MWS/FM
- LOCAL RADIO STATION MW
- LOCAL RADIO STATION FM
- COMMUNITY RADIO STATION MW
- VIVIDH BHARTI MW
- VIVIDH BHARTI FM
- RELAY CENTRES FM
- RELAY CENTRES MW
- NATIONAL CHANNEL MW
- EXTERNAL SERVICES MW

EXISTING

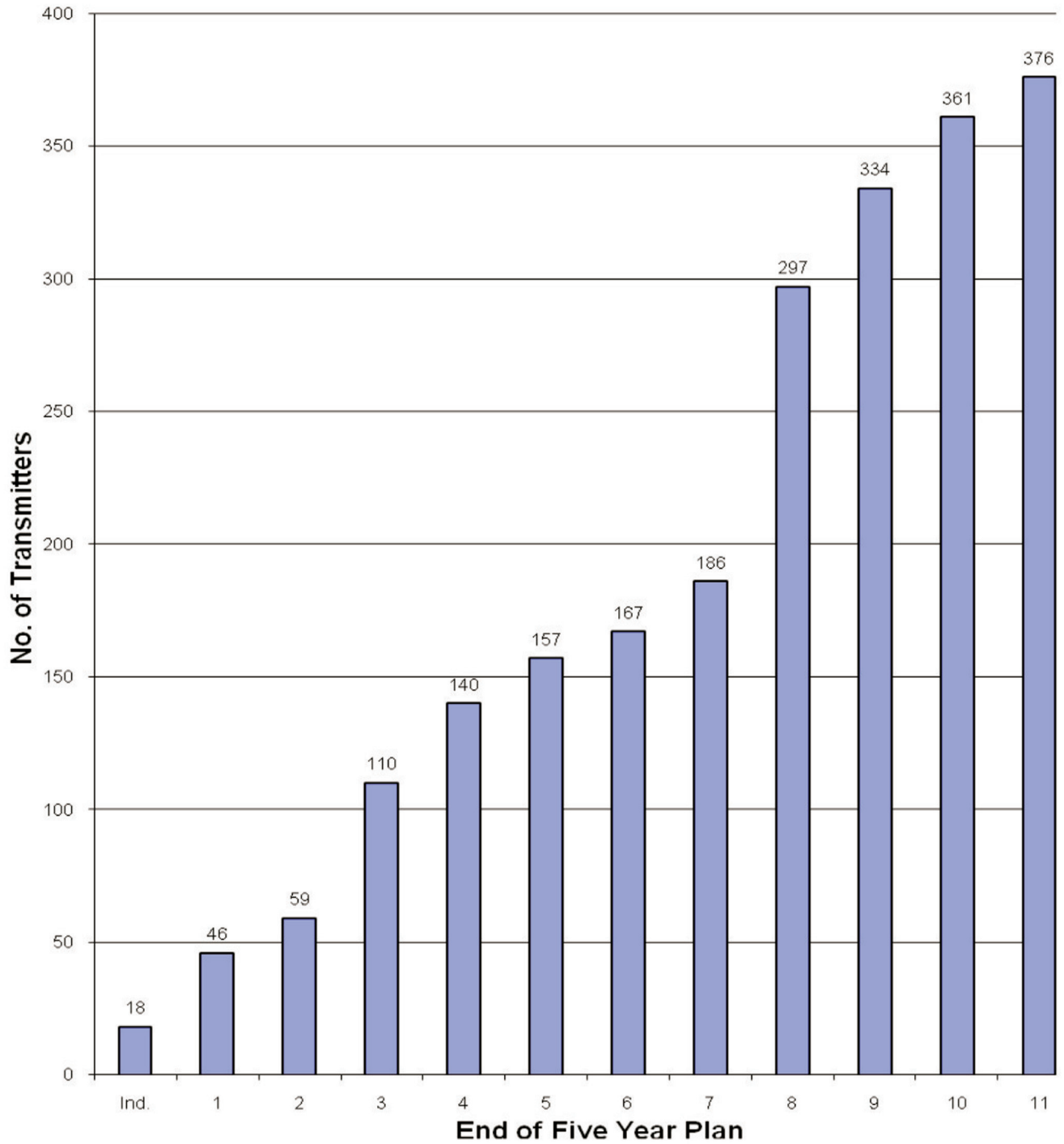
- NAR CONDAM
- INDIA
- NORTH ANDAMAN
- MIDDLE ANDAMAN
- BARREN (INDIA)
- SOUTH ANDAMAN
- PORT BLAIR
- LITTLE ANDAMAN

DRG NO:- TS -15314 TRACED FROM DRG NO TS-14652 SURINDER DRN VK.PUNDIR AE G.D.SHARMA CO.D.(MCC) P.N. BHARTI DE INDIRA POINT LAKSHADWEEP (INDIA) CAR NICOBAR ISLAND GREAT NICOBAR

Growth of AIR Stations



Growth of AIR Transmitters

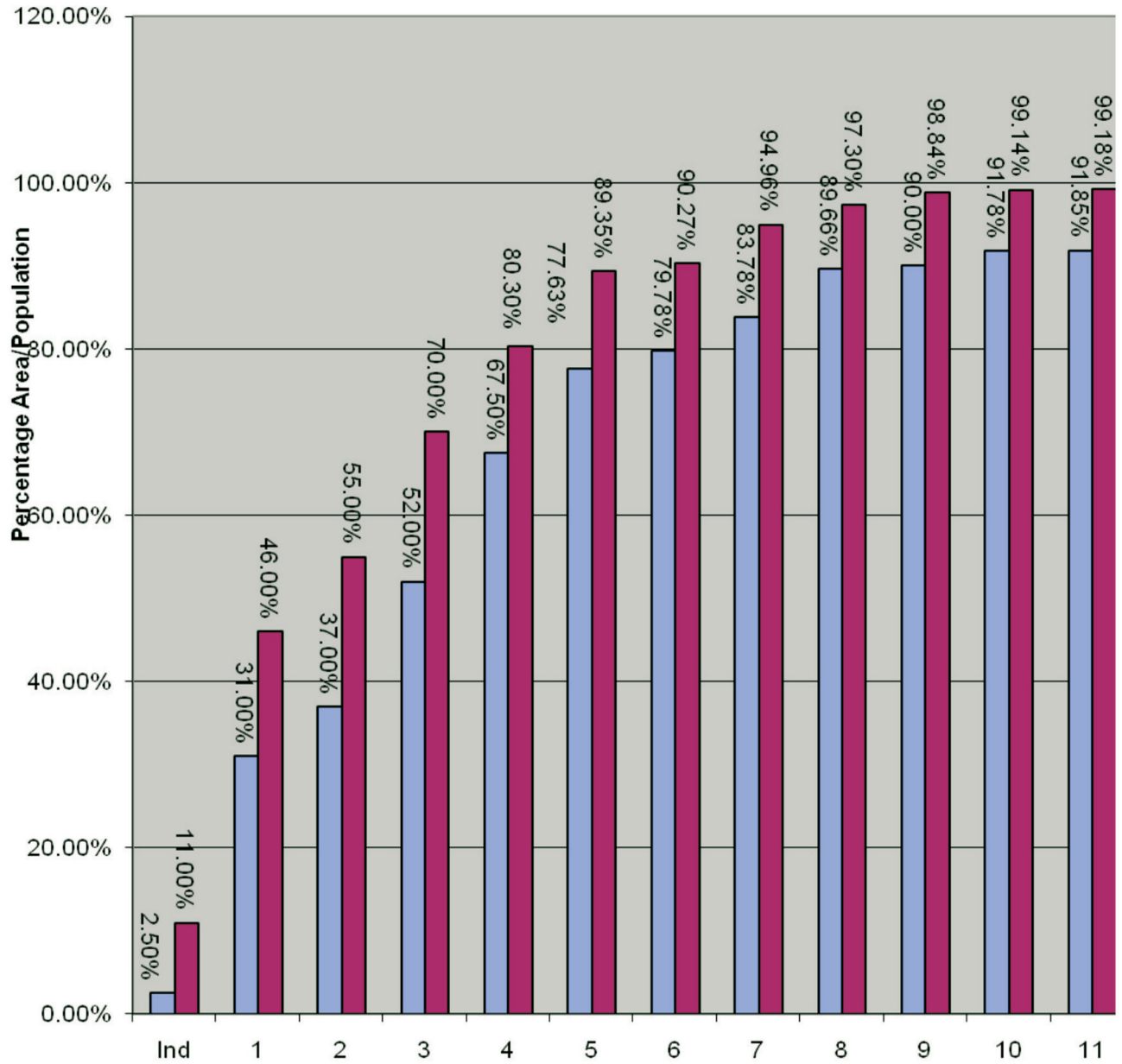


Existing AIR Stations with Transmitters and Coverage Details

S.N.	Name of the State	No. of stations	No. of Transmitters			Coverage details (State Wise)			
						By (MW+FM)		By FM only	
			MW	FM	SW	By Area %	By Pop. %	By Area %	By Pop. %
1.	Andhra Pradesh	13	7	13	1	99	99.5	23.67	26.90
2.	Arunachal Pradesh	5	5	1	1	57	76	4.86	10.97
3.	Assam	10	7	5	2	96.7	98.87	36.83	38.05
4.	Bihar	6	3	4	-	99*	99*	20.5	19.38
5.	Chhattisgarh	6	3	4	-	93.8	97.35	9.1	13.8
6.	Delhi	1	5	2	15	99*	99*	99.12	99.9
7.	Goa	1	2	1	2	99*	99*	90	90
8.	Gujarat	8	6	5	-	99*	99*	14.93	36.9
9.	Haryana	3	1	3	-	99*	99*	40.88	46.5
10.	Himachal Pradesh	8	2	7	1	52	88.91	48.91	88.03
11.	Jammu & Kashmir	16	14	8	3	48.05	99.5	11.06	63.88
12.	Jharkhand	5	2	5	1	99	99	35.09	36.02
13.	Karnataka	14	5	14	6	96.4	97.3	25.63	36.36
14.	Kerala	8	4	7	1	99.6	99.8	41.57	45.85
15.	Madhya Pradesh	16	6	13	1	99.3	99.4	23.74	28
16.	Maharashtra	21	12	17	2	99.03	99.1	25.76	45
17.	Manipur	2	1	2	1	94.96	98.46	52.5	74.11
18.	Meghalaya	5	4	2	1	97.5	98.45	46.32	48.12
19.	Mizoram	3	2	2	1	59.56	73.27	45.71	58.14
20.	Nagaland	4	3	2	1	81.5	87.67	41.75	43.38
21.	Orissa	13	8	7	1	98.27	99	13.74	17.76
22.	Punjab	3	3	3		99	99	55.44	59.97
23.	Rajasthan	17	8	12	1	94	99	25.36	31.55
24.	Sikkim	1	1		1	72	95.6	1.05	2.45
25.	Tamil Nadu	12	9	11	2	99*	99*	55.97	63.95
26.	Tripura	3	1	3	-	84.31	89	72.89	86.19
27.	Uttar Pradesh	14	11	10	6	99.9	99.9	16.47	22.7
28.	Uttarakhand	6	5	1		54.69	80.1	30.8	46.43
29.	West Bengal	7	6	8	2	99*	99*	29.49	41.9
30.	Chandigarh	1	-	1	-	99*	99*	99	99
31.	Daman & Diu	1	-	1	-	99*	99*	64.28	61
32.	Puducherry	2	1	2	-	99*	99*	92.07	93.52
33.	L&M Island	1	1	-	-	99*	99*	00	00
34.	A&N Island	1	1	1	1	99*	99*	36.3	28.00
	Total	237	149	177	54	91.85	99.18	24.94	36.81

* Coverage in these states can normally be taken as 100% i.e. without taking into consideration the special requirement of certain situations.

Growth of AIR Coverage Since Independence



End of Five Year Plan; Series 1-Area;Series 2- Population



BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED (www.becil.com)

INTRODUCTION

Broadcast Engineering Consultants India Limited (BECIL) a premier consultancy agency, system integrator and turnkey solution provider in all the spheres of Broadcast Engineering was established on 24th March, 1995. It also undertakes operation and maintenance of various types of broadcast projects/systems. Its client list includes Government, Semi Government, Overseas and Private organizations. It has many firsts to its credit like establishment of first teleport in India, first to establish all digital private FM studio at Bengaluru, first to set-up multi channel FM transmission stations in India combining up to 7 FM channels, first to design and establish HDTV studio set-up for Presidential Secretariat and Lok Sabha TV, to name a few.

BECIL – MANAGEMENT & ORGANISATION

The Board of Directors comprises of full-time Chairman & Managing Director, whole time Director (Operations & Marketing) and four to seven part time Directors nominated by the Government of India. At present, there are two Government nominee directors and an Independent Director in

the Board. Below broad level there are three posts of General Managers, One Deputy General Manager Marketing and Managers, Deputy Manager, Assistant Managers & Junior Managers. The Technical Work is further assigned to Consultants and Project Managers hired on contract basis.

FINANCIAL HIGHLIGHTS

Share Capital

The BECIL was incorporated with authorized Capital of ₹ 250 Lakhs. The paid up equity has increased from ₹ 25 Lakhs for the year 1995-96 to 136.5 Lakhs. At present Central Government of India is holding 100% Equity Share Capital. BECIL does not get any budgetary support from Government.

Business Turnover, Dividend & Net worth

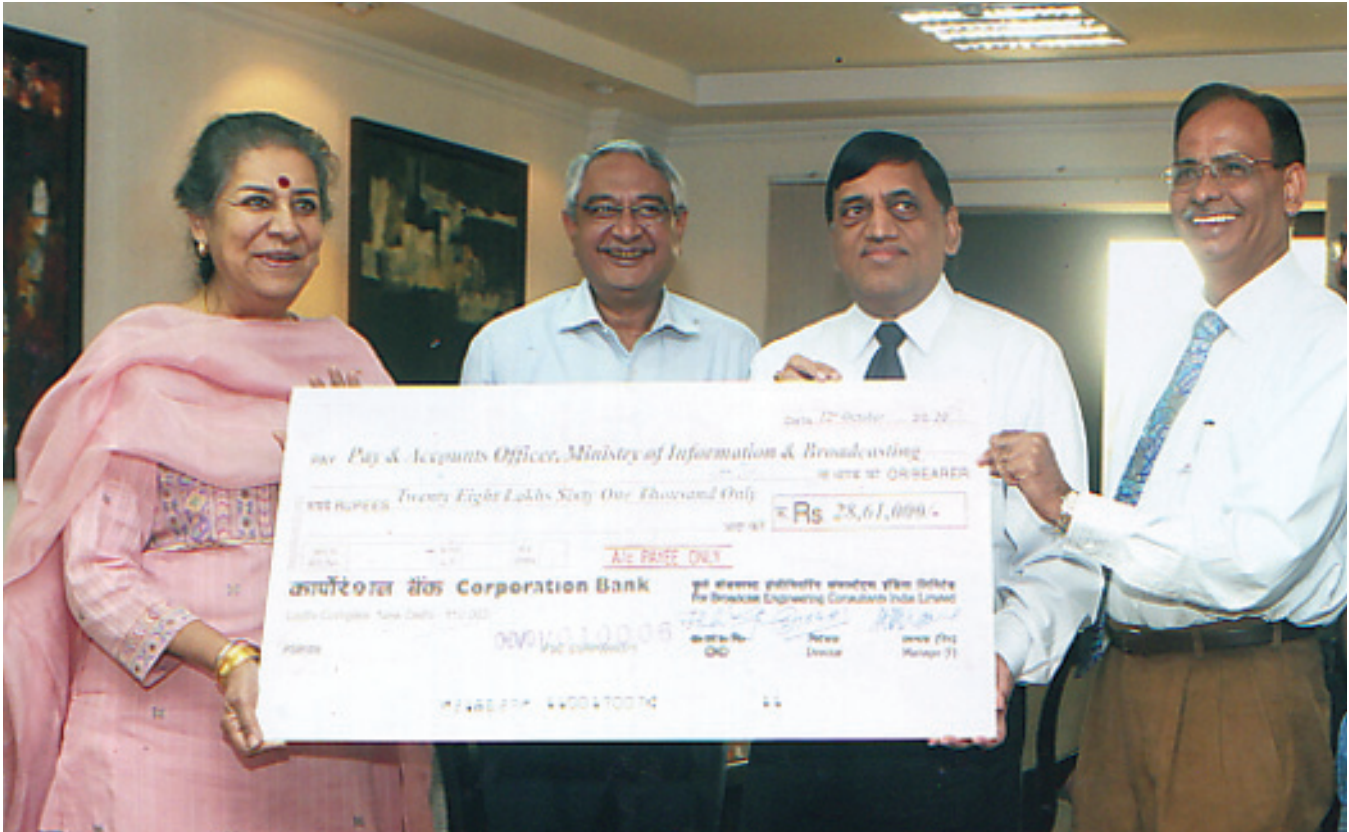
The turnover of the company including deposit work in the financial year 2009-10 is ₹ 30.61 Crores as against 78.08 Crores in the previous year. The profit of the company is ₹ 2.72 Crores against ₹ 7.75 Crores in the previous year. During the year under consideration the company has transferred a sum of ₹ 15, 17, 165 to the Reserve & Surplus, taking the progressive total to ₹ 3,39,73,930 as on 31st March 2010. During this year the company has declared a dividend of 28,61,000. The networth of the company has grown to ₹ 25.01 Crores.

The Business Turnover upto 31st October 2010

(₹ in Lakhs)

S.No.	Income	Upto 31st October 2010
1	Sales	2,643.65
2	Consultancy Income	362.65
3	Income from Contract	2,576.66
4	Other Income	48.00
5	Value of Deposit Work	2,150.72
	Total Business Turnover Including Deposit Work	7,781.68
	Expenditure	
1	Material Cost (Including Material Cost for Deposit Work)	6,681.86
2	Administrative Expenses	482.39
3	Selling & Publicity Expenses	14.88
4	Depreciation	12.5
	Total of Expenditure	7,191.63
	Profit Before Tax	590.05

The figures up to 31st October 2010 are provisional figures subject to finalization of audit.



Presentation of Dividend Cheque by BECIL to the Minister for I&B Smt. Ambika Soni. Secretary I&B, Shri Raghu Menon looks on

MANAGEMENT INITIATIVE AND BUSINESS ACTIVITIES

The management has taken various initiatives to increase the turnover of the company as well as profit of the company by diversifying its business and now entered supply of electronic & communication equipment to various military and paramilitary forces, Technical Audit / Certification of Cable Broadcast system, Training of Broadcast Professionals, entering into strategic alliance with various organizations and exploring overseas business. During the Financial Year 2009–10, Company has opened a Regional Office of BECIL at Bengaluru, fulfilling the projection of Corporate Plan and the Management policy to expand the geographical location of the company for encashing the business opportunities with better serviceability of the clientele in Southern part of the Country.

During the year 2009–10 & 2010–11 management

recruited manpower for the company as per projection in Corporate Plan. Previously company had very small manpower and fragile organizational structure. The Corporate Plan consists of Short Term Plan for 2 year, Medium Term Plan for 5 year and Long Term Plan for 10 years to cater to the HR need of the organization based on business projects.

This efforts of the management is now giving excellent results and during the financial year 2010-11, management is expecting to achieve turnover of more than ₹ 150 Crores. The company is having very sound order book as on 31st December 2010, company is having order worth more than ₹ 205 Crores. It is expected that most of the orders will be executed in the financial year 2010-11. The turnover including deposit work as on 31st December 2010 is more than ₹ 77.81 Crores (Unaudited figures).

BRIEF OF PROJECTS EXECUTED IN 2010-11

a. Main Press Centre

BECIL had been nominated as Delivery Partner by Press Information Bureau (PIB) for establishment of Main Press Centre (MPC) for Commonwealth Games, Delhi 2010. The work was awarded by PIB based upon performance of BECIL in establishing Main Press Centre for Commonwealth Youth Games, Pune 2008.

The project accomplished successfully in October 2010. [Project Cost: INR 31.75 Crores]

b. Broadcast Facilities for CWG-2010

BECIL got a work order from Prasar Bharati for construction of Broadcast facilities at Venues, Broadcast Compounds, Camera Platforms, Commentary Tribunes, Air-Conditioning and Customization for Presentation Studios for Commonwealth Games 2010, Delhi. BECIL has received additional order from Prasar Bharati in addition to the main order. The company completed its work on time and the work has been appreciated by all concerned. The work being time bound was challenging task for the management as the time duration was very limited and company had to muster all its resources to complete the activity for such an important National event.

The project accomplished successfully in October 2010. [Project Cost: INR 25 Crores (approx.)]

c. VMAS

BECIL is participating in various tender floated by Prasar Bharati and various security agencies for supply of Broadcasting/Security related equipment respectively. Company has received an order for Supply, Installation, Testing and Commissioning of VSAT Monitoring and analysis System (VMAS).

The project will be executed in the current financial year. [Project Cost: INR 30 Crores]

d. Bangladesh Television Studio Dhaka

In 2010, BECIL had been awarded with the overseas contract for Supply, Installation, Testing

and Commissioning of TV Broadcasting equipment and Related Services, Digital Video Tape Recorder and Post Production equipments etc. for Extension Building of DHAKA Television Complex for Bangladesh Television on turnkey basis vide Bangladesh Television Notification's Award No. TV (Engg.) 05. Studio.02.04.04/890 and TV (Engg.).05.Studio.02.04.02/891 dated 03.11.2009 respectively. The Contract Agreement was signed on 16th November 2009 between Director (O&M) BECIL and DG: Bangladesh Television. Almost 90 per cent of the entire work has been accomplished.

The project is expected to be completed by the end of January 2011.

[Project Cost: USD 16,00,974.60 (for Lot-I) & USD 500968.33 (for Lot-II)]

e. TV Channel, HDTVs and Edusat Studios CEC and its Media Centres

BECIL has been awarded the contract for Supply, installation, testing and commissioning of equipment related to TV broadcast systems such as Media Asset Management Server System, TV-Studio Cameras, Teleprompter and Multiformat Recording Equipment, Virtual Studio System, Microwave Link etc. for CEC and its Media centres.

The Project is expected to be completed in the year 2011.

[Project Cost: INR 30 Crores]

A.J. Kidwai Mass Communication Research Centre

Upgradation of two existing Analog TV Studios to High Definition TV Studios with a SAN Storage System and an Analog Radio Studio to Digital Radio Studio with Automation System for A.K. Kidwai Mass Communication Research Centre, Jamia Millia Islamia, New Delhi. The scope of work also includes civil modifications, acoustic treatment, electrical and studio lighting works. Conceptualisation of the project, framing specifications of equipment and process of inviting tenders is in progress.

The work is scheduled to be completed in May 2011.

[Project Cost: INR 5 Crores]

National Institute of Open Schooling

The agreement for setting up a High Definition TV Studio along with its PCR, MCR, NAS Storage, ingest and play-out server at National Institute of Open Schooling (NIOS), NOIDA has been signed. The conceptualisation of the project and formation of specs for equipment is in progress. The scope of work also includes associated civil modifications, acoustic treatment, studio lighting and air-conditioning works.

The project is expected to be completed by June 2011. [Project Cost: INR 3.87 Crores]

f. Technical Audit Certification of Cable Head Ends

BECIL initiated activities in 'Wireline Broadcasting' domain to cover Cable TV and IPTV in 2009-10. Welcoming this TRAI promulgated Regulation No.4 of 2009, authorizing BECIL to undertake audit of headends operated by MSOs for conformity to the regulation. In 2009-10 Audit of two headends, M/s Ortel Communications, Bhubaneswar and ICC, Pune were completed successfully.

In 2010-11 M/s UCN, Nagpur, JAK TV, Chennai and ACT Bengaluru have engaged BECIL for audit of their systems. The activity involves examination of three elements of addressable wireline broadcasting networks i.e. head end (efficacy of Conditional Access System and Subscriber Management System), conformity of HFC network to IS 13420 for End of Line (EOL) parameters and robustness of the Set Top Box (STB) for conformity to IS-15245. M/s INCABLE and M/s DIGICABLE have sent letter of intent to avail this service from BECIL.

g. Development of Content Monitors

Regional office of BECIL at Bengaluru will be producing 70 numbers of FM Monitors. The project is targeted to be completed during this financial year. Once this project is implemented at the CTIs, then it is possible to link all these servers to a central location viz. at Ministry's Electronic Media Monitoring Center (EMMC), Delhi for centralized monitoring and logging of all the 272 FM channels similar to the existing satellite TV monitoring facility of EMMC.



President Smt. Pratibha Devisingh Patil presenting National Film Award to Shri Vidhu Vinod Chopra for the film '3 Idiots' in the category of Best Popular Film on Wholesome Entertainment

ACTIVITIES UNDER FILMS SECTOR

FILM INDUSTRY

- i) An amount of ₹ 220 lakh has been earmarked for 2010–11 in respect of the Plan Scheme “Participation in Film Festivals/ Markets in India and abroad”. Under the Scheme, the Ministry has participated in Cannes Film Festival, 2010 and Film Bazaar on the sidelines of International Film Festival of India (IFFI) 2010 at Goa. The objective of the scheme is to provide Indian film makers a platform for marketing their films in overseas markets as well as to promote India as an attractive shooting destination.



Shri Kuldeep Sinha Director General, Films Division presenting a memento to Smt. Sonal Mansingh, classical Dancer at the inauguration of Film Festival on Classical Dances and Gurus 'Dancing Feet' at IFFI-2010 at Panjim, Goa

- ii) This Ministry proposes to set up a “National Centre of Excellence for Animation, Gaming and VFX” under the 11th Five Year Plan. HR gap study has been done. Planning Commission had asked this Ministry to submit an executable Detailed Project Report. Draft DPR has already been submitted by PwC who has been mandated to prepare DPR in respect of National Centre of Excellence for Animation, Gaming and VFX.
- iii) Films arriving in India for participation in film festivals are provided exemption from customs duty subject to fulfilment of certain conditions. During the period from April 2010 to November 2010, exemptions have been given to several foreign films which participated in seven film festivals organized in India.
- iv) This Ministry also issues permissions for shooting of foreign feature films in India subject to fulfilment of certain conditions. Requests for granting permission to 11 foreign feature films were received from April 2010 to November 2010. Permissions have been granted in all these eleven cases.
- v) The Film Co-production Agreement between Government of India and the Government of French Republic was signed on 6 December, 2010 during the visit of President of France. The Ministry of Information & Broadcasting already has agreements with the Government of Italy, Government of Federal Republic of Germany, Government of Brazil and Government of UK.

FILMS DIVISION (www.filmsdivision.org)

The journey of the Films Division has been eventful since Independence. The 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 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. In the year 2010 Films Division organised 11th Mumbai International Film Festival for Documentary, Short & Animation Films (MIFF-2010) at National Centre for the Performing Arts (NCPA), Mumbai in cooperation with the Government of Maharashtra. During the current year, Films Division is celebrating Diamond Jubilee and Film Festival screening award winning films in the different parts of the country.

The Division produces documentaries, short films, animation films and news magazines from its headquarters at Mumbai, films on Defence and family welfare from its Delhi unit and short fiction films for rural audience from the regional production centers at Kolkata and Bengaluru. The Division caters to nearly 8500 cinema theatres all over the country and to the non-theatrical circuits like units of the Directorate of Field Publicity, mobile units of the State Governments, Doordarshan, field units of the Department of Family Welfare, Educational institutions, film societies and voluntary organisations. The documentaries and newsreels of State Governments are also featured in the Division’s release on the theatrical circuit. This Division also sells prints, stock shots, video cassettes and distribution rights of documentaries and feature films in India and abroad. Apart from production of films, Films Division also gives on hire, its studio, Recording Theatre, Editing Rooms & other Cine Equipments to private film makers.

II. VARIOUS WINGS OF FILMS DIVISION

The organisation of the Division is broadly divided into four wings viz. (1) Production, (2) Distribution, (3) International Documentary, Short and Animation Film Festival and (4) Administration.

(1) PRODUCTION WING

The production wing is responsible for production of films such as (1) Documentary Films (2) Short Feature Films specially designed for rural audience (3) Animation Films and (4) Video Films. In addition to the headquarters at Mumbai, three production centres of the Division are located at Bangalore, Kolkata and New Delhi.

The documentaries range in theme and topic from agriculture to art and architecture, from industry to the international scenes, from food to festivals,

from health care to housing, from science and technology to sports, from trade and commerce to transport, from tribal welfare to community development etc.

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

Newsreel Wing of Films Division encompasses a network spread over main cities and towns including State and Union Territory capital engaged in covering of major Events, VVIP visits, etc to the different parts of the country and abroad and other events like natural calamities etc. These coverages are used for making the news magazines and also in compilation of archival material.

Cartoon Film Unit of Films Division has also become high-tech with computer animation replacing cell or classical animation. Equipped with the state-of-the art technology both in hardware and software, the Unit now can churn out productions in U.S. animation, 2-D and 3-D animation with advanced software including Opus, Concerto, High-End and Maya.

The Commentary Section looks after the dubbing of films and news magazines into 14 Indian Languages from the basic version (English/Hindi).

The Delhi based Unit of the Division has the responsibility of production of instructional and motivational films for the Ministry of Defence and the Department of Family Welfare and other Ministries/Depts. With a view to adapting to the

changing scenario, the unit has lately been equipped with video film making facilities.

The regional centres of the Division at Kolkata and Bangalore also produce social and educational documentaries to spread the message of social and national issues such as family welfare, communal harmony, dowry, bonded labour, untouchability, etc.

(2) DISTRIBUTION WING

The Distribution Wing is headed by the Officer-in-charge of Distribution and control of 10 Distribution Branch Offices situated in Bangalore, Chennai, Hyderabad, Kolkata, Lucknow, Madurai, Mumbai, Nagpur, Thiruvananthapuram and Vijayawada. These branches are headed by either Senior Branch Manager or Branch Manager who function as Head of Office as well as DDO of the Branches concerned and are responsible for the supply of approved film to all cinema theatres (required under the Central Cinematograph Act, 1952), execution of Agreement, issue of Films Division Certificate as well as collection of 1% rent from the exhibitors.

(3) ADMINISTRATION WING

The Administration Wing consists of Finance, Personnel, Stores, Accounts, Factory Management and General Administration. This Wing is under the control of Senior Administrative Officer who is assisted by the following officers:-

1. Assistant Administrative Officers in the matters relating to Personnel Management, Purchase, General Administration, Vigilance and Security;
2. Accounts Officer in consultation with IFA in the matters of Finance and Accounts.

The Details of the Staff Strength / Staff in position in respect of Films Division as on 31/12/2010 is as under:-

Sr. No.	Category	Sanctioned Strength	Staff in Position
1	Group 'A'	43	15
2	Group 'B'	249	208
3	Group 'C'	518	424
Total :		810	647

REPRESENTATION OF SC, ST & OBC IN THE SERVICE (As on 31-12-2010)

Group of Post in	Total Emps in position	SC Emps	% of SC Emps	ST Emps	% of ST Emps	OBC Emps	% of OBC Emps	Women Emps.
Group A	15	4	26.66	—	—	4	26.66	1
Group B	208	46	22.11	18	8.65	10	4.80	34
Group C	424	140	33.01	27	6.36	42	9.90	81
Total	647	190	—	45	—	56	—	116

The details of the backlog vacancies for SC/ST/OBC in Films Division as on date are as under:-

Sr. No.	Category	Sanctioned strength as on 31.12.10	Staff in position as on 31.12.10	Number of Posts vacant	Backlog in SC	Backlog in ST	Backlog in OBC
1.	Group A	43	15	28	—	—	—
2.	Group B	249	208	41	—	—	—
3.	Group C	518	424	94	—	—	—
	Total:	810	647	163	—	—	—

(4) FILM LIBRARY SECTION

The Film Library of Films Division is a treasure of valuable archival material of India's contemporary history and its rich heritage and artistic traditions. It is in great demand by the Film makers throughout the world. It contributes vital footage for the production of Films by rendering services besides bringing out revenue through the stock footage sale. The total collection of Film Library is about 1.9 lakh items of 8200 titles which include original picture negatives, dupe/inter negatives, sound negatives, master/inter positives, saturated prints, pre-dub sound negatives, 16mm prints, library prints, answer prints, etc. The films are categorized based on the archival value as Most Precious, Precious and Normal films.

The library has user friendly computerized information system. The details of Film Library are also available on the web site.

III. ORGANISATION OF MUMBAI INTERNATIONAL FILM FESTIVAL (MIFF)

Under the Plan Scheme 'Internal Documentary, Short and Animation Films', the Films Division organises the Mumbai International Film Festival at Mumbai biennially. The aim of the MIFF is the

dissemination of images contributing to wider knowledge and close knit fraternity among the nations of the world. This event provides a unique opportunity and platform to filmmakers, film producers, distributors, exhibitors and film critics from different countries to meet and interact during the festival. This is a continuing scheme since 7th Plan. This biennial competitive film festival is being organised since 1990 and has been recognised worldwide as one of the premier documentary, short and animation film festivals. The 11th MIFF was held from 3rd to 9th February, 2010 at National Centre for Performing Arts, Nariman Point, Mumbai which was a grand success and the 12th MIFF will be held in February, 2012. Films Division also organises other Film Festivals in collaboration with State Governments.

IV. HIGHLIGHTS OF THE YEAR

- Films Division produced 95 documentary/short fiction/video films during the period from 01-04-08 to 31-12-10.
- Films Division had organized the 1st Uttarakhand International Film Festival for Documentary, Short and Animation Films from 23rd to 29th April, 2010 at Dehradun.



Minister for I&B Smt. Ambika Soni lighting the lamp at the 11th Mumbai International Film Festival

- Films Division organized 2nd Manipur International Documentary, Short and Animation Film Festival at Imphal in collaboration with Government of Manipur from 18th to 20th August, 2010.
- Films Division organized “Dancing Feet” a festival on dancers and dancing gurus at the International Film Festival of India 2010 in collaboration with Directorate of Film Festival and Entertainment Society of Goa from 24th to 27th November, 2010. During the festival dancing gurus like Sitara Devi, Pandit Birju Maharaj, Sonal Mansingh Yamini Krishnamurthy, Uma Sharma, Kanak Rele, Dr. Padma Subramanyam, Raja-Radha Reddy, and Bharati Shivaji were felicitated and 22 films on classical dancers were screened during the festival. The festival was a grand success.
- Films Division earned total revenue of ₹ 256.97 lakh through film prints, DVDs/VCDs/Beta/stock shots and rental and hiring of recording/video Theatre.

V. NEW INITIATIVES

(1) National Museum of Indian Cinema

Films Division is setting up a National Museum of Indian Cinema (NMIC) at the Films Division Complex, Mumbai:

- To encapsulate the socio-cultural history of India as revealed through the evolution of cinema;
- To develop a research centre focusing on the effect of cinema on society;
- To exhibit the work of noted directors, producers, institutions etc. for the benefit of visitors/film enthusiasts;
- To arrange seminars, workshops for upcoming film makers;
- To generate interest in the future generation in the field of documentary film movement.

The project has been approved with an outlay of ₹ 116.40 crores under a Plan Scheme “Setting up of Museum of Moving Images”. Construction works for the Museum has begun and it is scheduled to be completed by the end of the financial year 2011-



Dance Gurus, Pandit Birju Maharaj, Smt. Sitara Devi and Smt. Sonal Mansingh at the Festival 'Dancing Feet' with the DG, Films Division Shri Kuldeep Sinha

12. It is scheduled to be inaugurated in 2013 in synchronisation with the Centenary Celebration of Indian Cinema.

(2) Production of Films

• During 1st April, 2010 to 31st December, 2010, Films Division has produced 95 (82 Doc. + 13 News Magazines) documentary/short fiction/video films. Out of these 12 films were produced departmentally and 70 films through independent producer. The noteworthy documentary films produced during the period are as under:

- 1) Bharatratna Babasaheb
- 2) Begum Hazrat Mahal – The Last Queen of Avadh
- 3) Mahanayak – A Superstar's Journey (a film on well known Bengali Actor Uttam Kumar)
- 4) Maqbool Sherwani
- 5) V. Shantaram: The Pioneering Spirit
- 6) Matangini Hazra

• **The following biographical films are under production:**

- 1) Mrinal Sen

- 2) Late Sachin Dev Burman
- 3) Pandit Hariprasad Chaurasia

• **Films Division continued to produce films on the following important subjects/themes during the year 2010-11:**

- 1) Communal Harmony
- 2) National Integration
- 3) Prohibition
- 4) Family Welfare Programme
- 5) Environment
- 6) Agriculture
- 7) Science and Technology
- 8) Current Events
- 9) Rural Development
- 10) Social Welfare
- 11) Industry
- 12) Women and Child Welfare
- 13) Women Empowerment
- 14) Defence
- 15) Biographical Films

- **Films Division is also producing 10 documentary films on Freedom Fighters, to coincide with 150 years of First War of Independence:**

- 1) Martyr Khudi Ram (Midnapur) Centenary Celebrations
- 2) Acharya Narendra Deo
- 3) Chandra Singh Garhwali
- 4) K. Kelappan
- 5) Kunwar Singh
- 6) Madanlal Dhingra
- 7) Jhalkari Bai
- 8) Bhaga Jatin of Bengal
- 9) Vijay Singh Pathik

(3) Digitalisation of Films Division Films:

Over a period of 60 years Films Division has collected 8131 films including archival footage, News reel, News Magazine, Documentary, Animation and Short films. With the passage of time the material related to films, which is fragile and ephemeral due to its chemical nature, presents a serious need for restoration and preservation. Accordingly, measures are envisaged under a plan scheme called “Web Casting and Digitalisation of Films Division Films” to preserve the films and restore its original format on celluloid through Telecine Machine and to store it on High Definition Tapes and digi Beta. Films have been classified into three broad groups viz. most precious, precious and normal films. 1000 most precious films and 1500 precious films have been identified for the purpose of restoration on priority, based on their archival value.

(4) Establishment of International Digital Archive and Research & Reference Centre At Films Division, Mumbai

Films Division has been making documentaries and newsreels on various subjects for the last sixty years

and faces problems of preservation, archiving and dissemination. With an objective of taking back a nation’s history to the people of India, Films Division came up with the idea of establishing two units: International Digital Archive for Documentary, Short and Animation Films and the Research and Reference Centre. A beginning has been made with as many as 8,000 films which are readily available in DVD format. Individual video kiosks have also been created so that researchers can watch any film of their choice. Books and magazines dealing with documentary films are also made available.

(5) Webcasting of Films Division Films:

Films Division plans online Consumer Web Portal that will be the internet face of the Films Division. Films Division would like to engage in the process of digitalizing, encoding, tagging, archiving the content in both SD and HD file formats and managing them seamlessly through a digital asset management platform. Films Division has currently an estimated 4000 films of 20 minutes length available in Digibeta and D5 tapes. Films Division plans to achieve the above objectives by engaging and leveraging private agencies experienced in the domain.

(6) Film Shows

In order to fulfil the aims and objectives of the Films Division, 19 special screenings of 374 films produced by Films Division have been organized in various parts of the country during the year. A Press Show was organized on the eve of Mahendra Kapoor’s death Anniversary on 27.7.2010. Films Division participated in 8 National Film Festivals and 19 film festivals were conducted by its Branch Offices during the year.

(7) Sale of Films

To cover International Market for the sale of films produced by the Films Division, the National Film Development Corporation has been appointed as Marketing Agent for the Films Division for selling rights of films to individual buyers, institutions, TV Channels etc.

Films Division has released 10229 prints each of 40 approved films in cinema houses throughout

the country from 1.4.2010 to 30.11.2010. It earned total revenue of ₹ 256.97 lakh including



Films Division's Marketing Stall at IFFI 2010, Goa

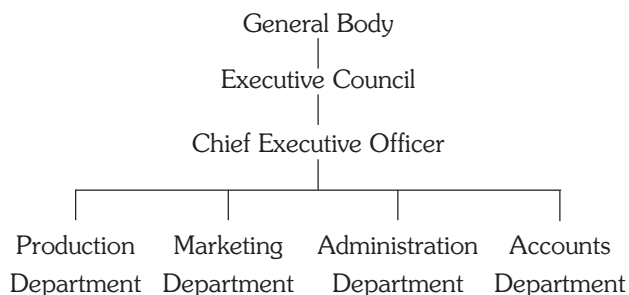
the revenue earned through rental from cinema exhibitors and by sale of film prints/Video Cassettes/VCDs/DVDs/Beta/Stock shots and other receipts during the period from 1.04.2010 to 30.11.2010.

CHILDREN'S FILM SOCIETY, INDIA
(<http://www.cfsindia.org>)

Introduction / Overview

Children's Film Society, India (CFSI) was established in May 1955 under the aegis of the Ministry of Information & Broadcasting, Government of India, on the recommendations of Film Inquiry Committee (1949) at the instance of the then Prime Minister, Pt. Jawaharlal Nehru whose concern for children requires no amplification. The organization is registered under the Societies Registration Act XXI of 1860 with the main objective of providing children and young people with 'value based' entertainment through the medium of films.

II. Organizational Setup:



The Chairperson, who is an eminent personality in the field of cinema, heads the Society. The Chairperson is also the head of the Executive Council and the General Body members of which are nominated by the Government of India. The Chief Executive Officer, who has under him all heads of Department, handles the day-to-day functions of Administration, Production, Marketing and Accounts Dept. The headquarters of CFSI is located at Mumbai with branch offices at New Delhi and Chennai.

Budgetary Provision

A. Plan – The approved annual plan for the year 2010-11 in respect of CFSI.

(₹ in crores)

Scheme	Details of the Scheme	Approved Budget	
		BE	RE
I Production		2.50	3.20
a. Production of children's films	Production of feature & Short films		
b. Dubbing	14 films of different versions		
c. Subtitling	10 films		
d. Purchase	3 award winning films		
e. Print cost	purchase of raw stock		
II Digitalisation & Webcasting	CFSI films are digitalized & its website is maintained and updated periodically both in English and Hindi	0.50	0.40
III. Exhibition of films in Municipal Schools	Organisation of 5000 shows covering more than 25 lakh children	0.60	0.70
IV. Film Festivals			
a. ICFF organized by CFSI	CFSI's International Film Festival at Hyderabad	0.05	0.05
b. Participation in International Children's Film Festivals	CFSI participates in International Film Festivals of repute	0.05	0.05
		3.70	4.40

III. Activities During the Year 2010-11 (Upto 31 December 2010)

A. Production

The following films are under various stages of production during the year :

(₹ in lakh)

Sr.No.	Film	Director	Budget
1.	Dharma (Hindi Short animation)	Prafulla Mohanty	25.00
2.	Ebegetiya (Assamese Short Animation)	Neeraj Suji	30.00
3.	Gattu (Hindi Feature)	Rajan Khosa	130.00
4.	That Fellow (Hindi Feature)	Buddhadeb Dasgupta	110.00
5.	Gopi Gawaiya	Shilpa Ranade	175.00

In addition, the following activities has been completed:

- a) **Preparation of prints** - 99 prints of 52 films have been prepared.
- b) **Subtitling** - 2 prints have been subtitled in English
- c) **Digitalization**- 198 titles have been digitalized.

Activities planned during January to March 2011:

- i. **Dubbing** : Dubbing of 9 films in 16 versions will be taken up.
- ii. **Subtitling** : 28 prints will be taken up for subtitling.
- iii. **Restoration** : Restoration of 30 film titles (feature, short, live action, animation) to commence shortly and is likely to be completed by 31 March, 2011.

B. Marketing/Exhibition Activities (from April to Dec. 2010)

Summer Bonanza:

CFSI conducted summer screenings (3rd May to 26th June) of select CFSI films in collaboration with:

- Films Division in Mumbai
- National Centre of Performing Arts in Mumbai
- National Film Archives of India in Pune
- Goodluck Foundation, INOX Theatres & Nai Duniya in Indore
- Jawahar Kala Kendra in Jaipur

Publicity generated through newspapers, electronic media, radio channels and internet. Houseful shows at Films Division, Mumbai & INOX, Indore.

Assam Kid Fest

27 October to 4 November: 12 districts, 52 shows, 26,000 children.

Renowned film-makers Pankaj Advani and Shyamal Karmakar participated in the 2 Day Children's Film Seminar, chaired by Bobeeta Sharma, renowned actress, and Chairperson of Assam State Film Corporation Ltd.

Madhya Pradesh Children's Film Festival

14th November to 31st December: 49 districts, 1157 shows, 5,78,500 children.



Kidfest: Assam' 10 organised by CFSI

District Festivals

- Theatrical & Non-Theatrical shows were conducted in 50 districts of 13 States – Maharashtra, Chattisgarh, Madhya Pradesh, Rajasthan, West Bengal, Orissa, Andhra Pradesh, Tamil Nadu, Karnataka, Haryana, Punjab, Uttarakhand and Delhi.
- Total no. of theatrical shows: 1335
- Total no. of non-theatrical shows: 1682
- Total no. of children reached: 13,39,600.

Awards for CFSI Films

- 57th National Award for Best Children's Film '**Puttani Party**'.
- Light of Asia Award – Buddhist Film Festival, Sri Lanka '**Harun Arun**'.
- Kerala State Award for Best Children's Film '**Keshu**'.
- CMS International Children's Film Festival – Special Mention for Child Artist '**Keshu**'

CFSI's International Film Festival participation

- 24th International Festival of Film for Children and Young Adults, Iran.
- Mexico Film Festival, Mexico.
- Jechon International Music & Film Festival, Korea.
- Giffoni Film Festival, Italy.
- CIMA – Centre De Cultura Informacao E Meio Ambiente, Brazil.
- Munich Film Festival, Germany.
- Stuttgart Film Festival, Germany.

Telecast of CFSI Films on national television networks

- CFSI Animation series Krish, Trish & Baltiboy and Krish Trish & Baltiboy-2 premiered on Turner Network's channels POGO and Cartoon Network in June and September respectively and will be telecast on the channels throughout 2011.

- Two live action features Yeh Hai Chakkad Bakkad Bambe Bo & Gilli Gilli Atta were telecast on Nickelodeon in April, 2010.
- Two recent award winning films Puttani Party & Keshu were telecast on Lok Sabha Channel on the occasion of Children's Day (13-14 Nov. & 20-21 Nov. respectively)

Activities planned during January March 2011

The number of shows planned in various districts during the period under report are as follows:

1.	Orissa	-	650 shows
2.	West Bengal	-	75 shows
3.	Karnataka	-	390 shows
4.	Tamil Nadu	-	180 shows
5.	Andhra Pradesh	-	90 shows
6.	Haryana	-	120 shows

Besides the above, it is also planned to hold Children's Film Festivals in the States of Rajasthan and Uttarakhand.

Activities covering other programmes that need special mention:

- a) Implementation of the Annual Action Plan:
Annual Action Plan for 2010-11 has been drawn up and is being implemented.
- b) Media support to certain selected subjects in respect of which a monthly report is sent to the Prime Minister's Office:
Prime Minister's 15-Point programme in respect of the welfare of minorities is being followed and the requisite report is sent to the Ministry.
- c) Programmes for welfare of minorities:
Recruitment of Minorities is being carried out as per Govt. directives.
- d) Important policy decisions and events:
The following events commemorating the birth centenaries/death anniversaries during the year of national leaders are observed in this office:
 1. 'Quami Ekta Week' from 19th to 25th November.
 2. 'Sadbhavana Divas' from 20th August to 3rd September.

3. Vigilance Awareness Week was observed from 6th to 10th November.
 4. Communal Harmony Campaign/Week from 19th to 25th November.
- e) Activities of the various Advisory Boards/ Councils, whose Annual Reports are laid on the Table of both the Houses of Parliament:

In CFSI, there are two main advisory bodies called the Executive Council and the General Body. These bodies consider this report. On their approval, the same is forwarded to the Ministry for tabling in the Parliament.

- f) In pursuance of the 31st Report of the Department Related Parliamentary Standing Committee it has been decided that a separate chapter on the Implementation of the Judgements /Orders of CATs may be introduced in the Annual Report: Nil.
- g) On the request of the O/o Chief Commissioner for Persons with Disabilities, it has also been decided to incorporate a separate chapter on Policy Decisions & Activities Undertaken for the Benefits of Persons with Disabilities:

Being a small organization with limited number of staff, there is no separate activity undertaken for the persons with disabilities. However, decision in respect of disabled persons is taken keeping the entire organization in mind.

h) Modernisation & Computerisation

The entire Head Office of the CFSI at Mumbai and its Branch offices at New Delhi and Chennai have been fully computerized and modernized. Production being the basic activity, modernization and augmentation of production facilities are being carried out from time to time in keeping with the latest trends of modernization of production equipments etc. Also our website www.cfsindia.org is being made fully operational both in English and Hindi and is being updated from time to time.

- i) Efforts are been made to do transaction, by using e-commerce.
- j) Plan and special packages and themes of the Units / Wings:
- Organisation of National and International film festivals include special events / packages like

filmmaking workshops, seminars, quiz competitions and open forum on child welfare & entertainment. A package of special screenings based on retrospectives of reputed film-makers are held.

FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

(www.ftiindia.com)

The Film and Television Institute of India provides the latest education and technological experience in the art and technique of film making and television production. In-service training is provided to officers of all grades of Doordarshan and others. It is equipped with the latest digital and broadcast grade production set-ups, modern movie cameras, re-recording equipment etc. which provide an excellent exposure to the faculty and students of Film & Television.

ADMINISTRATION

The Film Institute of India was set-up by the Government of India in 1960 under the Ministry of Information and Broadcasting. Following the addition of Television Wing in 1974, the Institute was re-designated as Film and Television Institute of India. The Institute became a Society in October, 1974 under the Registration of Societies' Act, 1860. The Society consists of eminent personalities connected with Film, Television, Communication, Culture, Alumni of Institute and Ex-Officio Government Members. The Institute is governed by a Governing Council, headed by a Chairman, the current Chairman being the eminent writer Dr. U.R. Ananthamurthy. The academic policies and plans of the Institute are formulated by the Academic Council. The matters involving finance are controlled by the Standing Finance Committee.

HIGHLIGHTS OF THE YEAR

Golden Jubilee Year of FTII

- (i) A three-day event was held to mark FTII's entry into its Golden Jubilee Year. On 20th March, 2010, the main function was presided over by Ms. Ambika Soni, Hon'ble Minister for Information and Broadcasting while noted film



Minister for I&B Smt. Ambika Soni lighting the lamp with Shri Dev Anand, noted film personality to inaugurate the Golden Jubilee Year Celebration of FTII.

personality Shri Dev Anand was the Chief Guest. This comprised of felicitation of the first batch of students which mainly included Subhash Ghai, Kuldeep Sud, R. M. Rao, Rajendra Gour, Vasu Bhagat, Sudha Rani Sharma-Bedi, Rajendranath Shukla and others. Besides, former teachers including Shri Roshan Taneja, Prof. Satish Bahadur and K. P. R. Nair and employees of FTII from Prabhat Studio days, were also felicitated. The Special Issue of *Lensight*, a bilingual journal of film and media, based on all distinguished/awarded films was released on the occasion. 'Down Memory Lane': an exhibition on FTII's journey over last 5 decades was open to the public. Screenings of 13 student films from 1st batch diploma films and 3 Prabhat classics – *Amrit Manthan*, *Sant Tukaram*, and *Sant Dnyaneshwar* were some of the highlights of this event. Cultural programmes from 20th to 22nd March featured Magic Lantern show by Patwardhan brothers, contemporary dance programme by Nritarutya,

Bangalore, classical recital by Rajan and Sajan Mishra, Chhau performance by Natraj Chhau Nritya Party, Jamshedpur and Qawwali recital by Mohammed Ahmed Khan Warsi and Party, Rampur. Besides, Mani Kaul, Kumar Shahani, Saeed Mirza, Kundan Shah, Amrit Gangar, Anurag Kashyap, Jabeen Merchant and R. V. Ramani expressed their views during the Seminar on FTII and the Ethos of Cinema India. Prof. Suresh Chabria moderated the discussions. Herve Schneid (Member of ACE) and Siegfried Debrebant (Director-Composer-Cinematographer) from France screened excerpts from film *Sansa* and held discussion on its editing features during the Open Forum.

- (ii) Oscar-winner Mr. Peter Shaffer's play "EQUUS" was performed by students of FTII on 9 May, 2010, as part of Golden Jubilee year Celebrations.
- (iii) The Film and Television Institute of India held a national seminar on 'New trends in Television

Programming and Broadcasting' on 20th and 21st July 2010. Veteran Media and/IT personality Shri Kiran Karnik was the Chief Guest while noted television programmer Shri Siddharth Kak delivered the keynote address. Noted professionals like Prahlad Kakkar (Advertising Professional), Sevanti Ninan (Columnist & Media Critic), Milind Wagale (Sports Programmes) and Vivek Bahl (Executive Creative Director, Star TV) took part in the deliberations. Shri Resul Pookutty, Oscar Award winner for sound design participated through video conferencing.

- (iv) As a part of ongoing Golden Jubilee Year celebrations, the Institute is holding FTII Film Festivals in different cities in India. The first in this series was held at Bhopal in collaboration with the Department of Culture, Madhya Pradesh, on 5th and 6th August 2010. FTII screened DVDs of 8 B&W and 7 colour films during this festival. The festival was inaugurated by Shri Laxmikant Sharma, Hon'ble Minister, Culture, Public Relations and Higher Education. A large number of film lovers and

enthusiasts attended the screenings on both days of the festival. The second in the series was held at Varanasi in collaboration with the Banaras Hindu University, Varanasi, on 11 and 12 Sept. 2010. FTII screened DVDs of 8 B&W and 7 colour films during this Festival held at Swatantrata Bhavan of BHU. The festival was inaugurated by Prof. D. P. Singh, Vice-Chancellor, Banaras Hindu University while Shri Pankaj Rag, Director, FTII graced the function as Chief Guest. A large number of students, teachers and film lovers attended the screenings on both days of the Festival. An exhibition 'Down Memory Lane', illustrating diploma film stills, photographs of FTII premises buildings as well as visits and workshops by dignitaries was displayed at the venue which was also inaugurated by the Vice-Chancellor.

- (v) The Film and Television Institute of India held a "Seminar-cum-Festival of Cinema against Communalism" from 12 to 14 August, 2010. Noted filmmaker Shri M. S. Sathyu was the Chief Guest, while veteran scholar Uma



Felicitations of Ex-Professor of Acting, FTII Shri Roshan Taneja

Chakravarti delivered the keynote address during the inaugural session. A number of film personalities including delegates from Pakistan and Bangladesh presented their papers in the Seminar. The event was concluded with screenings of the films *Amu* (Shonali Bose), *Garam Hawa* (M. S. Sathyu) and *Promised Land* (Tanvir Mokammel).

- (vi) The Film and Television Institute of India held a Seminar, 'The Uniqueness of the Indian Film Script' on August 28 to 29 2010 at the auditorium of National Film Archive of India, Pune. This two-day event was planned as a part of the year long celebrations of the Golden Jubilee Year of FTII in collaboration with Film Writers Association, Mumbai.
- (vii) During the Golden Jubilee Year of FTII, Mr. Michael Goi, an acclaimed Director of Photography, Film maker and Producer and the current President of American Society of Cinematographers along with Mr. David Stump another equally acclaimed expert in Visual Special Effects of Hollywood visited FTII on 29th June 2010. They interacted with the students of both Film and Television wings.
- (viii) As a part of the Golden Jubilee Year Celebrations, the institute had organised an international students' film festival from 24th to 28th September, 2010. Almost 35 film students came from all over the world. The total number of films screened in the festival was 56. They were judged by a very eminent panel of Jury including Mr. Reinhard Hauff, Ms. Bina Paul, Mr. Ranjan Palit, Mr. Prasana Vithanage and Ms. Gitanjali Rao. The films were selected in three categories—Animation, Short Fiction and Documentaries. Two awards were given to the two best films in each category.

87th Birth Anniversary of the legendary lyricist Shailendra

The 87th Birth Anniversary of the legendary lyricist Shailendra was celebrated at FTII on 31st August with a lot of grandeur. Pankaj Rag, Director, FTII elaborated the background of the celebration that took place under 'Pahal', a cultural activity launched

by the students of the FTII. Veteran lyricist Vittalbhai Patel inaugurated the function while Jayprakash Choksey, Swanand Kirkire, Raviraj, Nalin Saraf and Rajiv Sirivastav attended the same. These experts along with noted poet Vishnu Khare, expressed themselves on various aspects of Shailendra. The family members of Shailendra - Manoj Shailendra, Dinesh Shailendra, Amla and Gopa specially attended the function as the guest of honour. An audio-visual presentation on the songs and their situations of the lyrics penned by the legendary lyricist was presented. The celebration concluded with the screening of the film 'Teesari Kasam' produced by Shailendra.

Festival of Films on Human Development

A festival of films made under the UNDP FTII GOI Project "Films for Human Development" was organized on 10th and 11th April 2010. This festival was a part of the project under which 32 films have been produced in a span of five years. Out of these 32 films 26 films were screened at the festival which was well received by the audiences at the Preview Theater at FTII campus.

Honours & Awards

Film and Television Institute of India (FTII) has bagged eight awards in the 57th National Awards. Dialect films *Ekti Kaktaliyo Golpo* directed by Tathagata Singha and *Vaishnav Jan Toh....* directed by Kaushal Oza has won awards for Best Debut Non-feature Film of a director with a Rajat Kamal and Cash Prize of ₹ 37,500/- each to the Producer and Director. The award for the Best Cinematography Rajat Kamal and a cash prize of ₹ 50,000/- (each to the Cameraman and Laboratory processing the film) has gone to Deepu S. Unni, Cameraman of the film *Gaarud* and Adlabs which processed the film. The film has also won Best Audiography Award Rajat Kamal and a cash prize of ₹ 50,000/- to Lipika Singh Darai. The DFF has also announced Special Mention to late Nitika Bhagat, Cameraman (Certificate only) for her cinematography of *Vilay* (Dir. Umesh Kulkarni).

The FTII student film *Gaarud* (The Spell) directed by Umesh Kulkarni has been honoured with the

Best fiction film/video (upto 75 mins) Golden Conch and ₹ 3,00,000/- at MIFF 2010.

The FTII student film *Narmeen* by Dipti Gogna won the Patton Award for the Best Indian entry and the FTII student film '*Reflections*' by Swati Khatri won Special Mention of the Jury at 8th Kalpanirjhar International Short Fiction Film Festival, Kolkata.

The FTII student film *Vilay* by Umesh Kulkarni won the Best film Award in the 14th Thai Short Film and Video Festival, Thailand.

NEW INITIATIVES

- i) Activities like High Profile Seminars, festivals, to make film on 50 years of FTII, to publish book on 50 years of FTII, DVDs of every decade consisting of best diploma films, Wisdomtree 2011 festival etc. are planned for the Golden Jubilee Year.
- ii) Construction of new 100 room hostel for students is in progress.
- iii) On the occasion of celebration of Golden Jubilee Year, it was decided to award Golden Jubilee Fellowship (two fellowships for a film based research and one fellowship on research in Television).
- iv) Start of a short term course on Preservation and Restoration of films is in progress.

FINANCE

Plan and Non-Plan Performance

The actual expenditure of the Institute (FTII, Pune) for the financial year 2009-10 is as follows :

(₹ in lakhs)

	Revised Estimates	Final Grant	Actual Expenditure
NON PLAN	1294.00 (Net)	1294.00 (Net)	1572.25 *
PLAN	950.00	935.00	935.00
TOTAL	2244.00	2229.00	2507.25

* The excess expenditure incurred from the Revenue Receipts.

The final grant of ₹ 935 lakhs under Plan has been fully utilised.

SATYAJIT RAY FILM AND TELEVISION INSTITUTE (SRFTI), KOLKATA

(<http://srfti.gov.in>)

Introduction

Satyajit Ray Film and Television Institute (SRFTI), Kolkata is the second national level film training institute established by the Government of India. The institute offers three-year post-graduate diploma courses in Direction & Screenplay Writing, Cinematography, Editing and Audiography. Apart from the basic diploma course, the institute also conducts short and medium term courses on areas related to film and television.

SRFTI is a fully funded autonomous institute under the Ministry of I&B, run by a Society constituted by the Government of India. The Society headed by a President, runs the Institute through a Governing Council (GC) constituted with select members of Society. The Governing Council is the supreme body for all executive functions of the Institute. It also constitutes different committees/bodies as deemed necessary viz. Academic Council, Standing Finance Committee etc. The Government is represented in the Society, Governing Council and Standing Finance Committee through ex-officio members who are officials of the Ministry of I&B, Government of India and various media units.

INFRASTRUCTURE & EQUIPMENT

Major Infrastructure & Equipment

Satyajit Ray Film & Television Institute (SRFTI) has been constructed on a sprawling area of 39.36 acres of land located at the Eastern Metropolitan Bypass Road in Kolkata. The infrastructure of the Institute consists of major buildings, namely, Direction Block, Audiography Block, Editing Block and Cinematography Block. These blocks have adequate modern facilities like classrooms with viewing facilities, computer lab, digital recorders, video editing machines, advanced cameras etc. for imparting quality training to the students.

Ancillary Facilities

Film Studio & Television Studio: The Institute is proud of its two studio floors. The Film Studio is one of the best in the eastern zone. The floor size (80 × 50) is ideal even for big budget spectacular sets. It has got a fully air-conditioned make-up room, underground pit for specialized camera angles, 3-tier platforms for lighting, big store room for stacking art material and carpentry and painting sections.

The state of the art fully air-conditioned television studio floor of 50 × 50 dimension has a 3- camera set-up with control room, dimmer panel, motorized telescopic lighting grid, and cyclorama facilities. This studio is used for on-line TV programmes and multi-camera student projects. Both the studios have separate rooms for safe keeping of camera and light equipment.

Auditorium & Screening facilities : The Institute has multi faceted facilities for preview and screening of films both in celluloid and video format. Recently, main theatre has been equipped with Dolby digital sound reproduction system. The Main Theatre (370 seats) and the Preview Theatre (72 seats) have multipurpose facilities of 35 mm and video projection arrangement.

The Library : The fast growing library of the Institute is located in a two-storied building with a large reading hall, a well –equipped video viewing room with several viewing booths and a music room

with several booths for listening and studying music. At present, the library has an impressive collection of books, periodicals, VHS cassettes, LDs/DVDs/VCDs.

Film Library : The Institute’s Film Library has a collection of 1757 films (Laser Disc-37, VCD-273, DVD-815 & VHS-632). The films are used mostly for academic purposes.

Students’ Hostel : The new hostel, started in 2001, has a capacity of 160 seats, in addition to two dining halls, a kitchen, recreation room and medical room with a gymnasium.

Residential Complex : The Institute has 41 quarters for housing its employees.

Guest House : The Institute has a Guest House with two VIP suites and 16 double bed room accommodations with facilities of dining hall, kitchen, a beautiful lounge, reception, storeroom and a courtyard.

Enterprise Resource Planning:

Major functional activities like academic activity management, project management, materials management and financial management are being computerized by implementing ERP (Enterprise Resource Planning) package.

Computerization is expected to help the Institute in managing the major activities in a better fashion through integration of major functional activities.

Selection at International Festivals and Awards by the Students:

S No.	Name of the films	Awards Won	Director/ Cinematographer
1	<i>Pocha Apple</i> (Rotten Apple)	Awarded first prize (Joint winner) as best Diploma Film at the Campus France Film School Competition of Diploma Films organised by the Embassy of France in India and campus France, in January 2010.	Director: R.Srinath
2	<i>Germ (Hindi)</i>	Awarded as best Experimental Film at the Tel-Aviv International Film Festival, 2009.	Director: Snehal Nair.
3	My Armenian Neighborhood (English)	Awarded as best cinematographer in Documentary Film Festival, Kerala, 2009	Cinematographer: K.Apalla Swamy

NEW SCHEMES

Department of Animation

In the past few years, the world of audio-visual production has gone through a sea change. One of the major areas that has developed immensely is animation and multimedia related application. The popularity and prospects of the animation is well known. There is a vast market and potential for web related application and multimedia CD-ROMS/ Games development in addition to animation films. There is a huge demand for trained manpower to support animation related activities. Thus, it is high time to start this course to keep pace with the changing environment of audio-visual art.

In view of the changing trend and scarcity of specially trained manpower in the field, it is the need of the hour to add a new branch of study in the Institute. Thus, the Institute intends to start two-year postgraduate diploma course in 'Animation and Electronic Imaging' with an intake capacity of 10 students in each batch. Tentatively the Course will commence from 2012 after creation of required infrastructure and recruitment of manpower.

Department of Production Management in Films and Television

In view of the growing demand of specially trained manpower in production management in films and television, the institute intends to start a two-year postgraduate diploma course in production management in film and television with an intake capacity of 10 students in each batch, from 2012, after creation of required infrastructure and recruitment of manpower.

e-Governance

Receipt of Grants-in-aid from the Ministry is received through Electronic Clearing Systems (ECS). Some of the remittance & payments i.e.; Telephone Bills etc are paid through ECS. Various Ministerial correspondences are done through e-mail. Admission Notice, Tender Notice etc are displayed on the website of the Institute.

Policy for persons with disabilities

SRFTI, being an educational Institution, has got specified role to play in the Society. However, during the admission process, effective campaign is undertaken on regular basis to ensure equal rights for persons with disabilities. All the facilities like auditorium, hostel, medical etc are equally accessible to the persons with disabilities [except persons with visual handicap and hearing impairment as the institute is for visual media]. Internet room and library are situated on the ground floor to enable easy and proper access to the persons with disabilities. Regular workshops and discussions are held by the students and faculty to promote awareness among the public. SRFTI ensures reservation policy of the Govt. of India in admission and employment. There is equal opportunity in the Institute for persons with disabilities.

Computerisation & Modernisation

Major functional activities have already been computerized by the use of ERP, for instance, payment, procurement, production costing, academic routine generation and stock maintenance. Some of the activities are still in the implementation stage. Computerization is expected to help the Institute in managing the major activities in a better fashion through integration of major functional activities. Library automation by using RFID technology is likely to be implemented in near future. Procurement of new equipment is being done regularly.

Achievements/Planning of SRFTI

1. Introduction of two new courses on 'Animation' and 'Production Management in Films and Television' has already been approved by the Ministry of Information & Broadcasting. The construction work has already commenced. Tentative timeframe for completion of the Infrastructure for both the courses is 18 months. The said courses are scheduled to commence from 2012.
2. Many Diploma and Documentary films directed by SRFTI students were selected for screening,

nominated for awards and have won prizes at different International film festivals.

3. Computerization of all the activities of SRFTI is on the verge of completion. (By using ERP Software).
4. SRFTI has become one of the permanent venues for Kolkata Film Festival.
5. A Film appreciation Programme by the faculty is organized every Saturday for students-faculty interactive dialogue session.
6. A seminar series is conducted by each department regularly to probe into the complete aspects of film making facility in the light of contemporary professional practices.

FINANCE

Plan and Non-Plan Performance

The Actual expenditure of the Institute (SRFTI, Kolkata) for the financial year 2009–10 is as follows:

(₹ in lakhs)

	NON-PLAN	PLAN
SBG	600.00	700.00
Final Grant / R.E.	600.00	425.00
Actual Expenditure	653.00	432.00

(**Note:** Additional Expenditure incurred from Internal Revenue Generation)

NATIONAL FILM ARCHIVES OF INDIA

(www.nfaipune.gov.in)

The importance of preserving cinema as an art and historical document has been recognized all over the world. The task of preserving cinema in all its varied expressions and forms is best entrusted to a national organization having adequate resources, enough experience in the process of film preservation, a permanent set-up and the confidence of the film industry. Thus, the National Film Archive of India was established as a media unit under the Ministry of Information and Broadcasting in February, 1964 with the following aims and objectives:

1. To trace, acquire and preserve for posterity the heritage of national cinema and build up a representative collection of World Cinema
2. To classify and document data related to film, undertake and encourage research on cinema and publish and distribute them
3. To act as a centre for dissemination of film culture in the country and to ensure the cultural presence of Indian cinema abroad.

During the 46 years of its existence NFAI has been making rapid strides in achieving its goals.

During the period 1st April, 2010 to 31st December, 2010 NFAI has added to its collection over 100 films, 109 DVDs, 232 books, 2014 stills, 50 disc records, 812 song booklets, 849 publicity posters, 52 film folders/pamphlets, and 1,892 Scripts.

Some of the important titles/prints added to the Archive collection during the period under report are given in **Annexure-A**

Film Acquisition

2250 film reels were transferred by Nehru Memorial Museum & Library, New Delhi, to NFAI during the period under report for preservation, digitization and restoration. These film reels cover actual footage on important events during the tenure of India's first Prime Minister Pandit Jawaharlal Nehru.

Important among the free deposits is Assamese film **Runumi**, released in 1952, depicting a love story set in Assam and Nagaland. The film was immediately banned by the then Assam Government. The print of the film vanished from the public gaze. It resurfaced after 40 years, in rusted cans. A relative of the producer immediately sent the film to NFAI for preservation and restoration.

13 films including 53 episodes of 'Bharat Ek Khoj' were received from noted filmmaker Shyam Benegal, Sahyadri Films, Mumbai, for preservation in the Archive. Negatives of 31 films were also received from Madhu Entertainment, Mumbai for storage and preservation purpose.

During the period under report, 5000 reels of picture and sound negatives were received from

National Film Development Corporation, Mumbai, Bombay Film Laboratory and other private parties. Significant titles received as free deposits during the year included Marathi, Punjabi, Bhojpuri, Rajasthani and Gujrati titles along with Hindi titles for storage and preservation in the Archive during the year.

A detailed statement of acquisition is given at **Annexure-B**.

Dissemination of Film Culture

Screen Education

Another important activity under dissemination of film culture is screen education scheme comprising of long and short term appreciation courses, conducted in collaboration with FTII and other educational and cultural institutions.

A film appreciation course was held for children in the age group of 13 to 18 years at Pune, from 24 – 30th April, 2010. The children were exposed to various aspects of films under the able guidance of the academicians from the teachers and guest lecturers from FTII and the filmmakers like Sumitra Bhave, Umesh Kulkarni, Piyush Jha and Mayuri Panse.

35th annual course in Film Appreciation was held in Pune from 24th May to 19th June, 2010. 72 participants from across the country, including one from Sri Lanka attended the course. The course is primarily designed to meet the needs of film related professions like teachers of film studies, communication, journalism, film society organizers, film critics, researchers, Govt. officials handling films, technicians and others interested in films. Along with faculty from FTII, guest faculty included veterans like Anjum Rajabali, renowned filmmaker. Shri Mani Kaul was the Chief Guest for the valedictory function.

This activity was extended to other centers by organizing one-week short-term film appreciation course. This was held in Panjim, Goa from 3 – 11th July 2010 under the joint auspices of National Film Archive of India and FTII, Pune and it was hosted by the Entertainment Society of Goa. 35 participants attended the course. The highlight was the interactive session with Kokani filmmaker

Laxmikant Shetgaonkar. This was the second consecutive course held in Panjim.

Another short term course in Film Appreciation was held in Kanpur from 24 – 31st July, 2010 under the joint auspices of NFAI and FTII in association with the Kanpur Film and Theatre Society and Dainik Jagran. 78 participants benefited from this course. This was the first time that such a course was held in Kanpur.

For the first time, the Cine Correspondent's course in Film Appreciation for the benefit of Journalists was conducted jointly by NFAI and FTII at Pune from 11- 22nd October, 2010. Journalists from Manipur, Assam, Uttar Pradesh, Andhra Pradesh, Madhya Pradesh and Maharashtra attended the course. Apart from faculty from FTII, distinguished teachers like Anjum Rajabali, K. Hariharan, Samar Nakhate, Ranjani Majumdar, Ravi Vasudevan delivered lectures on Film Theory, Art and History of Cinema amongst other topics.

Film Appreciation Camp for Teachers was organised at NFAI, Pune by Federation of Film Societies of India (Maharashtra Chapter), Asian Film Foundation, Mumbai in collaboration with National Film Archive of India from 10 – 12th December, 2010.

Supply of films for various programmes

NFAI's activities to disseminate film culture in India are manifold. Its distribution library has about 40 active members throughout the country. The Archive also supplies films for various screening programmes.

Major events where NFAI extended the facilities were:

1. Special screening of the film *Avaghachi Sansar* was organized on the occasion of 12th death anniversary of Raja Gosavi in association with Gosavi Foundation.
2. On the occasion of International Women's Day celebration a film festival "Emancipation of Indian Womanhood-cinematic experience-Kamalabai to Smita Patil" was organized in collaboration with *Aayam* – a group of women journalists from 6 – 8th March, 2010.

3. On the occasion of birth centenary of noted Marathi film actor, director and producer late Shri Raja Paranjape, five day film festival was organized by Raja Paranjape Foundation in collaboration with NFAI.
4. A six day Children's Film Festival named 'Summer Bonanza' was organized by NFAI in association with Children's Film Society from 10 – 15 May, 2010.
5. Mexican film festival was held from 18 – 20th May, 2010 in association Mexican Embassy, Film Federation Societies of India and NFAI at Pune.
6. Chinese film festival was jointly organized by Directorate of Film Festival, Embassy of the People's Republic of China in India and NFAI, at Pune from 11 – 16th June, 2010.
7. The year 2010 marked the Golden Jubilee of Ritwik Ghatak's Bengali masterpiece, '*Meghe Dhaka Tara*' (The Cloudcapped star) released in 1960. NFAI had organized a screening of the film on 20th July, 2010 followed by a discussion on Ghatak's film-making style and the film's plot.
8. In an effort to spread awareness on cinema in various regional Indian languages the Festival of Indian Panorama, organized by Directorate of Film Festivals in association with the NFAI was held at Kolhapur from 29 – 31st July, 2010.
9. Directorate of Film Festival and National Film Archive of India in collaboration with Taipei Economic & Cultural Centre of India organized retrospective of Asian film maker Ang Lee films at NFAI from 6 – 8th August, 2010.
10. NFAI had organized a programme on Pandit Gopi Krishna Smriti Sammelan in collaboration with *Nrityavedh* and *Aashay* Film Club at NFAI, Pune. The film "Jhanak Jhanak Payal Baje" was screened in memory of Pandit Gopi Krishna.
11. Federation of Film Societies of India and National Film Archive of India in collaboration with Romanian Consulate organized a three day Romanian Film Festival at NFAI auditorium from 24 – 26th August, 2010.
12. Films from Israel and Iran were showcased in Pune in collaboration with *Ashay* Film Club, Iranian Cultural Centre, Mumbai and the Embassy of Israel.
13. The Archive also organized a series of festivals showcasing films from France, Germany, UK, Iran, Argentina, Poland and other European countries in collaboration with Alliance Francaise, Max Mueller Bhavan, British Council and Cultural Centre of Russia, Mumbai.
14. National Film Archive of India, Federation of Film Societies of India and Consulate General of Czech Republic presented Czech Film Festival held in NFAI auditorium from 16 – 18 December, 2010.
15. 161 films were shown under various programmes apart from the regular screenings for the film circle members and the students of FTII. In addition, screening of documentary films on every second Saturday of the month was started from August 2009, for the benefit of the film circle members and others interested in documentary films. Documentaries from Films Division are presented in this programme.
16. 8th *Pulotsav* was organized by *Ashay* Film Club, Pune. NFAI gave programme support by lending Archive films and auditorium.
17. Students of various mass media and journalism institutions visited NFAI as part of the educational tour.

NFAI in various Film Festivals

PIFF, Pune

Eight Pune International Film Festival was held from 7 – 14 January, 2010 and NFAI gave programme support to the event by lending the auditorium and 28 Archival films on usual terms and conditions. During the festival, NFAI also organized exhibition of the digitized versions of 150 film posters of Hindi and regional films at the Pune Municipal Corporation's Art Gallery. The exhibition was inaugurated by Oscar award winning sound designer Resul Pookutty. The idea of exhibition was to inform people about the creative use of sound, music and lyrics in Indian films.

MIFF, Mumbai

NFAI gave support by lending 19 documentary films for the Mumbai International Film Festival held at Mumbai from 3 – 9th February, 2010. NFAI displayed about 150 films posters at NCPA, Mumbai as part of the Festival highlighting the history of Indian Cinema.

International Film Festival of India – 2010, Panjim, Goa

A rich photographic retrospective and exhibition on recipients of the prestigious Dadasaheb Phalke Award was put up in 41st International Film Festival of India (IFFI) in Kala Academy Panaji, Goa by National Film Archive of India held from 22nd



A rich photographic retrospective during 41st IFFI 2010 at Panjim Goa

November to 2nd December, 2010. The first-of-its-kind, the exhibition featured the life, times and achievements of the awardees, which include actors Devika Rani, Dev Anand, Ashok Kumar, Dilip Kumar, and many an illustrious name in the Indian film industry like Satyajit Ray, Manna Dey, Hrishikesh Mukherjee, Shyam Benegal, Adoor Gopalakrishnan, Yash Chopra, Mrinal Sen and so on. The objective and the focus of the exhibition was to familiarize the younger generation to the contribution of the awardees to Indian Cinema.

NFAI also presented a section called “restored

classics” . This comprised of five rare films digitally restored by NFAI, and screened in Blue Ray format.

Important among the other programmes for which NFAI supplied special packages during the year under report were:-

- Nine films were sent to Moving Images, Hyderabad on the occasion of the Bimal Roy’s centenary week film festival held from 22nd January to 1st February, 2010.
- Three films were sent to Roopkala Kendra, Kolkata for 9th International Social

Communication Cinema Conference held from 15 – 21st February, 2010.

- Seven films were sent from the Archive collection to Inko Centre, Chennai for Women's Film Festival held from 1- 8th March, 2010.
- Seven films were sent by the Archive to Thiruvananthapuram for the Filca Film Festival held from 7 – 13th May, 2010.
- Three films were sent to Directorate of Film Festival to commemorate 50 years of contribution to Indian Cinema by Shri Kamal Haasan, a retrospective of his films held in New Delhi from 2 – 4th July, 2010.

- Three films were supplied to *Soorya International Film Festival* held at Thiruvananthapuram from 21 to 30 September 2010.
- To celebrate the Golden Jubilee of the film *Sujata*, was sent to Bimal Roy Memorial & Film Society, Mumbai for the screening.
- Two films were sent for the 7th National Film Festival of Kerala.
- Five films were sent to Mumbai Academy of Moving Images (MAMI) for the 12th Mumbai Film Festival held from 28th October to 4th November, 2010.



Minister for I&B Smt. Ambika Soni lighting the lamp to inaugurate the 'Retrospective of Kamal Hassan Films' organised by DFF, in New Delhi

- NFAI supported by lending films for holding 3rd Haryana International Film Festival organized by DAV College for Girls, Yamunanagar.
- Six films were supplied to Nandan, Govt. of West Bengal for the 16th Kolkata International Film Festival held from 10–17 November, 2010.
- Archive films were supplied to Directorate of Film Festival for 41st International Film Festival

of India held at Panaji, Goa from 22nd November to 2nd December 2010. NFAI also organized an Exhibition of Publicity Posters of Cinema and Stills at Goa during the Festival.

- Eighteen films were supplied to 15th International Film Festival of Kerala, (December 10–17) at Thiruvananthapuram.
- A number of films were also supplied for joint screenings held by FFSI at Mumbai, Kolkata, Chennai, Bengaluru, Hyderabad and Cochin.

Films sent for International Film Festivals and other Special events:

NFAI had done pristine restoration of Mrinal Sen's Film *Khandahar* and the digital copy was screened during the 63rd Cannes Film Festival-2010. The screening was appreciated and the press coverage generated lot of interest among the film community in New York. The 35mm print of the film was supplied to the Museum of Modern Art in October for a screening in their Annual Film Preservation Festival.

A retrospective of five Satyajit Ray's films/DVDs *Kanchanjungha*, *Pikoo*, *Jana Aranya Bala* and *Sima Baddha* were sent to the festival at Guimet National Museum, Paris under the banner "The Ete Indian Film Festival held from 8 September 2010 to 29 October 2010.

A retrospective of noted Bengali Actor Uttam Kumar's three films in DVD format *Nayak Harno Sur* and *Saptapadi* were sent to Indira Gandhi Cultural Centre, Dhaka, Bangladesh.

A retrospective of noted film actress Smita Patil's films *Akaler Samdhane Bhavni Bhavai Bhumika* and *Chidambaram* were sent to Indo-American Arts Council, for the MIAAC Film Festival held in New York.

Poster Exhibitions

Number of Poster Exhibitions were also organized during the period under report:-

Pune : Poster exhibition was organized at NFAI,Pune on Marathi Cinema on 7th February, 2010.

Ahmedabad: Film Posters of 25 exhibits were sent to Ahmedabad for display in the foyer of one of the theatre in Ahmedabad with a view to familiarize the public with the role of National Film Archive of India.

Hyderabad: 29 Film Posters were sent by NFAI to Moving Images, Hyderabad on the occasion of Bimal Roy's Centenary Film Festival held from 22nd January, to 1st February,2010.

Chennai: About 55 film posters from Archive collection were sent to Inko Centre, Chennai for Women's Film Festival held from 1-8th March,2010.

Pune: Poster exhibition was organized on late Shri Raja Paranjape depicting his renowned films and detailing the career and biographically of the film maker.

Paris, France: 12 Indian Film Posters were sent to Cannes International Film Festival for exhibition purposes at the India Pavilion through Ministry of I & B.

Beijing, China: NFAI had supplied 47 images of film posters to ICCR, New Delhi and Routes 2 Roots for the exhibition organized by them entitled "Journey of Indian Cinema" in Beijing, China from 24th June to 3rd July.2010 to celebrate the 60 years of Indo-China Diplomatic Relations.

Mexico: 30 images of wall posters were sent through Ministry of External Affairs for the festival/exhibition on Indian Cinema held in Mexico. The exhibition delineated the history of Hindi Cinema.

Port of Spain-Trinidad & Tobago: About 50 film posters were sent to Trinidad & Tobago Film Festival organized by the High Commission of India to commemorate the 75th Anniversary of Indian Cinema.

Research Projects

One Audio-Video History Project was completed on noted singer and actress "Shamshad Begum".

One Publication from NFAI Research Project was brought out on the subject – "Reflections- Images of Women in Hindi Films".

Theatre Facilities

NFAI has three multi-purpose theatres. A preview theatre of 35 seats and main theatre of 330 seats in the main campus and state of the art theatre of 200 seats at Kothrud. Apart from NFAI's own programmes and FTII's academic screenings, the facilities were also availed of by other institutions for their screening programmes, lectures, seminars etc.

Max Mueller Bhavan, Alliance Francaise and British Council in Pune also organized screening programmes for the benefit of their members and NFAI Film Circle members on a regular basis. During the period under report the main auditorium and preview theatre were rented out for 400 programmes.

Conservation, Preservation and Restoration work

The moving image heritage of India can be safeguarded only if sustained and deliberate efforts are made to preserve it. The films are stored in a controlled environment with temperature of about 15°C and relative humidity of 50%, which is ideally suited to preserve black and white films. NFAI also has specialized vaults for color films maintaining conditions of 2° +1°C temperature and 24% +5% relative humidity.

Facilities to Producers/Copyright Owners:

NFAI is rendering services to producers/copyright owners in respect of supply of films for repairing their original negatives, preparation of duplicate copies and video copying for telecast purposes. A number of celluloid classics being telecast on the national and satellite networks were sourced from its collection.

Digitization of films and ancillary material

All types of films are composed of chemicals, which if not stored in ideal conditions, are subject to decay. A further toll is taken by poor storage, which leads to the decomposition due to mould and fungi, and poor handling resulting in dirt, scratches, tears and other physical damage. A practical solution to counter film deterioration is to convert and archive information stored on film and magnetic media to digital formats and media, which are durable, easy to store, not prone to wear and tear due to repeated access and have a technological life span.

While achieving its primary objective of tracing and acquiring for posterity, films and the ancillary material, NFAI has a collection of about 6000 titles of films and over 500000 items of ancillary material comprising of song booklets, wall posters, photographs and press clippings, about 40000 scripts and rare books and magazines dating back to the 30s. With the changing technologies, NFAI has undertaken digitization of films and ancillary material. 104 films prioritized for digitization have been completed during the period under report. As regards ancillary material, all the wall posters, song booklets, stills and press clippings have been digitized so far. Rare magazines from the 30s and

40s and regular magazines like Filmfare, Star and Style, Madhuri and Screen have been digitised during the period under report.

National Film Heritage Mission

To ensure that the Indian film heritage is passed on to future generations for educational, academic, research purposes, urgent action towards centralized cataloging, assimilation, preservation and restoration is the need of the hour.

The NFAI has envisioned a major initiative, the National Film Heritage Mission (NFHM), with an objective to identify/trace, accumulate, centralize the film content. It will also provide a comprehensive platform and solution for the cataloging, digitization, digital restoration, preservation, dissemination and monetization of film content.

The mission is critical for the benefit of society at large and aims to create an archival and preservation policy through strategic direction, leadership, partnership, and collaboration between the film sector departments under the ministry of Information & Broadcasting like NFAI, Films Division, NFDC, CFSI, FTII, DFF, state government institutions and other private libraries.

Being the nodal agency with an experience of over 45 years into archiving & preservation, NFAI has prepared the DPR and will implement the NFHM to ensure that the efforts and resources are optimally utilized to generate the desired results within a set timeframe.

PLAN AND NON-PAN PROGRAMMES

Plan Outlay

NFAI has a budget provision of Rs. 500/- lakhs during 2010-11 for one Plan Scheme. During the period 1st April, 2010 to 31st December, 2010 NFAI acquired 100 films, 109 DVDs 232 books, 52 film folders/pamphlets, 2014 stills, 812 song booklets, 1,892 Scripts, 50 Disc records, 849 wall posters and digitized 12,032 ancillary film material like film scripts etc.

A statement showing Plan performance during 2010 is enclosed at **Annexure-C**.

Budget provision for North East region and Jammu & Kashmir

Considering the nature of activities of NFAI it was not considered feasible/possible to provide any budget provision for North-East region and Jammu & Kashmir.

Brief indication of the programme of work for the period 1 January to 31 March 2011

About 100 film titles will be digitized and restoration of 50 films will be completed. Also, approx. 50 films will be acquired from the National Film Awards and Indian Panorama.

Statement showing the Budget for Plan and Non-Plan are given below:

(₹ in lakhs)

	Budget Estimates 2010-2011			Revised Estimates 2010-2011			Budget Estimates 2011-2012		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Major Head "2220"- Information & Publicity Revenue Section	500.00	315.00	815.00	890.00	385.00	1275.00	2000.00	468.00	2468.00
Total	500.00	315.00	815.00	890.00	385.00	1275.00	2000.00	468.00	2468.00

ADMINISTRATION

Organizational set up

With headquarters in Pune the NFAI has three Regional Offices at Bangaluru, Kolkata and Thiruvananthapuram. These regional offices are primarily engaged in the task of diffusing film culture in the respective areas through film societies, educational institutions and cultural organizations. The functioning of the regional offices is overseen by the Director with the help of Deputy Director-cum-Curator who is heading the technical and administrative wings at the headquarters. At present the post of Deputy Director-cum-Curator is vacant. Director (M&C), PIB, Pune has been given the charge of Director, NFAI, Pune. The present staff strength of NFAI inclusive of the three Regional Offices is 48 (25 in the administrative wing and 23 in the technical wing).

Budget provisions with regard to Tribal Sub-Plan/Special Component Plan for SCs and STs.

Considering the nature of activities of NFAI it was not considered feasible/possible to provide any

budget provisions with regard to Tribal Sub-Plan/Special Component Plan for SCs and STs.

FIAPF

NFAI has been a member of the International Federation of Film Archives since May, 1969. FIAP membership enables NFAI in getting expert advice, know-how and material on preservation techniques, documentation, bibliographies, etc. It also facilitates exchange of rare films with other Archives under archival exchange programmes.

Welfare of SC/ST/OBC

Due care is taken to provide benefits and welfare for the employees belonging to SC/ST/OBC, as per the norms amended from time to time.

Use of Hindi as Official Language

Hindi fortnight was celebrated from 14th to 30th September, 2010. Cash awards were distributed to employees who won the competitions arranged on the occasion. The Archive has ensured progressive use of Hindi with day-to-day work.

Departmentalised Accounts

NFAI follows the departmental accounting system introduced in 1976. Under this arrangement of NFAI's, Pay and Accounts are controlled by PAO, FD, Mumbai. Director, NFAI as the Head of Department has been designated as DDO and has delegated these powers to the Administrative Officer, NFAI.

Pending Audit Objections

Reply to the three audit objections have been sent to Pay & Accounts Office, Internal Audit Organization, Ministry of I&B, Mumbai for settlement. All efforts are also being made to settle the pending audit objections.

Deputation/Delegations

Director, NFAI attended the 66th FIAF Congress, Symposium and General Assembly at Oslo, Norway from 1st to 7th May 2010. The Director, NFAI was the member of delegation of experts from South East Asia to Berlin and Leipzig from 18-22 October, 2010 organised by the Goethe Institute.

RTI Act – 2005

NFAI has implemented the Right to Information Act, 2005 as notified by the Govt. of India. 19 applications were received by NFAI for the period 1st April to 30th November, 2010 and necessary information was provided to the applicants as per rules. There was no appeal application from any of the applicants. This act has transparency in the functioning of the organisation.

Grievance Cell

Director, NFAI being the Head of Department has been designated as Grievance Officer. All grievances have been redressed as per the government rules and norms.

Citizens' Charter

Citizens' Charter is hosted on NFAI's website. Citizens can visit our website (www.nfaipune.gov.in) and obtain necessary information. Information on Citizens' Charter is up-dated from time to time.

Implementation of Action Plan

70 films were digitized and 104 films (78 Picture

restoration and 26 audio restoration) have been restored (**Annexure-D**). 12,032 ancillary materials like film scripts, song booklets, photos, film posters, wall posters, press clippings, pamphlets etc. were also digitized during the period under report.

Advisory Committee

Ministry of I & B, reconstituted the Advisory Committee on 22.7.2008 for National Film Archive of India under the Chairmanship of Secretary (I&B) with six government officials and an equal number of non-official members. The third meeting was held on 5th August 2010 at Shastri Bhavan, New Delhi.

Ministry of I & B, Govt. of India, New Delhi has also constituted Sub-Committees for prioritizing restoration of Masters' works, Technical Committee for Digitization of films, and Drafting of the Manual for NFAI in August, 2009. Number of meetings were held during the period under report.

Modernisation, Computerization and e-Governance

NFAI is a cultural and research organization and is engaged in the primary task of acquiring and preserving the heritage of Indian Cinema. It also acts as a Centre for dissemination of film culture in the country. General public, serious students of cinema and researchers from different parts of the country and from across the globe enjoy better access to the collection and services of the Archive through its website. Application forms for the film appreciation courses and schemes are available on the website. Public queries are mostly attended through e-mail (nfaipune@gmail.com). NFAI has Internet, fax and scanning facility.

Vigilance Activities

The information on vigilance activities during the year under report is as under :

1. Details of vigilance set up of the organization at Headquarter and in field offices:
This office does not have the post of Chief Vigilance Officer and as such the Director as Head of Department has been designated as Vigilance Officer.
2. Preventive vigilance activities during the period:

- | | | |
|--|-------|---|
| i. Number of regular inspections conducted during the period : | Ten | (Sasikumar/Malayalam/1965) |
| ii. Number of surprise inspections carried out during the period: | eight | WELCOME TO SAJJANPUR
(Shyam Benegal/Hindi/2008) |
| 3. Surveillance and detection activities during the period: | | NETAJI SUBHASH CHANDRA BOSE
(Shyam Benegal/Hindi/2004) |
| i. Details of the areas selected for keeping surveillance: Security and copying of films. | | ANTARNAD
(Rajendra Talak/Konkani/2008) |
| ii. Number of persons identified for being kept under surveillance: | Nil | EKLAVYA
(Vidhu Vinod Chopra/Hindi/2007) |
| 4. Punitive activities (number to be indicated against 4 (i) to (x) where the appointing authority is other than President): | | LAGE RAHO MUNNABHAI
(Rajkumar Hirani/Hindi/2006) |
| i. Number of complaints/references received during the period: | Nil | FASHION
(Madhur Bhandarkar/Hindi/2008) |
| ii. Number of cases in which preliminary inquiry was conducted: | Nil | JAIL
(Madhur Bhandarkar/Hindi/2009) |
| iii. Number of cases where preliminary inquiry report were received: | Nil | TARA
(Bijaya Jena/Oriya/1992) |
| iv. Number of cases in which charge-sheets for major penalty were issued : | Nil | KALJA NO KATKO
(Girish Manukant/Gujarati/1989) |
| v. Number of cases in which charge-sheets for minor penalty were issued: | Nil | HARI DARSHAN
(Girish Manukant/Gujarati/2001) |
| vi. Number of persons on whom major penalty was imposed: | Nil | BHABHI NA HETH
(Vijay B Chohan/Gujarati/1986) |
| vii. Number of persons on whom minor penalty was imposed: | Nil | MAHISAGAR NE AARE
(Girish Manukant/Gujarati/1989) |
| viii. Number of persons placed under suspension: | Nil | MERA SUHAAG
(Ajay Sharma/Hindi/1987) |
| ix. Number of persons against whom administrative action such as issuance of warning etc was taken : | Nil | VEENA VELI
(Honey Chhaya/Gujarati/1978) |
| x. Number of persons prematurely retired under relevant provisions of rules: | Nil | HAR HAR MAHADEO
(Girish Manukant/Gujarati/1978) |

ANNEXURE - A

Some of the important titles/prints out of 100 films added to the Archive during the period under report :

MEENA GURJARI
(Dinesh Rawal/Gujarati/1975)
NAALUM THENTHAVAN
(Jambulingam/Tamil/1968)
THOMMANTE MAKKAL

BRIJ KA BIRJU
(Soddharth Nagar/Brijbhasha/2000)
RAMAYAN
(Girish Manukant/Gujarati/1981)
CHHOTI BAHEN
(Girish Manakant/Hindi/1977)
PYAR HOGAYA
(Girish Manukant/Hindi/1986)

SATI NAAG KANYA
(Babubhai Mistry/Hindi/1982)
MAUT KI SAZA
(Devendra Khandelwal/Hindi/1989)
MAHASATI SAVITRI
(Girish Manukant/Gujarati/1982)

THE CABIN MAN
(Ashish Pandey/Music only)
BENAM RISHTHEY
(Shyam Gupta/Hindi/1982)
IKKE PE IKKA
(Raj Sippy/Hindi/1994)

ANNEXURE - B

Statement showing archival acquisition as on 31st December,2010

Items	As on 31.03.2010	1.4.2010 to 31.12.2010	As on 31.12.2010
Films	18,069	100	18,169
Video Cassettes	2,798	—	2,798
DVD	1,547	109	1,656
Books	27,110	232	27,342
Scripts	34,759	1,892	36,651
Pre-recorded audio cassettes	1,098	—	1,098
Stills	1,34,012	2,014	1,36,026
Wall Posters	18,481	849	19,330
Song Booklets	11,809	812	12,621
Audio Tapes (oral history)	172	—	172
Press Clippings	2,05,619	—	2,05,619
Pamphlets/folders	8,530	52	8,582
Slides	8,576	—	8,576
Disc records	3,164	50	3,214
Audio Compact Discs	155	—	155
Audio-visual History Project CD on film personality.	18	1	19
Digitization of ancillary film material	3,50,891	12,032	3,62,923

ANNEXURE - C

Plan Performance 2010-2011

(Rs. in lakhs)

Programme/Schemes	S.B.G. 2010-11	R.E. 2010-11	Actual Expenditure upto Dec.10
Continuing Scheme			
Acquisition and exhibition of Archival Films.	500.00	890.00	508.40
Total	500.00	890.00	508.40

DIRECTORATE OF FILM FESTIVALS

(<http://dff.nic.in>)

The Directorate of Film Festivals (DFF) was set up under the Ministry of Information & Broadcasting in 1973 with the objective of promotion of Indian film art and cultural exchange. The activities of DFF towards achieving these objectives are :

- (i) Organizing the International Film Festival of India.
- (ii) The National Film Awards including Dada Sahib Phalke Award.
- (iii) Participation in Cultural Exchange Programmes and organizing screening of Indian films through our Missions abroad.
- (iv) Selection of films for Indian Panorama.
- (v) Participation in International Film Festivals abroad.
- (vi) Organizing special film expositions such as retrospectives, Indian Panorama films screenings and National Awards winning films screening.

- (vii) Collection, preservation and documentation of prints of National Award winning and Indian Panorama films for non-commercial screenings.

These activities provide a unique opportunity in encouraging the production of films of aesthetic and technical excellence and social relevance contributing to the understanding and appreciation of cultures of different regions of the country in cinematic form, thereby also promoting unity and integrity of the nation. They provide a great opportunity for exchange of ideas, culture and experiences between India and other countries in the field of cinema. These activities also provide a powerful platform for Indian cinema industry and opens up commercial opportunities for them. The latest trends in global cinema are made accessible to the film industry, students and general public.

International Film Festival of India -2010

The 41st International Film Festival of India (IFFI) was held in Goa from 22nd November to 2nd December, 2010. The festival began with the screening of UK filmmaker Andy Emmony's "West



A traditional Dance performance at the inauguration of 41st International Film Festival at Panjim, Goa



Kathakali performance at the inauguration of 41st International Film Festival at Panjim, Goa

is West". 300 films from 61 countries were screened in 11 theatres. In the International Section, a total of 186 films were shown. These included 74 films in Cinema of the World, 18 in the Competition Section and 25 in the Country Focus. Films from Mexico, Georgia, Taiwan and Sri Lanka were screened under Country Focus section. The films of Jan Jakub Kolski, Mira Nair, Michael Cacoyannis, Jean Baker and Jim Jarmusch were screened in Retrospectives Section whereas three films were screened in homage to Eric Rohmer. Ten films were shown in Cannes Kaleidoscope section whereas 9 films were shown in the section on contemporary Iranian cinema. In the Indian Cinema section, apart from screening of Indian Panorama films and tributes, premieres of films "O Maria" by Rajendra N. Talak, Dhoosar (Blur) by Amol Palekar and Nauka Doobi (Boat wreck) by Rituparno Ghosh were screened.

IFFI contains the following Sections :

- Competition Section

- Cinema of the world
- Retrospectives, Tributes, Focus and Premieres
- Indian Panorama
- Mainstream Indian Cinema
- Short Film Centre – for documentary films
- Film Bazaar

One of the important changes introduced in this year's festival that the Competition Section has been made open for feature films from all over the world. Till recently (IFFI 2009), this was restricted to feature films from Asia, Asia Pacific, Africa and Latin America. Under this Section, 18 (15 foreign films & 03 Indian films) feature films were short listed for participation

Another significant change is introduction of new awards in the Competition Section viz., Best Actor and Best Actress. The details of awards under Competition Section are as under :-

- Best Film – Golden Peacock & Prize Money
Rs.40 lakhs
- Best Director – Silver Peacock & Prize Money
Rs.15 lakhs
- Best Actor – Silver Peacock & Prize Money
Rs.10 lakhs
- Best Actress – Silver Peacock & Prize Money
Rs.10 lakhs
- Special Jury Award – Silver Peacock & Prize Money
Rs.15 lakhs

FESTIVAL PROGRAMME

Under Cinema of the World Section, a total number of 74 films were screened. Almost all the films in the main “Cinema of the World” Section of the Festival had already won International acclaim and awards at other festivals. In addition, 112 films, which were exceptionally rich and varied in range were screened in the Retrospectives, Country Focus, Homage and other sections apart from the Indian section which contained Indian Panorama etc.

The films in this competitive/non-competitive festival were classified in the following sections.

(A) INTERNATIONAL SECTION

This section broadly contained Cinema of the World, Foreign Retrospectives, Country Focus and Homage.

(a) Cinema of the World

This Section is the main official section of the Festival which consisted of 74 films from about 61 countries, made in the last 2 years, representing the best of the latest in the world cinema. These included films which had won awards or had received critical acclaim in their countries of origin, as well as internationally at various recent International Film Festivals. Films from most film producing countries were included with a view to providing a glimpse of current cinematic trends from as wide a cross-section of nations as possible.

(b) Foreign Retrospectives, Country Focus, Homage and other Sections

The foreign retrospectives in IFFI-2010 included a major retrospective of the Jan Jakub Kolski

(Poland), Mira Nair (India/USA), Michael Cacoyannis (Greece), Jean Becker (France), Jim Jarmusch (USA). Country Focus contained films from Mexico, Georgia and Sri Lanka. IFFI-2010 also paid homage to French director Eric Rohmer who passed away earlier in 2010.

There were also other sections titled Cinema Digital, Inspirations, Australian Indigenous Images on Screen, Cannes Kaleidoscope – 2010 and Contemporary Iranian Cinema –A Glimpse. All these packages provided an extremely rich and varied selection of films which attracted a great deal of attention.

(B) INTERNATIONAL COMPETITION SECTION

16 countries participated in the Competition Section and 18 feature films were screened from all over the world. The International Competition Jury was headed by Mr. Jerzy Antczak (Poland/USA). Mr. Olivier Pere (France), Ms. Sturla Gunnarson (Canada), Mr. Mick Molloy (Australia) and Ms. Revathy Menon (India) were the other members of the jury.

The Award Winners of IFFI 2010

Award : **BEST FILM** - Golden Peacock with cash prize of Rs.40 lakhs

Film: “Moner Manush”

Award Winner (Director) : Goutam Ghosh (India)

Award Winner (Producer): Gautam Kundu (India)

Award Winner (Producer): Habibur Rahman Khan (Bangladesh)

While the cash award was shared among Director and Producers, the Golden Peacock Award of the film was received by Goutam Ghosh.

Award: **BEST DIRECTOR** – Silver Peacock with cash prize of Rs.15 lakhs

Film : “In a Better World”

Award Winner: Susanne Bier (Denmark)

Award: **BEST ACTOR** – Silver Peacock with cash prize of Rs.10 lakhs
 Film: “The Crossing” (Turkish)
 Award Winner: Guven Kirac (Turkey)

Award: **BEST ACTRESS** – Silver Peacock with cash prize of Rs.10 lakhs
 Film: “Little Rose”. (Polish)
 Award Winner: Magdalena Boczarska (Poland)

Award: **SPECIAL JURY AWARD** – Silver Peacock with cash prize of Rs.15 lakhs shared between two Films: Just Another Love Story (India) & “Boy”(New Zealand)

COUNTRY PARTICIPATION

In terms of participation from different countries, the response was extremely good this year. The films and delegates representing 61 countries (including India) participated in IFFI-2010. The list of countries which participated in the Festival is given below : -

Argentina	Greece	Panama
Armenia	Guadeloupe	Philippines
Australia	Hungary	Poland
Austria	India	Portugal
Bangladesh	Indonesia	Romania
Belgium	Iran	Russia
Brazil	Iraq - Kurdistan	Singapore
Canada	Ireland	South Korea
Canary Islands	Israel	Spain
Chad	Italy	Sri Lanka
Chile	Japan	Sweden
China	Kazakhstan	Switzerland
Colombia	Kyrgyzstan	Taiwan
Croatia	Lithuania	Thailand
Czech Republic	Malaysia	The Netherlands
Denmark	Mexico	Turkey
El Salvador	Morocco	UK
Finland	New Zealand	USA
France	Norway	Venezuela
Georgia	Pakistan	—
Germany	Palestine	—

INAUGURAL FUNCTION

The Inaugural Function of the 41st International Film Festival of India or IFFI-2010, was held on the 22nd November 2010 at Dinanath Mangeshkar Auditorium (Kala Academy) Panaji. Shri Yash Chopra, Eminent Film Director was the Chief Guest and Shri Ajay Devgan, actor was Guest of Honour. The Hon’ble Union Minister for Railways Ms. Mamta Banerjee inaugurated the festival. Shri Digamber Kamat, Chief Minister of Goa addressed the audience which was followed by introduction of international jury. Many eminent film personalities, dignitaries and officials attended the inaugural ceremony. *West is West* by Andy De Emmony from UK was screened at the inaugural function.

CLOSING FUNCTION

The closing ceremony of the 41st International Film Festival of India was held on 2nd December, 2010 at Kala Academy. Minister of State for I&B Shri C.M. Jatua, Chief Minister of Goa, Shri Digamber Kamat graced the occasion. Chief Guest of the function was Shri Saif Ali Khan, actor. The Chairperson of Jury Mr. Jerzy Antczak addressed audience and announced the awards. The function came to a close with the screening of the film “The Princess of Montpensier (*Princesse De Montpensier*)” directed by Bertrand Tavernier, France.

(C) INDIAN SECTION

A total of 83 films were screened as part of the Indian Section. The section had the following sub sections:

- (i) Indian Panorama
- (ii) Platinum Jubilee of Oriya Cinema
- (iii) FTII Golden Jubilee
- (iv) Dancing Feet
- (v) Masterstrokes
- (vi) NFAI Classics
- (vii) Centenary
- (viii) Master class-Evolution of Comedy in Hindi Cinema
- (ix) Tributes – Ravi Baswani, Pamela Rooks, Debu Deodhar, Tahir Hussain, Abrar Alvi, Sujit Kumar, Bina Rai, Nirmal Pandey, Vishnuvardhan
- (x) Academy Interest

(i) Indian Panorama

Selection of films for Indian Panorama were made by ten members of the Jury for feature films and five members of the Jury for non feature films. Shri N. Chandra headed the Jury for feature films and Shri Siddharth Kak headed the Jury for non-feature films. The Juries conducted their screenings in September - October 2010 and selected 26 feature films and 21 non-feature films. The Indian Panorama package was screened at the 41st edition of the International Film Festival of India in Goa. The directors along with actors and producers of the Indian Panorama films attended their screenings and addressed press conferences related to their films at the Media Centre of the Festival. To commemorate the occasion, the Directorate published a catalogue having all the details of these films.

The Indian Panorama section opened with “Mee Sindhutai Sapkal” (Marathi) – Feature by Anant Narayan Mahadevan and Non-feature “Leaving Home” (English) by Jaydeep Verma on 23rd November 2010.

(ii) Platinum Jubilee of Oriya Cinema

Platinum jubilee of Oriya Cinema was celebrated. Five films were shown and film personalities associated with Oriya cinema were invited and felicitated. Government of Orissa also organized an exhibition of handicrafts of Orissa.

(iii) FTII Golden Jubilee

Film and Television Institute of India celebrated its Golden Jubilee year. Five films made over the five decades by FTII were screened.

(iv) Dancing Feet

This section was organized by Films Division. Films based on Classical dances and dancers were screened. Legends of classical dance like Sitara Devi, Pandit Birju Maharaj, Sonal Mansingh, Mallika Sarabhai and many other eminent classical dancers graced the event.

(v) Masterstrokes

This section was dedicated to the two Dadasaheb Phalke Award winners Shri V.K. Murthy and D. Ramanaidu. Films *Pyasa*, *Kagaz ke Phool* and *Premnagar* were screened under this section.

(vi) NFAI Classics

Five Restored Classic films sourced from National Film Archives were screened.

(vii) Centenary

To commemorate the birth centenaries of eminent film personalities, their films were screened. They were Ashok Kumar (*Bandini*, *Kanoon*), Nadia (*Diamond Queen*), B.R. Panthulu (*Veera Pandya Kattabomman*), Motilal Rajvansh (*Anari*), Raja Paranjpe (*Jagacha Pathivar*).

(viii) Masterclass-Evolution of Comedy in Hindi Cinema

A master class on Evolution of Comedy in Hindi Cinema was conducted by Boman Irani in association with Ms Kishwar Desai.

(ix) Tributes

Tributes were paid to film personalities who passed away since IFFI 2009. They were Ravi Baswani (*Jaane Bhi Do Yaron*), Pamela Rooks (*Miss Beauty's Children*), Debu Deodhar (*Maati Maay*), Tahir Hussain (*Anamika*), Abrar Alvi (*Pyasa and Kagaz ke Phool*), Sujit Kumar (*Aradhana*), Bina Rai (*Anarkali*), Nirmal Pandey (*Iss raat ki Subah Nahin*), and Vishnuvardhan (*Bandhana*)

(x) Academy Interest

A special screening of “Peepli Live” was organized to mark its nomination for Academy Awards in the presence of director and cast and crew of the film.

(xi) Other activities during the festival

National Film Archives of India conducted a poster exhibition based on Dadasaheb Phalke Award Winners.

Web coverage of 41st international film festival of india : A new initiative

In order to exploit the significant potential of the Internet and to reach out to the millions of users who are connected to it, the concept of web journal on the 41st International Film Festival of India was introduced. Major events of the festival, reviews of the films being screened as well as interviews of

personalities were reported in the web journal. This summarized the entire experience of the festival for the film lovers who could not be present at the venue. The outlet chosen to conduct Web Journalism of the festival was **indianauteur.com** - a film website dedicated to the coverage of cinema.

NATIONAL FILMS AWARDS

56th National Film Awards

As part of the 56th edition of the National Film Awards the awards were presented to the winners under different categories by Hon'ble President on 19th March 2010 at Vigyan Bhawan.

The prestigious Dada Saheb Phalke Award was presented to veteran film cinematographer, Shri V.K. Murthy for his commendable contribution to Indian Cinema.

57th National Film Awards

The 57th National Film Awards were presented to the award winners by the Hon'ble President on

22nd October 2010 at Vigyan Bhawan.

(i) Feature Film Section

Kutty Srank (Malayalam) directed by Shaji N. Karun was the Best Feature Film while Rituparno Ghosh was adjudged the Best Director for his film "Abohoman (Bangla)". The award for the Best First Film of a Director was won by Sanjay Puri for *Lahore* (Hindi). *3 Idiots* (Hindi) directed by Raj Kumar Hirani won the award for Best Popular Film Providing Wholesome Entertainment. The Hindi film *Delhi 6* directed by Rakeysh Omprakash Mehra won the Nargis Dutt Award for Best Feature Film on National Integration. Shyam Benegal directed *Well Done Abba* (Hindi) won the Rajat Kamal for Best Film on Other Social Issues. P N Ramachandra directed "Putani Party (Kannada)" was adjudged the Best Children's Film, and presented with a Swarn Kamal. The award for Best Actor was presented to Amitabh Bachchan for his performance in the Hindi film *Paa* while the one for Best Actress went to Ananya Chatterjee for



President Smt. Pratibha Devisingh Patil presenting National Film Award for Best Actress to Ms. Ananya Chatterjee for the film 'Abohomaan'

her powerful performance in the Bengali language film “*Abohoman*”. Farooque Shaikh and Arundhati Naag were adjudged Best Supporting Actor and Best Supporting Actress respectively for the films *Lahore* (Hindi), and *Paa* (Hindi). Master D. S. Kishore and Sreeram, won the award for Best Child Artistes for their performance in the Tamil film *Pasanga*. Rupam Islam was adjudged the Best Male Singer for the film *Mahanagar @ Kolkata* (Bengali) while Nilanjana Sarkar won the award for Best Female Playback Singer for the film “Houseful (Bengali)”. The Special Jury Award was presented to Editor A. Sreekar Prasad for the films *Kutty Srank* (Malayalam), *Kerala Verma Pazhassi Raja* (Malayalam) and *Kaminey* (Hindi).

(ii) Non-Feature Film Section

The film *Bilal* directed by Sourav Sarangi and *Postman* directed by B. Manohar were adjudged the Best Non-Feature Films and awarded the coveted Swarn Kamal. The award for the Best First Non-Feature Film of a Director was presented to Tathagat Singha and Kaushal Oza for their films *Ekti Kakataliyo Golpo* and *Vaishnav jan Toh*. The Special Jury award in the non-feature film category was awarded to a child artist Aasna Aslam for her sensitive and touching performance in the film *Kelkunnundo* directed by Geetu Mohandas.

(iii) Best Book on Cinema

Dr K. Puttaswamy won the Swarn Kamal for Best Book on cinema for his book “Cinema Yaana” while C.S. Venkiteswaran was adjudged the Best Film Critic for the year 2009.

(iv) Dada Saheb Phalke Award

The prestigious Dada Saheb Phalke Award was presented to veteran film maker, D. Ramanaidu for his commendable contribution to Indian Cinema.

In all 106 awards were presented to films of 12 Indian languages and dialects.

SCREENING OF INDIAN PANORAMA FILMS

Indian Panorama films, widely accepted as being among the best of Indian cinema, are showcased

every year at the International Film Festival of India. Since 2004, IFFI is being held at Goa and the screening of Indian Panorama films was restricted to Panaji. With a view to take this bouquet of films from all Indian languages to the people in other parts of the country and also to promote film culture in non-metros and non-film production centre, it was decided to screen Indian Panorama in other cities as well. Screenings of Indian Panorama films were held at 4 locations namely Kohima, Shimla, Bhopal and Kolhapur in the year 2010. The audience response to these festivals was encouraging. Also, film screenings were accompanied by formal introduction of the film personalities, followed by a brief question-and-answer sessions.

PARTICIPATION IN FILM FESTIVALS IN INDIA AND ABROAD

DFF has participated in 60 festivals till December-2010 both in India and abroad organised under the Plan Scheme “Participation in Film Festival” and Cultural Exchange Programme including festivals organized by DFF as against the target of 45 for 2010-11 set in Results Framework Document [RFD] for the year 2010-11.

Participation in festivals abroad

From April to December, 2010, DFF participated in 26 Festivals.

Some of the important festivals were

- A special section on Shyam Benegal in the 10th Belfast Film Festival, Festival on Buddhism, Sri Lanka and Festivals of Muslim Culture in Indian Cinema.
- Moscow International Film Festival through Indian Embassy and festivals of Indian films in 03 cities in China.
- A retrospective of Satyajit Ray’s films was held under *NasasteFrance* at Musee Gulmats, Paris.
- Cariro International Films Festivals, Restrospective of Smita Patil Films at Lincoln

Centre, New York, World Film Festival, Bangkok and Trinidad and Tobago Film Festival.

- 10th River to River Florence Indian Film Festival, Rome, Italy and 54th Asia Pacific Film Festival, Taipei in which Directorate of Film Festivals entry received 3 Awards.

FESTIVALS IN INDIA

DFF participated in 34 Festivals in India during the period.

Some of the important festivals were

- Kohima – Indian Panorama Film Festival, First ever Bangladesh Film Festival, The screening of Golden Peacock Award Winning Film 2009 of Taiwan “I can’t live without you” and the films which won National Film Awards were screened in Delhi.
- Indian Panorama Film Festivals in Delhi and Shimla and China in India in Delhi & Kolkata and screening of films of 56th National Film Award.
- Screening of Indian Panorama Films in Delhi (India) and China. In Pune and Kolkata, Screening of Indian Panorama (2009) films.
- Indian Panorama Film Festival in Bhopal and Kolhapur.
- Retrospective of Kamal Hasasan Films
- Retrospective of Ang Lee films
- Festival of Sports Films
- Under Cultural Exchange Programme, DFF in collaboration with Embassy of Japan in India organized first ever Animation Film Festival.
- To celebrated music in India Cinema, a three day festival was organized.
- To mark the 65 year of end of World War-II, a three days festival on world War-II was organized
- A package of 21 Indian Panorama Films was screened in five festivals at Bangalore, Mysore, Mangalore, Shimla & Bidar in Karnataka.

- A package of 7 Indian Panorama films were screened during India International Trade Fair and screening of films of 57th National Film Awards.
- India International Film Festival of India-2010, Goa.

Awards and Special Screenings to the entries of DFF in various Film Festival abroad

Awards

(a) 54th Asia Pacific Film Festival, Tai Pei

The following 3 Awards were bagged :

- (i) Best Feature Film Award for the film *Janala*
- (ii) Best Supporting Actor Award- Saumitro Chatterjee for. film *Angsuhmaner Chhobi*
- (iii) Best Film Editing Award - Sujoy Dutta Ray for film *Angsuhmaner Chhobi*

(b) 12th Pyongyang International Film Festival:

Film For Real received special Award in the Festival.

Special Screenings in International Film Festivals

(a) 13th Shanghai International Film Festival:

Antaheen was screened under special Spectrum Section.

(b) 19th China Golden Rooster & Hundred Flowers Film festivals:

The Film *Pasanga* was screened as a special entry.

(c) World Film festival of Bangkok:

Film *Paltadcho Manis* was shown under special screening.

(d) Kuala Lumpur International Film Festival:

Dev. D, *Antatheen* and *Jodha Akbar* were selected for special screening in festival.

Grant-in-Aid

For propagating film consciousness, development of audience taste in the field of cinema resulting in development of film culture and to promote good cinema, during the current financial year Grant-in-Aid was given to NGOs to organize the following film festivals :

1. 8th Pune International Film Festival : ₹ 5 Lakh
2. Bengaluru Film Society : ₹ 1 Lakh
3. Filca Film Lovers Asso. Thiruvananthapuram : ₹ 1 Lakh

Renovation and Modernisation of Siri Fort Auditorium Complex

The Siri Fort Auditorium is one of the biggest auditorium complex in India built in 1982. Since its inception, it has become a centre of cultural, economic, business and social events. Situated in the heart of New Delhi, the complex in 6 acres, has four auditoria with a total seating capacity of 2600 seats.

The renovation work of Siri Fort Auditorium was undertaken as part of the 11th Five Year Plan. The renovation work which was carried out by Civil Construction Wing, Ministry of Information & Broadcasting has been completed within time and within the sanctioned budget. With the modernisation and renovation of the Auditoria, the facilities are at par with the international norms and standards.

Upgradation of Print Unit, DFF

The Film Print Unit which is the core unit of DFF maintains about 1200 film prints in 35 mm format. The films pertain mostly to the Indian Panorama section, which DFF has acquired over several years. These films have been screened at various Indian film expositions in a number of countries under various cultural exchange programmes and other expositions organized either by DFF, the Indian Missions abroad or through the ICCR. For the past few years it has also begun to handle films in video/digital format as well.

As part of modernization of the Print Unit, its storage facility has been shifted to the newly built premises within A- wing of Siri Fort Complex. In order to upgrade its storing and other facilities, it is proposed to upgrade this Unit. Under the renovation work of Siri Fort, two new rooms have been made available for preserving and storing rare film prints.

Vigilance and grievances set up in DFF

Shri Shankar Mohan, Joint Director has been nominated as the Vigilance as well as Grievances Officer of Directorate of Film Festivals.

RTI CELL

A unit for receiving and replying RTI applications has been set up under the Joint Director in the Directorate. This unit is fully functional in this Directorate.

COMPUTERISATION WITH FOCUS ON IFFI WEBSITE

The official website of the Directorate of Film Festivals as well as the International Film Festival of India are undergoing upgradation/modification to make them more user friendly. The changes brought about were visible in the IFFI website during the recently concluded 41st International Film Festival of India. The new website has a renovated layout for better user experience. It also contains enormous amount of well arranged data for users to access. During the festival, the website was fed with daily update of photos, videos, publication of IFFI daily etc. The upgradation of the website had a positive impact on the search percentage of the website which has gone up considerably. Delegates, registration for IFFI was carried out on-line.

CENTRAL BOARD OF FILM CERTIFICATION (www.cbfcindia.gov.in)

The production and exhibition of films occupies an important place in the field of culture as the most widely appreciated and democratic of arts. Films play a significant role in shaping public opinion and in imparting knowledge and understanding of the culture and traditions of the people of various regions. Production of feature films in the country is mostly in the private sector.

Our Constitution guarantees freedom of speech and expression as a fundamental right but subjects it to reasonable restrictions. These restrictions are placed in the interest of the “sovereignty and integrity of India, security of the State, friendly relations with foreign States, public order, decency and morality and in relation to contempt of court, defamation or incitement to any offence.” Keeping in view these provisions of the Constitution, the basic principles for the guidance of the Board in certifying films for public exhibition in India are laid down in the Cinematograph Act 1952. Further, directions (guidelines) have been issued by the Central Government under section 5B (2) of the Act setting out the principles in further detail for determining the suitability of films for public exhibition.

The Board of Film Censors, which has been re-named as the Central Board of Film Certification from 1 June 1983, has been set up by the Central Government under Section 3 of the Cinematograph Act 1952 for the purpose of sanctioning films for public exhibition. The present Board consists of a Chairperson and twenty-five non-official members, all of whom are appointed by the Central Government. The present Board was nominated on 5 February, 2008.

The Board functions with its headquarters at Mumbai and nine regional offices at Mumbai, Chennai, Kolkata, Bengaluru, Hyderabad, Thiruvananthapuram, Delhi, Cuttack and Guwahati. The regional offices are headed by Regional Officers/ Addl. Regional Officer and are assisted by Advisory Panels in the examination of films. The members of the Board and the Advisory Panels represent a cross-section of the society and include people from all walks of lives like educationists, social workers, housewives, film personalities, doctors, journalists etc.

Films considered suitable for unrestricted public exhibition are granted “U” certificates. Films which are suitable for unrestricted public exhibition but contain some material which require parental guidance for children below 12 years, are granted “U/A” certificates, with a caution to parents to

that effect. Films which are found unsuitable for exhibition to non-adults are granted “A” certificates. Those considered unsuitable for the general public, but suitable for exhibition to specialised audiences such as doctors etc. are granted “S” certificates. Films considered unsuitable for public exhibition are not granted certificates.

WORK RELATING TO CERTIFICATION

During the period April to October, 2010 the Board issued a total of 7751 films; 2176 certificates were issued to all celluloid films and 5575 certificates for video films. During the period under report, 731 Indian Feature Films (Celluloid), and 171 Foreign Feature Films, 1 Foreign film other than feature, 1091 Indian short films and 182 Foreign short films (celluloid) were certified. A statement indicating the certificate-wise and category-wise details of films certified in the year is given at Annexure I. Statements indicating region-wise/ language-wise details and thematic classifications of certified Celluloid Feature Films are also given at Annexures II, III, IV & V.

The Board continued to receive applications for change of category of certificates from “A” to “U/A” or “U” for the purpose of telecast on satellite channels and Doordarshan. After examining the re-edited version in video format, the suitability for change of category of certificate is decided by the Board. The Board also continued to certify film songs and trailers in video format for telecast on Doordarshan.

CELLULOID

India continued to be one of the major film producing countries in the world. Since year 1999 there has been steady increase the figures of Indian feature films certified. In 1999 it was 764 in 2000 – 855, in 2001–1013 in 2002–943 in 2003 it was 877, 2004 it was 934, 2005–1041, 2006–1091, 2007–1146, 2008–1325 & 2009–1288. During the period April to October, 2010 the figure works out to be 731.

Out of 731 Indian Feature Films certified during the period from April to October 2010, 358 were granted “U” certificates, 237 “U/A” certificates, and 136 “A” certificates. Similarly, of the 171 Foreign Feature Films certified in the year, 33 were granted “U” certificates, 48 “UA” certificates, and 90 “A” certificates.

The Board certified a total of 1091 Indian Short Films during the period from April to October, 2010 of which 956 were granted “U” certificates, 111 “U/A” certificates, and 24 “A” certificates. In respect of the 182 Foreign Short Films certified in the year, 79 were granted “U” certificates, 86 “U/A” certificates and 17 “A” certificates.

VIDEO

A total of 5575 certificates were issued to Video films during period from April to October, 2010. Out of these, there were 519 Indian Feature Films, 924 Foreign Feature Films, 3658 Indian Short Films, 285 Foreign Short Films and 127 Indian long films (other than feature) & 62 Foreign long films other than feature.

REFUSAL OF CERTIFICATES

During the period a total of 4 feature films (3 Indian & 1 Foreign Film) were “Refused” certificates as they were found to violate one or more of the statutory guidelines issued by the Central Government under section 5B(2) of the Cinematograph Act 1952. Some of them were subsequently certified in their revised versions.

BOARD MEETING

The 122nd meeting of the members of the Central Board of Film Certification was held on 17th April, 2010 at New Delhi.

The 123rd meeting was 9th August, 2010 at Bhopal. Both the meeting were presided over by Ms. Sharmila Tagore, the Chairperson of the Board.

WORKSHOPS FOR ADVISORY PANELS

Workshops were arranged for Advisory Panel Members at various regional centers for the benefit of the members of the Advisory Panels and Examining Officers in certification of films. Various

issues involved in the examination of the films were discussed at the workshops. The need for observing a code of conduct and discipline was also emphasized.

IMPORTANT EVENTS

- (a) Regional Officers meeting in connection with the computerization of CBFC on 8 April, 2010 at Mumbai.
- (b) Regional Officer meeting with J S (Films) on 12 April, 2010 at New Delhi.
- (c) Meeting in connection with the computerization of CBFC on 23 April, 2010 at Mumbai.
- (d) Chairperson’s meeting with Regional Officers on 30th April, 2010.
- (e) Regional Officers Meeting with Joint Secretary (Films), MIB on 7 May, 2010 at Mumbai.
- (f) Regional Officers meeting in connection with the computerization of CBFC on 18th May, 2010 at Kolkata.
- (g) Workshop of Mumbai Panel Members on 25 May, 2010.
- (h) Regional Officers meeting on 26 June, 2010 at New Delhi.
- (i) Regional Officers meeting with Joint Secretary (Films) in connection with the computerization of CBFC on 30 June, 2010 at Mumbai.
- (j) Regional Officers Workshop for framing the proposals for 12 Plan for CBFC on 30 August, 2010 at Mumbai.
- (k) Regional Officers meeting cum workshop on 28 September, 2010 at Mumbai.

COMPLAINTS

Some complaints about certification of films were received from the public. The complaints mainly dealt with the subject of sex and violence on screen. Most of these complaints were general in nature.

CENSORSHIP VIOLATIONS

The incidence of censorship violations at the stage of exhibition of films continued to be reported during

2010 also. Most of the cases of violations that came to the knowledge of CBFC and the Central Government related to interpolations. The censorship violations indulged in by sections of the film industry are broadly of five types viz.

- (a) Insertion of the portions deleted by CBFC in films during public exhibition.
- (b) Insertion of portion not shown to the Board in a certified film,
- (c) Insertion of excerpts (bits) from a “blue film” in a certified film.
- (d) Exhibition of uncensored films, with forged certificates, and
- (e) Exhibition of films without censor certificates.

During the period from April to October 2010, 4 cases of interpolations in films were detected at various places and the verification reports were sent to the concerned Judicial Magistrates for necessary action.

CINE WORKERS WELFARE FUND ACT

The Central Board of Film Certification continued to collect Cine Workers Welfare Cess on Indian Feature Films on behalf of Government of India, Ministry of Labour. These rates are at ₹ 20,000/- for Hindi and English films, ₹ 10,000/- for all other regional language films. CBFC collected an amount of ₹1,40,00,000/- towards CWWC.

Cess on Imported films dubbed into Indian language came into force vide Ministry’s Notification dated 18 July 2007.

CERTIFICATION FEES

An amount of ₹ 3,66,03,773/- was collected towards certification fees.

Certain categories of films are exempted from the provisions relating to certification of films vide Ministry’s Order No.807/3/2007 dated 24th September, 2007

Annexure-I

**CENTRAL BOARD OF FILM CERTIFICATION
STATEMENT INDICATING THE FILMS CERTIFIED BY THE BOARD
FROM 1-4-2010 TO 31-10-2010**

CELLULOID

	‘U’	‘UA’	‘A’	‘S’	TOTAL
INDIAN FEATURE FILMS	358	237	136	—	731
FOREIGN FEATURE FILMS	33	48	90	—	171
INDIAN SHORT FILMS	956	111	24	—	1091
FOREIGN SHORT FILMS	79	86	17	—	182
INDIAN LONG FILMS OTHER THAN FEATURE	—	—	—	—	—
FOREIGN LONG FILMS OTHER THAN FEATURE	01	—	—	—	01
TOTAL	1427	482	267	—	2176

VIDEO

	U	UA	A	S	TOTAL
INDIAN FEATURE FILMS	332	177	10	—	519
FOREIGN FEATURE FILMS	359	526	39	—	924
INDIAN SHORT FILMS	3116	454	88	—	3658
FOREIGN SHORT FILMS	191	72	22	—	285
INDIAN LONG FILMS OTHER THAN FEATURE	117	7	3	—	127
FOREIGN LONG FILMS OTHER THAN FEATURE	17	15	30	—	62
TOTAL	4132	1251	192	—	5575
GRAND TOTAL	5559	1733	459	—	7751

Annexure-II

**CENTRAL BOARD OF FILM CERTIFICATION
INDIAN FEATURE FILMS CERTIFIED FROM 1-4-2010 TO 31-10-2010
(REGION-WISE-LANGUAGE-WISE)
(CELLULOID FILMS)**

Language	Mum	Kol	Che	Ben	Thi	Hyd	Del	Cut	Guw	Total
Hindi	98		10	1		19	1			129
Marathi	64									64
Bhojpuri	38	1								39
Gujarati	43									43
Telugu	10		18	3		62				93
Bengali	2	63	1					2		68
Oriya	1							16		17
Maithili	0									0
Tamil	14		93	1	4	8				120
Kannada	0			73						73
Malayam	2				49	6			1	58
Nepali	0									0
Haryanvi	2									2
Punjabi	12									12
English	5									5
Chattisgarhi	2									2
Angika	0									0
Rajasthani	1									1
Kodava	0			1						1
Konkani	1									1
Dakhani	1									1
Tulu	0			1						1
Assamese	0								1	1
TOTAL	296	64	122	80	53	95	1	18	2	731

CENTRAL BOARD OF FILM CERTIFICATION
THEMATIC CLASSIFICATION OF INDIAN FEATURE FILMS
CERTIFIED FROM 1-4-2010 TO 31-10-2010
(CELLULOID)

Classification	MUM	KOL	CHE	BEN	THI	HYD	DEL	CUT	GUW	TOTAL
Social	227	55	92	57	44	78	1	16	2	572
Devotional	6	0	0	0	0	0	0	0	0	6
Comedy	17	3	0	1	0	2	0	0	0	23
Thriller	17	1	0	0	0	0	0	0	0	18
Crime	4	1	10	17	4	4	0	0	0	40
Action	4	0	19	1	0	3	0	0	0	27
Fantasy	6	0	0	0	0	3	0	0	0	9
Others	0	0	0	0	0	1	0	0	0	1
Mythological	1	1	0	0	0	0	0	1	0	3
Historical	0	1	0	0	1	0	0	0	0	2
Action/Thriller	0	0	0	1	4	0	0	0	0	5
Horror	10	1	0	1	0	0	0	0	0	12
Animation	2	0	0	0	0	2	0	0	0	4
Legendary	1	0	0	0	0	0	0	0	0	1
Biographical	1	1	1	0	0	0	0	0	0	3
Suspense	0	0	0	0	0	1	0	0	0	1
Mystery	0	0	0	2	0	1	0	0	0	3
Fiction	0	0	0	0	0	0	0	1	0	1
Total	296	64	122	80	53	95	1	18	2	731

CENTRAL BOARD OF FILM CERTIFICATION
FOREIGN FEATURE FILMS CERTIFIED FROM 1-4-2010 TO 31-10-2010
(REGIONWISE - COUNTRYWISE)
(CELLULOID)

COUNTRY OF ORIGIN	MUM	KOL	CHE	BEN	THI	HYD	DEL	CUT	GUW	TOTAL
USA	123	—	3	—	—	—	—	—	—	126
HONGKONG	3	—	2	—	—	—	—	—	—	5
THAILAND	4	—	—	—	—	—	—	—	—	4
FRANCE	6	—	1	—	—	—	—	—	—	7
ITALY	1	—	—	—	—	—	—	—	—	1
GERMANY	2	—	—	—	—	—	—	—	—	2
CANADA	2	—	—	—	—	—	—	—	—	2
AUSTRALIA	4	—	—	—	—	—	—	—	—	4
U.K	10	—	2	—	—	—	1	—	—	12
SPAIN	3	—	—	—	—	—	—	—	—	3
HUNGARY	2	—	1	—	—	—	—	—	—	3
RUSSIA	1	—	—	—	—	—	—	—	—	1
TOTAL	161	—	9	—	—	—	1	—	—	171

CENTRAL BOARD OF FILM CERTIFICATION
THEMATIC CLASSIFICATION OF FOREIGN FEATURE FILMS CERTIFIED
FROM 1-4-2010 TO 31-10-2010
(CELLULOID)

Classification	MUM	KOL	CHE	BEN	THI	HYD	DEL	CUT	G UW	TOTAL
Social	27	—	6	—	—	—	1	—	—	34
Fantasy	37	—	—	—	—	—	—	—	—	37
Action	32	—	—	—	—	—	—	—	—	32
Thriller	17	—	—	—	—	—	—	—	—	17
Comedy	5	—	—	—	—	—	—	—	—	5
Horror	23	—	—	—	—	—	—	—	—	23
Sci.fiction	4	—	—	—	—	—	—	—	—	4
Action/Thriller	2	—	—	—	—	—	—	—	—	2
Crime	1	—	3	—	—	—	—	—	—	4
Adventure	1	—	—	—	—	—	—	—	—	1
Children's film	8	—	—	—	—	—	—	—	—	8
Animation	3	—	—	—	—	—	—	—	—	3
Others	1	—	—	—	—	—	—	—	—	1
TOTAL	161	—	9	—	—	—	1	—	—	171

FINANCES OF THE BOARD

Under the provision of the Cinematograph Act, 1952, the Central Board of Film Certification is a statutory body regulating the public exhibition of films. However, for administrative purpose, the Board is treated as a subordinate office under the Ministry of Information and Broadcasting.

The revenue of the Board is by the way of collection of certification fee as per the scales provided in the Cinematograph (Certification) Rules, 1983. The Board also levies projection charges in respect of screening of the films done in the Regional Office.

The total income accrued during the period April to October, 2010 comes to ₹ 3,66,03,773. The revenue collected is credited to the Consolidated Funds of India. The Board does not operate any bank account in this regard.

For the purpose of maintaining the accounts for revenue as well as expenditure, the Board observes the financial year (1 April to 31 March) as per the practice followed by the Government of India. The Board receives grants from the Ministry under Non-Plan and expenditure incurred against these sub-heads from 1.4.2010 to 31.10.2010 are furnished in the table on next page.

BUDGET ALLOCATION AND EXPENDITURE

(₹ in lakhs)

	Non-Plan (BE 2010-11)	Expenditure incurred upto October, 2010
Salaries	320.00	194.81
Medical	4.50	1.30
OTA	0.15	NIL
TE	20.00	7.08
OE	55.30	34.77
PPSS	150.00	55.15
Grant-in-aid	0.05	NIL
TOTAL	550.00	293.11

During the 11th Plan the Board has the following Plan Schemes:

- Establishment of Computerised Management System and Upgradation of Infrastructure in CBFC.
- Opening of Regional Offices of CBFC at New Delhi, Cuttack and Guwahati.
- Monitoring and Moderation of Certification Process.

Establishment of computerised management system and upgra-dation of infrastructure in CBFC.

S.B.G. for 2010-11 ₹ 90.00 lakhs
Expenditure incurred upto 10/2010 ₹ 54.93

The Scheme envisages Computerization of entire work of CBFC with the help of NIC and providing technical equipment for regional offices and upgradation of infrastructure in CBFC. The certification process is to be computerized and nine regional offices are to be linked through LAN and also for purchasing TVs, DVDs, VCDs and other technical equipments. The Scheme is now operating in Mumbai office. It is also proposed to connect all regional offices to Mumbai and Mumbai Regional Office to Ministry of Information and Broadcasting through NICNET. This will result in speedy transmission of data and communication by E-Mail. As against the total outlay of ₹ 350 lakhs for the 11th Plan, it is proposed to earmark ₹

90 lakhs for the Fifth Year Plan Scheme for remaining work of computerization and upgradation of infrastructure of CBFC, purchasing of TVs, DVDs for Regional Offices.

Opening of regional offices of CBFC at New Delhi, Cuttack and Guwahati

S.B.G. for 2010-11 ₹ 80.00 lakhs
Expenditure incurred up to 10/2010 ₹ 23.14 lakhs

The Scheme envisages certifying films including advertisements both in celluloid and video formats produced by the producers belonging to the Delhi Region, Northern India, North East and the state of Orissa. An amount of ₹ 80.00 lakhs has been allotted under BE 2010-11. ₹ 117.00 lakhs has been allotted for the year 2011-12.

Monitoring and moderation of certification process

The Scheme envisages conducting of Workshops, Seminars of Board and Panel Members of Film Certification. One Workshop at each regional office and one All India Panel Workshop for uniformity in all regional offices and to obtain information about study through organization like Tata Institute of Social Sciences, etc. The approved target of the 11th Plan Scheme is ₹ 500 lakhs. Workshops/Seminars were held. An amount of ₹ 50 lakhs has been sanctioned under BE 2010-11. ₹ 110 lakhs has been provided for the year 2011-12.

S.B.G. for 2010-11 ₹ 50.00 lakhs
Expenditure incurred up to 10/2010 ₹ 25.19 lakhs

NATIONAL FILM DEVELOPMENT CORPORATION LIMITED

www.nfdcindia.com

The National Film Development Corporation Ltd. (NFDC), incorporated in the year 1975 (100% owned by GOI body) was formed by the Government of India with the primary objective of planning and promoting an organised, efficient, and integrated development of the Indian film industry. NFDC was reincorporated in the year 1980, by merging the Film Finance Corporation (FFC) and Indian Motion Picture Export Corporation

(IMPEC) with NFDC. NFDC has so far funded/produced over 300 films in various Indian languages which have been widely acclaimed and have won many national and international awards.

The Corporation has its Corporate Office at Worli, Mumbai, along with three Regional Offices situated at Chennai, Kolkata, and Delhi, and a Branch Office at Thiruvananthapuram.

As a film development agency, NFDC is responsible for facilitating growth in areas/segments of the film industry which cannot be taken up by private enterprise due to commercial exigencies. Thus, as the industry grows and expands and new challenges and shortfalls emanate at each stage of this growth, it would be expedient for NFDC to step into those areas to supplement the efforts of the industry.

Highlights of the activities of NFDC during the financial year 2010–11:

Technical Projects

During the year (up to December 2010) Laser Subtitling was done for 120 feature films and five documentaries and Video Subtitling was done for 32 feature films.

Under the Training Programme in four major subjects in Final Cut Pro (FCP) Non Linear Editing, AVID Non Linear Editing, Cinematography in Video and Multimedia, 237 SC/ST students and 100 BC students sponsored by the Government of

Tamilnadu were given training during the year up to December 2010.

Film Production

The Production Department's mandate is to support and drive NFDC's mission to create artistic movies that not only showcase the 'Cinemas of India' but also reflect India's most imaginative, diverse and vibrant film culture.

Film production department's main activities are production of feature films and short/featurette film under Own Production and Co-production schemes, under the "11th Five Year Plan Scheme of the Ministry, for Film Production in various regional languages by NFDC".

In 2010, between April and December, NFDC received 23 applications for feature film production under the own production and co-production scheme. From these the following films have been approved for production:

2010 also saw the completion of Anurag Kashyap's much anticipated film *That Girl In Yellow Boots*, a NFDC co-production. The film was premiered at the Venice Film Festival and was also screened at the Toronto International Film Festival.

A host of international private players/co-producers sought out NFDC's association in their production.

Financial Performance

₹ in Lakhs

Sl.	Particulars	Projections as per revival Plan F.Y. 2010–11	Actual up to Dec'2010	Revised Estimates for F.Y. 2010–11
	INCOME			
1	Operating Income	6839	12103	14868
2	Other Income	200	150	227
	Total Income	7039	12253	15095
	EXPENDITURE			
1	Operating Exp.	5987	11405	13898
2	Personnel Exp.	532	277	373
3	Admn. Exp.	282	264	330
	Total Exp.	6801	11946	14601
	EBITA	238	307	494

List of Films approved for Production

No.	Title of the film	Language	Scheme	Director
1	Jal	Hindi	Co-production	Girish Hansraj Malik
2	Adigaram - 79	Tamil	Own-production	Vinod R Veera
3	Gangoobai	Marathi	Own-production	Priya Krishnaswamy
4	Shanghai	Hindi	Co-production	Dibaker Bannerji

The following films were under various stages of production in the year 2010:

List of Films under Pre-Production

No.	Film	Language	Scheme	Director
1	Qissa	Punjabi	International Co-production	Anup Singh
2	Akkarai	Tamil	Co-production	S. Ramanathan
3	Manjunath	Hindi	Co-production	Sandeep A Verma
4	Chann Grahan	Punjabi	Own-production	Gurvinder Singh
5	Monsoon Shootout	Marathi/Hindi	International Co-production	Amit Kumar

List of Films under Production

No.	Film	Language	Scheme	Director
1	End Of The Road	Gujarati	Own-production	Gyan Correa
2	An Image In The Water	Bhojpuri	Own-production	Mangesh M Joshi

The existing partnerships with leading independent producers from Europe like Heimat film of Germany (*Qissa*), Yaffle Films of UK (*Monsoon Shootout*) and Revolution Films of UK (who have pitched Michael Winterbottom's *Trishna*) could surely lead to many more meaningful global collaborations.

In an unique industry initiative, NFDC has decided to engage an Industry expert as a Mentor, to guide debutant Directors through their productions. The mentor would be given a credit as a 'Creative Producer' and chosen keeping in mind the creative requirement of the project. He/She would highlight the challenges of the script and also examine how best the Director could capture the essence of the film. This will surely enhance the confidence of debutant Directors.

Media Planning

NFDC also expanded its business activities to include dissemination of publicity campaigns of various Government Ministries and Departments as a progression of its existing business activity of

production of advertisement and short films for various Government clients. This was facilitated by a policy decision by the Ministry of I&B whereby NFDC was also authorized to release media campaigns alongside the DAVP and the requisite amendment to the DAVP advertisement policy was accordingly carried out by the Ministry.

Restoration of Films

Given that films are a perishable commodity and several films of NFDC had already undergone substantial deterioration, NFDC has embarked on an ambitious restoration programme of its catalogue. This will optimise opportunities for monetization and to preserve the cultural heritage of Indian cinema in which NFDC films play an important role. The restoration programme has been initiated with the support of a grant from the Government. Restoration of films involves 2K frame to frame picture restoration as also sound restoration. As on date, about 50 films of the NFDC catalogue are under restoration including films of eminent filmmakers like Satyajit Ray (*Agantuk*,



Film Bazaar 2010 organised by NFDC

Ghare Baire, Ganashatru, Jalsaghar, Aparajito), Shyam Benegal (Mammo, Suraj Ka Saatwan Ghoda), Mani Kaul (Nazar) etc.

Film Bazaar

Film Bazaar was expanded this year to make it a South Asian Market, a significant step in the growth of the event. As an introductory year, Film Bazaar presented projects from the SAARC Nations, namely, Afghanistan, Bangladesh, Bhutan, Nepal, Pakistan and Sri Lanka. Market theatres were set up for the first time in Film Bazaar- three digital theatres were set up with UFO Movies, and industry screenings were offered for booking to Film Bazaar delegates. Stalls, which were set up

for the first time in Film Bazaar 2009, were further expanded this year. Sixteen stalls were taken up by various exhibitors-Real Image(India), Famous Studios(India), Pixion(India), Andhra Pradesh Tourism, UFO Movies, Clapstem Production, BSNL, Farabi Foundation(Iran) Moscow Co-production Forum, Joint Entertainment International(Taiwan), Children's Film Society (India), S. Kumar's (India), KK Films Network (India) and Rays Magna 3D Prints Pvt. Ltd (India). 453 delegates from 37 countries including those from International & Indian Film Industry participated in the Film Bazaar, 2010.

ACTIVITIES UNDER INTERNATIONAL CO-OPERATION

INDIA AND UNESCO

India is among the founder members of UNESCO, one of the specialized agencies of the United Nations. UNESCO's main goal is to promote International Co-operation in the field of education, science and technology, social sciences, culture and mass communication. In order to promote communication capabilities of developing countries, the 21st Session of the General Conference of UNESCO in 1981 approved the setting up of an International Programme for the Development of Communication (IPDC). India played a significant role in its conception and has been a member of the Inter-Governmental Council (IGC) and also of the IPDC.



'Film Bazaar' organised by NFDC

The 27th session of the International Programme for the Development of Communications (IPDC) Council was held at UNESCO Headquarters in Paris from 24th -26th March, 2010. Secretary (I&B) attended this meeting. The major highlight of the 27th session was the election of Shri Raghu Menon, Secretary (I&B) as the new chairman of the Council. For the first time the candidature of India endorsed by Asia Pacific Regional Group and supported by countries from Africa, Arab and Latin American Region won the election obtaining 23 out of 37 votes against Switzerland. Shri Raghu Menon, Secretary, I&B is the 6th Chairperson to preside over the IPDC Council since its inception in 1980 and India will chair the Intergovernmental Council of IPDC till its next session in 2012.

India contributes US\$ 30,000/- every year to IPDC. The Government of India has made a one-time special contribution of US\$ 500,000/- to IPDC special account in 2010.

A Memorandum of Understanding was signed between the Government of India and the Government of Myanmar on 'Information Cooperation'.

NAM NEWS NETWORK (NNN)

With the objective of correcting imbalances in the global flow of information, the Non-Aligned Movement had in 1976 set up the Non-Aligned News Pool (NANAP) for exchange of news, and information among the news agencies of the non-aligned countries. The exchange was to be carried out through using leased communication lines of the member agencies with some of these agencies acting as transmission hubs.

But with internet becoming a reliable and cheap mode of communication, it was felt that an internet based arrangement would serve the cause of news exchange among news agencies of the non-aligned countries better than the leased lines network arrangement of NANAP. At the Sixth Conference of Ministers of Information of Non-Aligned Countries (COMINAC VI) held in Kuala Lumpur, Malaysia, in November 2005 it was decided to set up the NAM News Network (NNN) as an internet-

based news and photo exchange arrangement replacing NANAP.

Under the NAM News Network (NNN), operational since June 2006, national news agencies of the member countries of the 118-member non-aligned movement send their news and photo contributions by e-mail to the Malaysian news agency Bernama which is operating the NNN website <http://www.namnewsnetwork.org> from Kuala Lumpur. Bernama uploads these contributions on to the NNN website. Contributions can be looked up by the participating agencies on the NNN website and each agency can download the material relevant for its use. At present news reports are available on the website in English, Spanish and Arabic languages. Press Trust of India (PTI) is participating in the facility on behalf of India.

In tandem with its participation in the NNN multilateral news exchange, PTI has also been undertaking news and photo exchanges with a number of national news agencies on a bilateral basis. During the year under review it signed agreements with the Anadolu Ajansi (AA) of Turkey, Mehr News Agency (MNA) of Iran, Saudi Press Agency (SPA) of Saudi Arabia and the Syrian Arab News Agency (SANA) of Syria providing for news and photo exchanges.

INDIA AND SAARC

India is an active member of South Asian Association for Regional Co-operation (SAARC) where the Information Ministers of SAARC member countries are required to meet annually.

Shri V.B. Pyarelal, the then Joint Secretary, attended the Second Selection Committee Meeting of the Centre held on the 7th of April, 2010 in Kathmandu.

The 15th Session of the Indo-Russian JWG meeting on Tourism & Culture was held at Moscow on 14-15 May, 2010. Shri Sham Lal, Under Secretary, was nominated as a member of the delegation on behalf of this Ministry. The delegation was led by Dr. Vijay S. Madan, Joint Secretary, M/o Culture.

A Programme on "Understanding relations between Internet Technology and New Media Application"

was organized by SAARC Information Centre (SIC) in Kathmandu on 2-3 August 2010. Shri P.L. Verma, Under Secretary, attended the programme.

The 6th meeting of the Governing Board of the SAARC Information Centre was held on 2nd and 3rd December, 2010 in Kathmandu, Nepal. The Ministry was represented by Director (IP&MC).

A seminar on Rural Broadband Connectivity was held at Colombo in Sri Lanka on December 23

and 24, 2010. Since the subject Rural Broadband Connectivity is dealt by the Ministry of Communication & IT, Shri K.K. Minocha, DDG (BB), US of D/o Telecommunication attended the Seminar.

The Indian National Commission (INC) for Cooperation with UNESCO has been reconstituted. The first meeting of the Commission was held on 15 July 2010 at New Delhi.

REPRESENTATION OF SCHEDULED CASTES, SCHEDULED TRIBES, OBCs IN SERVICE

RESERVATION FOR SCHEDULED CASTES, SCHEDULED TRIBES AND OTHER BACKWARD CLASSES

This Ministry has been making all possible efforts to ensure adequate representation of Scheduled Castes, Scheduled Tribes and Other Backward Classes in the posts and Services under its administrative control keeping in view the orders/instructions/guidelines issued by the Government in this regard. This Ministry is taking every step to fill the gap between the allocated percentage of reservation



Participation of Minority Community in a programme organised by DFP

and the actual representation of SCs/STs/OBCs in various posts and services in the Ministry including all its attached and subordinate offices. Efforts are also made to ensure adequate representation of officers belonging to Scheduled Castes, Scheduled Tribes and Other Backward Classes in various training programs. Post based rosters are maintained by all the attached/subordinate offices/PSUs/autonomous bodies under the administrative control of the Ministry.

The guidelines & instructions regarding reservation for SCs/STs/OBCs in Services and for other benefits, issued from time to time by the nodal Ministries/Departments, are always circulated to all the media units for strict compliance.

As per the instructions of DOP&T, issued vide its O.M. dated 01 January 2010 information pertaining to the percentage of representation of SCs, STs and OBCs as on 1st January 2010 in respect of Ministry of Information and Broadcasting including all its attached & subordinate offices is as under:-

Category	SC	ST	OBC
Group A	15.11%	5.32%	2.53%
Group B	14.76%	5.66%	1.63%
Group C	19.19%	11.23%	6.46%
Group D	34.47%	13.44%	6.28%
Total	20.42%	9.8%	4.88%

Details of recruitment of Minority Community for the year ending 31st March 2010 under the Prime Minister's 15 Point Programme as per the O.M. dated 23.3.2010.

	Total No. of employees as on 31 st March, 2010	Total no. of persons employed during the year	Minority persons employed during the year	Total No. of employees as on 31 st March, 2010	Total no. of persons employed during the year	Minority persons employed during the year
		Group A			Group B	
Ministry/Department	280	nil	nil	609	37	7
Attached/Subordinate offices and Autonomous bodies	1001	17	2	4495	93	10
Total	1281	17	2	5104	130	17
	Total No. of employees as on 31 st March, 2010	Total no. of persons employed during the year	Minority persons employed during the year	Total No. of employees as on 31 st March, 2010	Total no. of persons employed during the year	Minority persons employed during the year
		Group C			Group D	
Ministry/Department	373	7	nil	76	1	nil
Attached/Subordinate offices and Autonomous bodies	10783	190	19	3401	55	4
Total	11156	197	19	3477	56	4

A separate cell, for administrative convenience, has been set up in this Ministry in terms of instructions in MHA's O.M.No.27/22/68-Estt(SCT) dated 19.4.1969 to look after the interests of Scheduled Castes, Scheduled Tribes and Other Backward Communities.

The Cell under the supervision of a Liaison Officer of the rank of Dir/DS is functioning for coordinating and monitoring of work relating to implementation of reservation policy and other benefits due and admissible to SCs/STs and OBCs under the rule of this Ministry and its attached and Subordinate Offices.

REPRESENTATION OF PHYSICALLY DISABLED PERSONS IN SERVICE

The instructions and guidelines regarding Persons with Disabilities issued from time-to-time by the nodal Ministry/Department are always circulated to all Media Units and Administrative Sections in Main Secretariat of M/o I&B for strict compliance. In the Main Secretariat, a Liaison Officer is also appointed to look after the concerns of Persons with Disabilities. As per the instructions of DoP&T issued from time-to-time a special drive is also launched to fill up backlog vacancies in this category. At present, no such instructions from DoP&T have been received. However, all Media Units have been asked to compile information regarding backlog vacancies in Persons with Disabilities category. The representation of Persons with Disabilities in this Ministry (except AIR, Doordarshan, CBFC and Films Division) collectively and in direct recruitment and promotion quotas as on 1 January 2010 is given in the following tables.



President Smt. Pratibha Devisingh Patil presenting the special Jury Best Child Award to Aasma Asla (Visually Impaired) at the 57th National Film Awards Ceremony in New Delhi

PWD REPORT I

ANNUAL STATEMENT SHOWING THE REPRESENTATION OF THE PERSONS WITH DISABILITIES IN SERVICES (As on 1st January 2010)

Ministry/Department Information & Broadcasting

Attached/Subordinate Office

Group	Number of Employees					
	Total	In Identified posts		VH	HH	OH
(i)	(ii)	(iii)	(iv)	(v)	(vi)	
Group A	856	216	2	2	4	
Group B	1282	524	1	2	6	
Group C	2098	441	4	8	14	
Group D	1387	628	10	5	31	
Total	5623	1809	17	17	55	

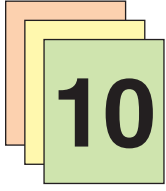
PWD REPORT II

STATEMENT SHOWING THE NUMBER OF PERSONS WITH DISABILITIES IN SERVICES APPOINTED DURING THE YEAR 2009 (as on 1.1.2010)

Group	Direct Recruitment						Promotion							
	No. of vacancies reserved			No. of appointments made			No. of vacancies reserved			No. of appointments made				
	VH	HH	OH	TOTAL	VH	HH	OH	VH	HH	OH	Total	VH	HH	OH
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Group A	1		2	1	1									
Group B		2												
Group C	1	2	5	2			2	1	3	1				
Group D	4	2	1		2		1	1	1					
Total	6	6	8	3	3	3	3	2	4	1				

Notes:

- (i) VH stands for Visually Handicapped (persons suffering from blindness or low vision)
- (ii) HH stands for Hearing Handicapped (persons suffering from hearing impairment)
- (iii) OH stands for orthopaedically Handicapped (persons suffering from loco motor disability or cerebral palsy)



USE OF OFFICIAL LANGUAGE

Hindi is the official language of the Union of India. There is a well-considered policy of the Government to accelerate the progressive use of Hindi in official work. This Ministry has been emphasizing on the use of Hindi as per the Official Language Policy of the Government of India. The Official Language Implementation Committee (OLIC) in the Main Secretariat of the Ministry monitors the progressive use of Hindi in the Secretariat as well as in its attached and subordinate offices. The meetings of Official Language Implementation Committee are held regularly to monitor the status of implementation of the Official Language Policy in the Ministry and its media units/organizations and ways and means to augment the use of Hindi in official work and achieve targets under the annual programme as fixed by the Department of Official Language.

One Director (OL), one Assistant Director (OL) and four translators are posted in the Main Secretariat to provide necessary assistance in translation, implementation and monitoring of the Official Language Policy of the Government of India.

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

For promoting the use of Hindi in official work, “Hindi Fortnight” was organized in the Ministry from 14 to 28 September 2010. During this period, essay writing, poetry, noting/drafting, dictation, translation, debate and quiz competitions were organized in which 160 officials participated, 71 officials (both from Hindi and Non-Hindi speaking areas) were awarded a certificate and cash prize. The Hon’ble Minister also issued an Appeal for increasing the use of Hindi in official work. Moreover, the Appeals issued by the Union Home Minister and the Cabinet Secretary on this occasion were also circulated.

An incentive scheme for original noting and drafting as per the directions of Department of Official Language, Ministry of Home

Affairs is also operative. Eight officials of the Ministry (Main Secretariat) were awarded cash prizes for the year 2009–2010 under the scheme.

The Second Sub-Committee of Parliament on Official Language inspected nine offices under this Ministry during the year (i.e., from 1st April

2010—31 December, 2010). The suggestions made by the Committee were noted and remedial actions initiated for better implementation of the Official Language Policy. Ten other offices under the Ministry were also inspected.

WOMEN WELFARE ACTIVITIES

In accordance with the guidelines of the National Commission for Women, a Women Cell was created in the Ministry in 1992. The Cell was reconstituted on 23.5.1997, as per the instructions of the National Commission for Women. Consequent upon the judgement delivered on 13th August, 1997 by the Hon'ble Supreme Court in PIL, filed by Vishakha & Others Vs. State of Rajasthan, certain guidelines were laid down to prevent sexual harassment of women at work place. In compliance with these guidelines, the Women Cell of this Ministry was reconstituted on 16th May, 2002. Later on, through the Bill "The Protection against Sexual Harassment of Women - 1995", it was directed that the Internal



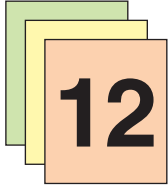
A talk show on Education of Girl Child organised by DFP at Jabalpur

Complaints Committee shall consist of not less than three members and there shall be at least one external expert on the Committee. Accordingly, the Women Cell of this Ministry was reconstituted on 13th January, 2006 including an external expert from YWCA as non-official member.

Consequent upon relinquishing as Chairperson by Additional Secretary (P&A) on her transfer from this Ministry this Cell has been reconstituted with Additional Secretary & F.A. as its Chairperson and four other officers as its Members and also one external expert from YWCA as non-official

Member. This Cell also functions as the Complaints Committee in terms of the judgment delivered by the Hon'ble Supreme Court in matters relating to sexual harassment at work places which has since been included in the CCS (Conduct) Rules 1964 as Rule 3 C. It may be mentioned that from the date of creation of the Women Cell, no complaint has been received in the Cell from the women employees of the Main Secretariat of this Ministry.

Similar Cells are also functioning in the attached/subordinate offices and autonomous bodies of the Ministry.



VIGILANCE RELATED MATTERS

DETAILS OF VIGILANCE SET UP OF MINISTRY AND ITS ACTIVITIES

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

Concerted efforts were made to streamline the procedures in order to minimize the scope for corruption. Persons of doubtful integrity were identified and a close watch was maintained over such officials. Efforts were also made to rotate the staff posted in sensitive positions. Regular and surprise inspections were carried out by senior officers to ensure proper observance of rules and procedures. During the period 1st April to 31st December 2010, 325 regular and surprise inspections were carried out and 8 persons were identified for being kept under surveillance. In addition a total of 46 areas have been selected for being kept under surveillance in the different media units of this Ministry. During the period, the yearly exercise of preparation/review of 'Agreed' and 'Doubtful Integrity' list of officers of Gazetted status of the Ministry and its Media Units has been taken up in consultation with the Media Units and the CBI.

To continue the anti-corruption drive, launched by the Government on the 50th Anniversary of the Independence of our country, CVO has been nominated as the Liaison Officer to deal with the complaints forwarded by the Prime Minister's Office. The complaints received from PMO are constantly monitored and reports are regularly

submitted to the PMO. A week long Vigilance Awareness Week was observed by the Ministry of I&B and its Media Units.

During the period from 1st April, to 31st December 2010, 328 fresh complaints were received in the Ministry and its media units [except CBFC] from different sources. These were examined and preliminary inquiries were ordered in 61 cases. Preliminary inquiry reports in respect of 67 cases were received during this period. Regular departmental action for major penalty was

initiated in 15 cases and for minor penalty in 3 cases. Major penalties have been imposed in 17 cases and minor penalties in 6 cases. During the period under report, 6 officials were placed under suspension and in 20 cases administrative action has been taken.

Monthly reports on pending disciplinary cases and fortnightly reports on pending sanction for prosecution are regularly obtained from all the Media Units and forwarded to CVC and the Department of Personnel & Training.

CITIZENS' CHARTER & GRIEVANCE REDRESSAL MECHANISM

Citizens' Charter

Citizens' Charter of M/o Information & Broadcasting has been prepared on the basis of the latest guidelines issued by the Department of Administrative Reforms and Public Grievances on the implementation of 'Sevottam Complaint System', which is one of the objectives of Results Framework Document (RFD). 14 Main services of the Ministry have been identified and incorporated in the Charter. The standards of these services have also been laid down in the Charter. The Charter has been uploaded on the RFMS software of the Cabinet Secretariat. It has also been uploaded on the Ministry's website www.mib.nic.in.

Grievance Redressal Mechanism

Grievance petitions are received in the Ministry through President's Secretariat, Prime Minister's Office, Department of Administrative Reforms and Public Grievances, Vice President's Secretariat, other Ministries/ departments and from the individuals concerned. An officer of the rank of Joint Secretary is designated as the Head of the Internal Grievance Redressal Machinery of the Ministry of Information and Broadcasting. At present, Joint Secretary (Policy, Public Grievance and Admn) has been functioning as the Head of the Internal Grievance Redressal Machinery. The petitions received are registered and processed in the computerized Centralized Public Grievance Redress and Monitoring System (CPGRAMS). All the petitions received are acknowledged according to norms fixed. The acknowledgement letter contains registration number of the grievance, expected time of disposal and the details of the contact person. The grievance petitions are sent to the concerned media units/offices/divisions for taking necessary action and final disposal, with the direction to send a final reply to the petitioner, as per rules. These petitions are monitored on regular basis to keep track of their disposal by reminders and review meetings etc. In all the media units, normally, an officer of the rank of Joint Secretary/

Director/Deputy Secretary has been designated as Public Grievances Officer of the concerned Media Unit. In important cases, a senior officer of the concerned media unit/office is also called for discussion for quick disposal of the case. The position regarding final disposal of petitions is also intimated to the authority/individual from which the grievance was received, by post or through CPGRAMS.

The guidelines received from time to time regarding redressal of public grievances/activating machinery for redressal of public grievances, from Department of Administrative Reforms and Public Grievances etc. are circulated to all media units/autonomous bodies etc. functioning under this Ministry. Disposal of grievances in the Ministry is monitored by Secretary (I&B) also.

Time Frame for Redressal of Grievances

S.N.	Subject	Time
1.	Issue of acknowledgement/interim reply to the petitioner	3 days
2.	Forwarding of the grievances/petition to the concerned authority	7 days
3.	Final disposal of transferred/referred cases by the concerned Ministry/Department/State and time limit for informing the position of the outcome.	2 months
4.	Cases referred to Complaint Committee on “Sexual Harassment of Women at workplace”	2 months

A similar mechanism is also in place in all the attached/subordinate offices, autonomous bodies and public sector undertakings working under the administrative control of this Ministry.

As per the directions of the Cabinet Secretariat,

the Ministry has adopted the “Sevottam Complaint System Guidelines” for its “Grievance Redressal Mechanism” and has sent an action taken report to the Cabinet Secretariat on the same for evaluation.

RIGHT TO INFORMATION ACT, 2005 RELATED MATTERS

Right To Information Act 2005 provides freedom to every citizen to secure access to information under the control of public authorities, consistent with public interest, in order to promote openness, transparency and accountability in administration and in relation to matters connected therewith or incidental thereto. Right to information means the right to information accessible under this Act, which is held by or under the control of any public authority and includes the right to –

1. Inspection of work, documents, records;
2. Taking notes, extracts or certified copies of documents or records
3. Taking certified samples of material;
4. Obtaining information in the form of diskettes, floppies, tapes, video cassettes or in any other electronic mode or through printouts where such information is stored in a computer or in any other device;

Implementation of RTI Act in the Main Secretariat:

The following steps have been taken to ensure implementation of RTI Act, 2005 :

The Information and Facilitation Counter (IFC) of the Ministry was established on 4th July, 1997 in pursuance of the decision of the Government to make administration more transparent and responsive. Applications/requests under RTI Act, 2005 related to the Ministry and its attached, sub-ordinate offices, PSUs, autonomous bodies are received at IFC. 26 CPIOs and 17 Appellate Authorities have been designated to provide information to persons requesting for the information and decision on the appeal filed by appellant under this Act in the Main Sectt. of the Ministry.

813 applications and appeals have been received during the period from 01.01.2010 to 31.12.2010 at IFC and all the applicants replied suitably as prescribed under RTI Act, 2005. An amount of

₹ 16002 has been received as application fee/ information charges/ inspection charges. Approximately 672 visitors belonging to different States of India have been attended to by IFC. These visitors generally seek information about TV Channels, Cable TV, FM and CRS etc.

The Information and Facilitation Counter provides the following services to the clients/customers of the organization:

- (a) Information regarding services provided and programmes, schemes supported by the organization and the relevant rules and procedures, through brochures, folders;
- (b) Facilitating the customer/client to obtain the services of the Organisation optimally, timely, efficiently and in a transparent manner and providing forms etc. of public usage;
- (c) Information regarding the standards of quality of service, time norms, etc. evolved by the organization with reference to the services/schemes/functioning of the organization;
- (d) Information regarding hierarchical set up of Public Grievance Redress Machinery of the organization; and
- (e) Receiving, acknowledging and forwarding the grievances/application/request/form (related to the services provided by the Organization) to the concerned authority in the organization and providing information on their status/disposal.

An Information Manual under RTI Act, 2005 has been prepared by Ministry of Information & Broadcasting which is available at the Information and Facilitation Counter.

- iii) Constant monitoring and review is done to ensure that the provisions contained under the Act are fully implemented.

Mechanism to deal with RTI applications

Applications received under RTI Act at IFC are forwarded to the concerned CPIOs immediately for further action as required. IFC has developed a mechanism to follow up the application by issuing reminders to CPIOs about the pending cases on blue and pink papers after 15 and 25 days respectively so that there may not be any lapse in providing information to the applicant within the prescribed period of 30 days.

Implementation of RTI Act in the Attached/Subordinate offices of the Ministry

All the attached/subordinate/PSUs and autonomous bodies under the Ministry have been instructed to designate CPIOs and Appellate Authorities in their headquarters and field units in respect of subjects dealt in by them. Accordingly, CPIOs and Appellate authorities have been appointed by all the attached/subordinate/PSUs and autonomous bodies of the Ministry and they are working according to the instructions issued from DoPT in this regard, from time to time.

ACCOUNTING AND INTERNAL AUDIT

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

The Chief Controller of Accounts is the administrative head of the Accounting Organization, and exercises this function with the assistance of a Controller of Accounts, one Assistant Controller of Accounts and 14 Pay & Accounts Offices. The Pay & Accounts Offices are located at Delhi, Mumbai, Calcutta, Chennai, Lucknow, Nagpur and Guwahati.

The responsibilities of Accounting Organizations are:

1. Expenditure Control over Appropriation
2. Timely accounting of receipts and expenditure.
3. Compilation and consolidation of Accounts of the Ministry of Information and Broadcasting for onward submission to the Controller General of Accounts, Ministry of Finance.
4. Formulation of Receipt budget.
5. Ensuring prompt payments.
6. Speedy settlement of Pension, Provident Fund and other claims.
7. Internal Audit of the Ministry and Media Units.
8. Making available accounting information to concerned authorities.
9. Internal Finance Advisory functions for the Directorate of Film Festival, Press Information Bureau, Directorate of Field Publicity, Publications Division and Research Reference and Training Division.

COMPUTERISATION

Keeping in view the emerging requirements of advanced technology and immediate information needs, the office of the Chief Controller of Accounts aims at providing a complete and comprehensive computer based financial information system.

Computerization of Expenditure Accounting has also been implemented in the Pay & Accounts Offices of the Ministry of Information & Broadcasting through the mainstream accounting packages IMPROVE and COMPACT, which have been developed by the NIC in consultation with the Office of Controller General of Accounts. IMPROVE is the expenditure accounting software designed for the Pay & Accounts Offices. IMPROVE has been replaced with an upgraded package called COMPACT. COMPACT is a multi-user software covering all the functions of Pay & Accounts Offices.

Presently in 6 PAOs, voucher level computerization is done using the Software COMPACT. The PAOs are rendering their Monthly Accounts to the Principal Accounts Office through floppies as well as submitting an e-Lekha. Further, Principal Accounts office is sending monthly accounts to Office of CGA online through e-Lekha module. All the stages like pre-check, cheque writing, cheque review, scrolls, TEs and consolidation is being done using this package.

The records relating to New Pension Scheme is also being maintained by NSDL. All the PAOs are uploading through NSDL details of subscription and general information online.

Website

Summary of Receipts and Expenditure of monthly account is being displayed in the website of Ministry of Information & Broadcasting every month with corresponding figures of previous year.

IRLA (INDIVIDUAL RUNNING LEDGER ACCOUNTING SYSTEM)

After departmentalization of Accounts of all the Ministries in 1976, Pay & Accounts Office (IRLA) came into existence along with other departmentalized PAOs of other Ministries. The idea of IRLA system (Individual Running Ledger Account) is to keep all service and payment details in a centralized system so that officers of media units of Ministry of Information and Broadcasting and Prasar Bharti, who have all India transfer liability can draw their Salary without any hassle. Pay & Accounts Office (IRLA) is maintaining service and salary records of

almost 50 media units of Ministry of Information and Broadcasting and Prasar Bharti located in 692 cities all over India. This office maintains service records and disburses Salary payments of approximate 1700 serving officers. The office also maintains Service Records of almost 11000 retired officers of Ministry of Information and Broadcasting and Prasar Bharti. This office is headed by one officer of the rank of Deputy Controller of Accounts from Indian Civil Accounts Service. There are 4 Accounts Officers and 8 Assistant/Junior Accounts Officers. This office is one of the first offices in Government of India to implement various aspects of e-governance and also perhaps first Pay and Accounts Office, which has introduced Electronic Clearing Service of RBI for Salary payments to the officers. From May, 2003, all pension cases have been finalized on the date of retirement itself, except those cases where cases have not been forwarded by the concerned Directorate/Headquarter. Efforts are underway to upgrade the existing software so as to provide better services to all the IRLA officers.

INTERNAL AUDIT

The work of audit in the Ministry of Information and Broadcasting is carried out in accordance with the instructions and procedures as laid down in the Internal Audit Manual. Audit Reports are instrumental in checking infructuous expenditure and guiding the administration for improvement of financial health.

There are 692 units (589 Prasar Bharti and Non-Prasar Bharati – 103) under various media units of the Ministry spread throughout the length and breadth of the country, which fall within the purview of Internal Audit. For the sake of convenience and economy, four Zonal Internal Audit parties have been established, namely, North Zone, South Zone, West Zone and East Zone located at New Delhi, Chennai, Mumbai and Kolkata respectively and the work of Internal Audit is distributed amongst these four zones for coverage of Audit falling under their peripheral areas. An Accounts Officer heads each zonal Internal Audit office. The audit reports of different units are issued by the concerned zonal parties directly and copies are sent to HQs for review and follow up. The Internal Audit reports

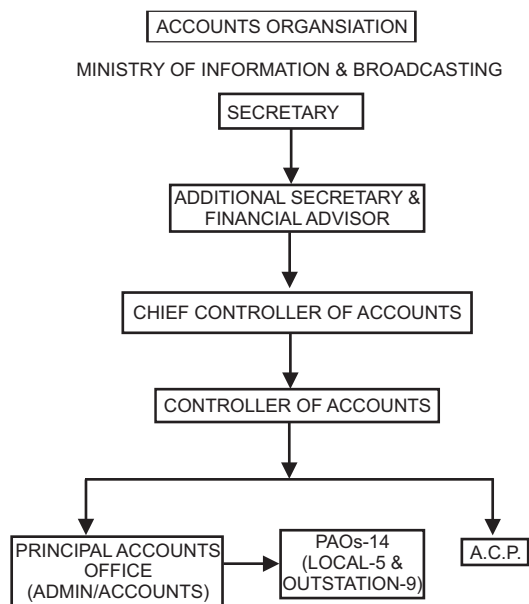
are reviewed at the HQs and important Paras are taken up by the CCA/CA with the divisional heads for early settlement.

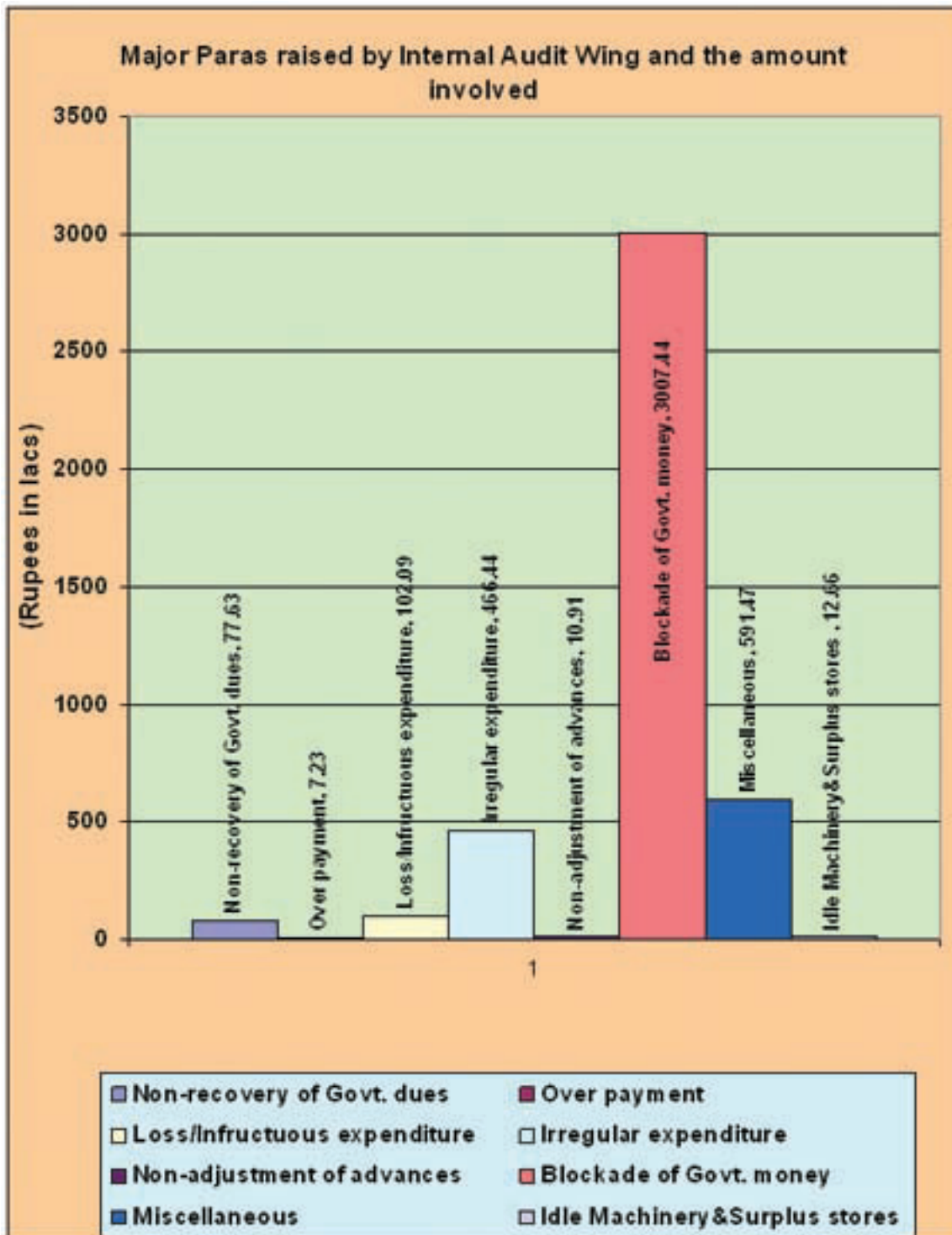
During the year 2009–10, general audit of 30 units were conducted by Internal Audit in addition to

Special Audit of Prasar Bharati. The Internal Audit Reports have helped in checking some major irregularities involving substantial sum of money such as:

(a) Non-recovery of Govt. dues	₹ 77.63 lakhs
(b) Over payment	₹ 7.23 lakhs
(c) Loss/ Infructuous expenditure	₹ 102.09 lakhs
(d) Irregular expenditure	₹ 466.44 lakhs
(e) Non-adjustment of advances	₹ 10.91 lakhs
(f) Blockade of Govt. money	₹ 3007.44 lakhs
(g) Miscellaneous	₹ 591.47 lakhs
(h) Idle Machinery & Surplus stores	₹ 12.66 lakhs
Total	₹ 4275.87 lakhs

Internal Audit involved on the spot inspection of the units and Internal Audit reports were discussed with Head of the Departments/Head of offices by the Head of Inspection Party. Common general irregularities were highlighted for adopting corrective measures in future. Internal audit reports work in the positive direction so that financial accountability, economy in expenditure linked to physical target and goal achievement may mark sound financial management for the Government of India.





Position of Proforma Accounts	Departmentally Managed Government Undertakings- Position of Proforma Accounts (Para No. 2.10 Report No. 1 of 2008-09)
Loss and irrecoverable dues written off/Waived.	Loss and irrecoverable dues written off/Waived. (Para No. 2.11 Report No. CA-1 of 2008-09)
Rush of Expenditure	Rush of expenditure during March and the last quarter of the financial year (Para No. 7.10 Report No. CA-1 of 2008-09)
Saving of ₹ 100 Crores or more	Saving of ₹ 100 Crores or more has been shown as consolidated figures of various Media Units of the Ministry. (Para No. 8.4 Report No. CA-1 of 2008-09)
Unrealistic estimation of expenditure	While obtaining supplementary grants, the Ministries/ departments reported to Parliament large amounts of additional requirement for different purposes under schemes/activities. (Para No. 8.14 Report No. CA-1 of 2008-09)
Saving of ₹ 100 Crore or more under one sub-head	A detailed scrutiny of Appropriation Accounts revealed that under certain grants and appropriations saving of ₹ 100 crore or more under a sub-head were noticed which are indicative of poor budgeting or shortfall in performance or both. (Para No. 8.16 Report No. CA-1 of 2008-09)
Avoidable payment of interest	Delay in processing of payments due to M/S Asia Pacific Broadcasting Union, Malaysia by Prasar Bharati resulted in avoidable payment of interest of ₹ 27.84 lakh. (Para No. 5.1 Report No. CA-23 of 2009-10)

IMPLEMENTATION OF THE JUDGEMENTS /ORDERS OF CATs

As per the instructions received from Department of Personnel and Training, the information in r/o Implementation of the Judgments/Orders of CAT Cases was compiled from various Media units & Main Secretariat of the Ministry. The status for the year 2009-10 is as follows:

No.	Media Unit	No. of Orders received from CAT for the year	No. of the Judgements/Orders implemented 2009-10
1	Main Secretariat *	2	1
2	DG: DAVP	0	0
3	DPD	0	0
4	PIB	2	2
5	S&DD	1	1
6	DFP	0	0
7	RNI	0	0
8	Photo Division	0	0
9	RR&TD	0	0
10	PCI	0	0
11	IIMC	2	0
12	DG: AIR	10	2
13	DG: DD	Data not received	
14	BECIL	0	0
15	CBFC	2	1
16	SRFTI	7	7
17	FTII	1	0
18	Films Division	3	3
19	NFDC	0	0
20	NFAI	0	0
21	CFSI	0	0
22	DFP	0	0
23	PAO	0	0
24	EMMC	0	0
	Total	30	17[#]

* Information in r/o Main Secretariat does not include IBPS & IBES Cadre

PLAN OUTLAY

PLAN OUTLAY (2010-11):

The Plan outlay for 2010-11 in respect of the Ministry of I&B was ₹ 850 Crore (₹ 531.48 Crore for Plan Schemes and ₹ 318.52 Crore for Commonwealth Games 2010) as given below:

(₹ in Crore)

S.No.	Sector	GBS	IEBR	Total
1	Information Sector	100.00	0.00	100.00
2	Films Sector	88.00	0.00	88.00
3	Broadcasting Sector	343.48	0.00	343.48
	Total	531.48	0.00	531.48
4.	Commonwealth Games 2010 and related programmes	318.52	0.00	318.52
	Total	850.00	0.00	850.00

2. The Media Unit wise and Scheme wise break-up of the Annual Plan 2010-11 is given at Annexure-I and Annexure-II.
3. The North East component at ₹ 69.62 Crore represents 13.09% of the total plan outlay of ₹ 850 Crore earmarked for Plan Schemes. The break up of North East component is as under:

PIB	₹ 2.0000 Crore
Photo Div.	₹ 0.0200 Crore
DFP	₹ 0.6000 Crore
S&DD	₹ 1.5000 Crore
Films Div.	₹ 0.5000 Crore
AIR	₹ 40.0000 Crore
DDN	₹ 25.0000 Crore
Total:	
	₹ 69.6200 Crore

MINISTRY OF INFORMATION & BROADCASTING
Annual Plan 2010-11
Statement of Budget Estimate (SBE)- 2010-11
Media Unit wise Position

Ministry / Department : MINISTRY OF INFORMATION & BROADCASTING		Annual Plan 2009-10 (BE)		Annual Plan 2009-10 (RE)		Annual Plan 2010-11 (BE)									
		S. No.	Name of the Media unit	Annual Plan 2009-10 (BE)	Annual Plan 2009-10 (RE)	Annual Plan 2010-11 (BE)	Annual Plan 2010-11 (RE)								
A	Central Sector Scheme	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]	[14]
I INFORMATION SECTOR															
1	PIB	15.03	0.00	15.03	1.00	14.03	0.00	14.03	0.00	14.03	1.00	24.75	0.00	24.75	2.00
2	Publication Division	0.35	0.00	0.35		0.35	0.00	0.35	0.00	0.35		0.26	0.00	0.26	
3	DAVP	26.88	0.00	26.88		36.88	0.00	36.88	0.00	36.88		44.50	0.00	44.50	
4	IIMC	3.70	0.00	3.70		3.70	0.00	3.70	0.00	3.70		3.70	0.00	3.70	
5	Photo Division	0.70	0.00	0.70		2.10	0.00	2.10	0.00	2.10		2.55	0.00	2.55	0.02
6	DPP	1.49	0.00	1.49	0.15	1.49	0.00	1.49	0.00	1.49	0.15	5.55	0.00	5.55	0.60
7	Song & Drama Division	4.50	0.00	4.50	0.45	4.50	0.00	4.50	0.00	4.50	0.45	6.27	0.00	6.27	1.50
8	RR&TD	1.18	0.00	1.18		0.30	0.00	0.30	0.00	0.30		0.25	0.00	0.25	
9	RNI	0.17	0.00	0.17		0.17	0.00	0.17	0.00	0.17		0.17	0.00	0.17	
Main Sectt.(Information Wing) Schemes															
10	Construction of Soochna Bhawan (Phase V)	10.00	0.00	10.00		10.00	0.00	10.00	0.00	10.00		10.00	0.00	10.00	
11	Economic Analysis of Growth Initiatives	0.50	0.00	0.50		0.25	0.00	0.25	0.00	0.25		0.50	0.00	0.50	
12	Trg. For HRD	1.50	0.00	1.50		1.50	0.00	1.50	0.00	1.50		1.50	0.00	1.50	
Information Sector : Total:		66.00	0.00	66.00	1.60	75.27	0.00	75.27	0.00	75.27	1.60	100.00	0.00	100.00	4.12
II FILM SECTOR															
1	Films Division	19.26	0.00	19.26	0.46	19.76	0.00	19.76	0.00	19.76	0.46	35.10	0.00	35.10	0.50
2	NFAI	4.00	0.00	4.00		7.00	0.00	7.00	0.00	7.00		5.00	0.00	5.00	
3	DFF	8.18	0.00	8.18		8.18	0.00	8.18	0.00	8.18		9.50	0.00	9.50	
4	CFSI	4.00	0.00	4.00		4.00	0.00	4.00	0.00	4.00		4.00	0.00	4.00	
5	CBFC	1.85	0.00	1.85		1.20	0.00	1.20	0.00	1.20		2.20	0.00	2.20	
6	National Film Development Corporation	6.51	0.00	6.51		7.85	0.00	7.85	0.00	7.85		13.00	0.00	13.00	
7	FITI, Pune	6.00	0.00	6.00		9.50	0.00	9.50	0.00	9.50		8.00	0.00	8.00	
8	SRFTI,Kolkata	7.00	0.00	7.00		7.00	0.00	7.00	0.00	7.00		7.00	0.00	7.00	
(Signature with seal of FA/ authorised representative of Ministry / Department)		(Signature with seal of authorised representative of Planning Commission)													

MINISTRY OF INFORMATION & BROADCASTING
Annual Plan 2010-11
Statement of Budget Estimate (SBE)- 2010-11
Media Unit wise Position

Ministry / Department : MINISTRY OF INFORMATION & BROADCASTING		Annual Plan 2009-10 (BE)				Annual Plan 2009-10 (RE)				Annual Plan 2010-11 (BE)					
		S. No.	Name of the Media unit	GBS	IEBR	Total	Outlay Earmarked for North-East 2009-10 (BE)	GBS	IEBR	Total	Outlay Earmarked for North-East 2009-10 (RE)	GBS	IEBR	Total	Outlay Earmarked for North-East 2010-11 (BE)
A	Central Sector Scheme	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]	[14]
	Main Sectt.(Film Wing) Schemes														
9	Participation in Film Market in India & Abroad	2.20	0.00	2.20	0.00	2.20		2.20	0.00	2.20		2.20	0.00	2.20	
10	Setting up of National Centre of Excellence for Animation, Gaming and Special effects	1.00	0.00	1.00	0.00	1.00		0.15	0.00	0.15		1.00	0.00	1.00	
11	National Film Heritage Mission (A new Plan Scheme being introduced from AP 2010-11)		0.00		0.00							1.00		1.00	
	Film Sector : Total:	60.00	0.00	60.00	0.00	60.00	0.46	66.84	0.00	66.84	0.46	88.00	0.00	88.00	0.50
	III BROADCASTING SECTOR														
1	All India Radio	261.00	0.00	261.00	0.00	261.00	43.00	36.14	0.00	36.14	13.00	183.48	0.00	183.48	40.00
2	Doordarshan	251.00	0.00	251.00	0.00	251.00	44.95	167.45	0.00	167.45	29.90	157.00	0.00	157.00	25.00
	Total: Prasar Bharati	512.00	0.00	512.00	0.00	512.00	87.95	203.59	0.00	203.59	42.90	340.48	0.00	340.48	65.00
	Main Sectt.(Broadcasting Sector) Schemes														
1	Electronic Media Monitoring Centre (EMMC)	2.00	0.00	2.00	0.00	2.00		2.00	0.00	2.00		2.18	0.00	2.18	
2	Private FM Radio	3.20	0.00	3.20	0.00	3.20		3.20	0.00	3.20		0.01	0.00	0.01	
3	International Channel	1.00	0.00	1.00	0.00	1.00		0.10	0.00	0.10		0.01	0.00	0.01	
4	IEC activities for Community Radio	0.80	0.00	0.80	0.00	0.80		1.00	0.00	1.00		0.80	0.00	0.80	
	Total:	7.00	0.00	7.00	0.00	7.00		6.30	0.00	6.30		3.00	0.00	3.00	
	TOTAL Broadcasting Sector (III)	519.00	0.00	519.00	0.00	519.00	87.95	209.89	0.00	209.89	42.90	343.48	0.00	343.48	65.00
	TOTAL M/o I & B (Excluding Commonwealth Games 2010)	645.00	0.00	645.00	0.00	645.00	90.01	352.00	0.00	352.00	44.96	531.48	0.00	531.48	69.62
	IV Commonwealth Games and Related Programmes														
(i)	Prasar Bharati	134.00	0.00	134.00	0.00	134.00		134.00	0.00	134.00		232.00	0.00	232.00	
(ii)	PIB	10.00	0.00	10.00	0.00	10.00		10.00	0.00	10.00		21.75	0.00	21.75	
(iii)	ITPO	11.00	0.00	11.00	0.00	11.00		11.00	0.00	11.00		64.77	0.00	64.77	
	Total :	155.00	0.00	155.00	0.00	155.00		155.00	0.00	155.00		318.52	0.00	318.52	
	TOTAL M/o I & B (Including Commonwealth Games 2010)	800.00	0.00	800.00	0.00	800.00	90.01	507.00	0.00	507.00	44.96	850.00	0.00	850.00	69.62
	DBS	800.00	0.00	800.00	0.00	800.00	90.01	507.00	0.00	507.00	44.96	850.00	0.00	850.00	69.62
	Signature with seal of FA/ authorised representative of Ministry / Department	(Signature with seal of authorised representative of Planning Commission)													

Ministry / Department : MINISTRY OF INFORMATION & BROADCASTING

₹ in Crores

ANNUAL PLAN 2010-11

Total No. of Schemes	S.No.	Name of the Media unit	Approved Outlay for Annual Plan 2010-11						
			Nature of the scheme	Capital	Revenue	Total Outlay	NE Component		
	(A)	Central Sector Schemes					Capital	Revenue	Total
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]
	V	Photo Division							
9	1	National Centre of Photography	(New Scheme)	0.00	2.50	2.50			
10	2	Special Drive for N.E., J&K, A&N Island, Lakshadweep	(New Scheme)	0.00	0.05	0.05	0.00	0.02	0.02
		Total:		0.00	2.55	2.55	0.00	0.02	0.02
	VI	Directorate of Field Publicity							
11	1	Conducted Tours/ Skill Upgradation	(New Scheme)	0.00	0.55	0.55	0.00	0.10	0.10
12	2	Modernisation and Upgradation of Hardware & Software at Regional Offices and Field Publicity Offices of DFP	(New Scheme)	5.00	0.00	5.00	0.50	0.00	0.50
		Total:		5.00	0.55	5.55	0.50	0.10	0.60
	VII	Song & Drama Division							
13	1	Live Arts & Culture for rural India - Restructured from ICT Scheme	(New Scheme)	0.05	6.22	6.27	0.00	1.50	1.50
		Total:		0.05	6.22	6.27	0.00	1.50	1.50
	VIII	Research, Reference and Training Division							
14	1	Research, Reference and Media Awards	(New Scheme)	0.00	0.25	0.25			
		Total :		0.00	0.25	0.25			
	IX	Registrar of Newspapers for India							
15	1	Strengthening of RNI -	(New Scheme)	0.00	0.17	0.17			
		Total:		0.00	0.17	0.17			

Ministry / Department : MINISTRY OF INFORMATION & BROADCASTING

₹ in Crores

ANNUAL PLAN 2010-11

Total No. of Schemes	S.No.	Name of the Media unit	Approved Outlay for Annual Plan 2010-11						
			Nature of the scheme	Capital	Revenue	Total Outlay	NE Component		Total
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]
	(A)	Central Sector Schemes							
	X	Main Secretariat schemes							
16	1	Construction of Soochna Bhawan (Phase V)	(New Scheme)	10.00	0.00	10.00			
17	2	Economic Analysis of Growth initiatives	(New Scheme)	0.00	0.50	0.50			
18	3	Training for Human Resource Development in Institutions located abroad with In-service Training for IIS Officers	Transferred to Non-Plan but again proposed	0.00	1.50	1.50			
		Total:		10.00	2.00	12.00			
		TOTAL: INFORMATION SECTOR		28.15	71.85	100.00	0.50	3.62	4.12
	B	FILM SECTOR							
	I	Films Division							
19	1	International Documentary, Short & Animation Film Festival		0.00	0.10	0.10			
20	2	Museum of Moving Images (MOMI)		29.00	0.00	29.00			
21	3	Webcasting and Digitalisation of FD Films		0.00	1.00	1.00			
22	4	Production of documentary films	(New Scheme)		5.00	5.00	0.00	0.50	0.50
		Total:		29.00	6.10	35.10	0.00	0.50	0.50
	II	National Film Archives of India							
23	1	Acquisition and Exhibition of Archival Films		0.00	5.00	5.00			
		Total		0.00	5.00	5.00			

Ministry / Department : **MINISTRY OF INFORMATION & BROADCASTING**

₹ in Crores

ANNUAL PLAN 2010-11

Total No. of Schemes	S.No.	Name of the Media unit	Approved Outlay for Annual Plan 2010-11							
			Nature of the scheme	Capital	Revenue	Total Outlay	NE Component		Total	
							Capital	Revenue		
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	
	(A)	Central Sector Schemes								
	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	
	III	Directorate of Film Festivals								
24	1	Film Festival Complex- Alteration and additions		4.00	0.00	4.00				
25	2	Export Promotion through Film Festivals		0.00	4.50	4.50				
26	3	Upgradation of Print Unit	(New Scheme)	1.00	0.00	1.00				
		Total		5.00	4.50	9.50				
	IV	Children's Film Society, India (Grant-in-aid)								
27	1	Grant in Aid to CFSI		0.00	4.00	4.00				
		Total:		0.00	4.00	4.00				
	V	Central Board of Film Certification								
28	1	Establishment of Computerised Management/Upgradation of Infrastructure in CBFC		0.90	0.00	0.90				
29	2	Opening of Regional Offices at Hyderabad/New Delhi/Cuttack/Guwahati		0.00	0.80	0.80				
30	3	Monitoring and modernisation of Certification process		0.00	0.50	0.50				
		Total:		0.90	1.30	2.20				
	VI	National Film Development Corporation Ltd.								
31	1	*Film production in various regional languages (Grant-in-aid to NFDC)	(New Scheme)	0.00	10.00	10.00				
32	2	Equity participation	(New Scheme)	3.00	0.00	3.00				
		Total		3.00	10.00	13.00				

Ministry / Department : MINISTRY OF INFORMATION & BROADCASTING

₹ in Crores

ANNUAL PLAN 2010-11

Total No. of Schemes	S.No.	Name of the Media unit	Approved Outlay for Annual Plan 2010-11									
			Nature of the scheme	Capital	Revenue	Total Outlay	NE Component Capital	NE Component Revenue	Total			
	(A)	Central Sector Schemes										
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]			
		* This is a Film Wing's Main Sectt. Scheme but will be operated by NFDC										
	VII	Film and Television Institute of India, Pune										
		(Grant in Aid)										
33	1	Grant in Aid to Film & Television Institute of India		0.00	7.00	7.00						
34	2	Global Film School	New Scheme	0.00	1.00	1.00						
		Total:		0.00	8.00	8.00						
	VIII	Satyajit Ray Film and Television Institute of India, Kolkata										
		(Grant in Aid)										
35	1	Grant in Aid to Satyajit Ray Film and Television Institute of India, Kolkata		0.00	7.00	7.00						
		Total:		0.00	7.00	7.00						
	IX	Main Secretariat Scheme(Film Wing)										
36	1	Participation in Film Market in India and Abroad		0.00	2.20	2.20						
37	2	Setting up of National Centre of excellence for animation, Gaming and Special effects	(New Scheme)	0.00	1.00	1.00						
38	3	National Film Heritage Mission										
		(A new Plan Scheme being introduced from Annual Plan 2010-11)	(New Scheme)	0.00	1.00	1.00						
		Total		0.00	4.20	4.20						
		TOTAL FILMS SECTOR		37.90	50.10	88.00	0.00	0.50				0.50

Ministry / Department : MINISTRY OF INFORMATION & BROADCASTING

₹ in Crores

ANNUAL PLAN 2010-11

Total No. of Schemes	S.No.	Name of the Media unit	Approved Outlay for Annual Plan 2010-11						
			Nature of the scheme	Capital	Revenue	Total Outlay	NE Component Capital	Revenue	Total
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]
	(A)	Central Sector Schemes							
	C	BROADCASTING SECTOR							
	I	ALL INDIA RADIO							
		Continuing schemes							
38	1	J&K Special package		1.50	2.00	3.50			
39	2	Expansion of MW Services (The scheme has been completed)		0.00	0.00	0.00			
40	3	Expansion of FM Services		30.00	0.00	30.00			
41	4	Digitalisation of Production Facilities		1.00	0.00	1.00			
42	5	Automation of Studio Facilities & Misc. Schemes		6.00	0.00	6.00			
43	6	North East Special Package		37.00	3.00	40.00	37.00	3.00	40.00
		Total of Continuing schemes		75.50	5.00	80.50	37.00	3.00	40.00
		New Schemes							
44	7	Software Acquisition (AIR News)		0.00	10.00	10.00			
45	8	Digitalisation of transmitters, studios, connectivity and DTH channel	(New Scheme)	30.00	0.00	30.00			
46	9	Strengthening of External services by Digital	(New Scheme)	0.10	0.00	0.10			
47	10	E-Governance, training, Resources, security, Addl. Office accommodation Staff Quarters etc.	(New Scheme)	21.38	0.00	21.38			
48	11	New Technology and Science and Technonology (R&D)	(New Scheme)	1.50	0.00	1.50			

Ministry / Department : **MINISTRY OF INFORMATION & BROADCASTING**

₹ in Crores

ANNUAL PLAN 2010-11

Total No. of Schemes	S.No.	Name of the Media unit	Approved Outlay for Annual Plan 2010-11						
			Central Sector Schemes	Nature of the scheme	Capital	Revenue	Total Outlay	NE Component	
								Capital	Revenue
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]
49	12	*Setting up of High Power TV and FM Transmitters in Border Areas and Low Power FM Transmitters in uncovered areas of J & K State (New Scheme from AP 2009-10)	(New Scheme from AP 2009-10)	40.00	0.00	40.00			
		Total of New Schemes		92.98	10.00	102.98			
		Total of All India Radio		168.48	15.00	183.48	37.00	3.00	40.00
	II	DOORDARSHAN							
50	1	J & K Special Plan		4.00	31.00	35.00			
51	2	Digitalisation & Modernisation of production facilities (Studio/OB)		10.00	0.00	10.00			
52	3	North East Special Package		4.00	21.00	25.00	4.00	21.00	25.00
53	4	HDTV		2.00	0.00	2.00			
54	5	Other spill over X Plan approved scheme (Earlier approved as Accommodation for staff, augmentation of infrastructure & Security)							
		Total of Continuing schemes		30.00	52.00	82.00	4.00	21.00	25.00
		New Schemes							
55	6	Digitalisation of transmitters (a) Digitalisation of transmitters (b) Modernisation, Augmentation & Replacement of Transmitters.	(New Scheme)	15.00	0.00	15.00			
				5.00	0.00	5.00			

Ministry / Department : MINISTRY OF INFORMATION & BROADCASTING

₹ in Crores

ANNUAL PLAN 2010-11

Total No. of Schemes	S.No.	Name of the Media unit	Approved Outlay for Annual Plan 2010-11							
			Nature of the scheme	Capital	Revenue	Total Outlay	NE Component Capital	Revenue	Total	
	(A)	Central Sector Schemes								
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	
56	7	Studio digitalisation (a) Studio digitalisation (b) Modernisation, Augmentation & Replacement of Studio Equipment.	(New Scheme)	20.00 5.00	0.00 0.00	20.00 5.00				
57	8	DTH: Modernisation, Aug., Replacement of Satellite Broadcast Equipment (with following components)		5.00	0.00	5.00				
58	9	HDTV		15.00	0.00	15.00				
59	10	Staff Quarters, other misc. Works		5.00	0.00	5.00				
60	11	Software Acquisition/Production (Normal & Misc)		0.00	5.00	5.00				
		Total of New Schemes		70.00	5.00	75.00				
		Total of Doordarshan		100.00	57.00	157.00	4.00	21.00	25.00	
		Total: Prasar Bharati		268.48	72.00	340.48	41.00	24.00	65.00	
		Main Sectt.(Broadcasting Sector) Schemes								
61	1	Electronic Media Monitoring Centre (EMMC)		0.00	2.18	2.18				
62	2	Private FM Radio (Phase II)		0.01	0.00	0.01				
63	3	International Channel	(New Scheme)	0.00	0.01	0.01				

Ministry / Department : MINISTRY OF INFORMATION & BROADCASTING

₹ in Crores

ANNUAL PLAN 2010-11

Total No. of Schemes	S.No.	Name of the Media units	Approved Outlay for Annual Plan 2010-11									
			Nature of the scheme	Capital	Revenue	Total Outlay	NE Component		Total			
							Capital	Revenue				
	(A)	Central Sector Schemes										
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]			
64	4	IEC activities for Community Radio	(New Scheme)	0.00	0.80	0.80						
		Total:		0.01	2.99	3.00						
		Total : Broadcasting Sector		268.49	74.99	343.48	41.00	24.00	65.00			
		Total : Ministry of I&B (Excluding Commonwealth games 2010)		334.54	196.94	531.48	41.50	28.12	69.62			
		DBS										
		IEBR										
65		Commonwealth Games - 2010										
			Prasar Bharati	0.00	232.00	232.00						
			PIB	0.00	21.75	21.75						
			ITPO	0.00	64.77	64.77						
		Total:			318.52	318.52						
		Grand Total of the Ministry of I & B (including Commonwealth Games 2010)		334.54	515.46	850.00	41.50	28.12	69.62			
		DBS		334.54	515.46	850.00	41.50	28.12	69.62			
		IEBR		0.00	0.00	0.00	0.00	0.00	0.00			

MEDIA UNIT-WISE BUDGET

Demand No. 60 - Ministry of Information & Broadcasting

(₹ in thousands)

Name of Media Units/Activity	B.E. 2010-11			R.E. 2010-11			B.E. 2011-12		
	Plan	Non Plan	Total	Plan	Non-Plan	Total	Plan	Non Plan	Total
Revenue Section									
Major Head-'2251' -Secretariat Social Services									
1. Main Sectt. (including PAO)	170100	380700	550800	153100	369300	522400	348400	406100	754500
Major Head '2205' - Art & Culture Certification of Cinematographic films for public exhibition									
2. Central Board of Film Certification	13000	55000	68000	13000	58300	71300	12000	63000	75000
3. Film Certification Appellate Tribunal	0	2000	2000	0	2000	2000	0	2000	2000
Total Major Head '2205'	13000	57000	70000	13000	60300	73300	12000	65000	77000
Major Head - '2220' - Information, Films & Publicity									
4. Films Division	56000	380000	436000	56000	373400	429400	108000	382800	490800
5. Directorate of Film Festivals	45000	79200	124200	45000	86400	131400	74000	92000	166000
6. National Film Archive of India	50000	31500	81500	89000	38500	127500	200000	46800	246800
7. Grants-in-aid to Satyajit Ray F&TI, Kolkata	70000	60000	130000	70000	61800	131800	70000	70000	140000
8. Grants-in-aid to Children's Film Society of India (CFSI)	40000	14300	54300	40000	15300	55300	63000	15500	78500
9. Grants-in-aid to Film & Television Institute of India, Pune	80000	125000	205000	72000	144400	216400	113200	135000	248200
10. Grants-in-aid to Film Societies	0	0	0	0	0	0			
11. Electronic Media Monitoring Centre	21800	41000	62800	0	43600	43600	0	45000	45000
12. Research, Reference & Training Division	2500	19700	22200	1000	18900	19900	2500	21700	24200

Name of Media Units/Activity	B.E. 2010-11			R.E. 2010-11			B.E. 2011-12		
	Plan	Non Plan	Total	Plan	Non-Plan	Total	Plan	Non Plan	Total
13. Grants-in-aid to IIMC	7000	67000	74000	7000	71700	78700	10500	71700	82200
14. Directorate of Advertising & Visual Publicity	445000	622800	1067800	445000	643700	1088700	560000	673300	1233300
15. Press Information Bureau	345000	368800	713800	340000	381700	721700	127500	412300	539800
16. Grants-in-aid to Press Council of India	0	42100	42100	0	48900	48900	0	53200	53200
17. Subsidy in lieu of Interest on loan to PTI	0	0	0	0	0	0	0	0	0
18. Payment for Pro. & Spl. Services	0	100	100	0	100	100	0	100	100
19. Transfer to Journalists Welfare Fund	0	0	0	0	0	0	0	0	0
20. Directorate of Field Publicity	4500	357200	361700	4500	411400	415900	6900	413500	420400
21. Song and Drama Division	47200	202400	249600	47200	212400	259600	48000	217400	265400
22. Publications Division	1000	210400	211400	1000	215900	216900	1000	222300	223300
23. Employment News	600	284600	285200	600	258100	258700	500	272900	273400
24. Registrar of Newspapers for India	1700	35900	37600	1700	37700	39400	1700	43500	45200
25. Photo Division	25300	35500	60800	17800	35500	53300	20800	39600	60400
26. Contribution to International programme for the Development of Communication	0	1600	1600	0	26600	26600	0	1700	1700
27. Contribution to Asia Pacific Institute for Broadcasting Development	0	2000	2000	0	2000	2000	0	2000	2000
Total: Major Head '2220'	1242600	2981100	4223700	1237800	3128000	4365800	1407600	3232300	4639900
Total: Major Head 2251, 2205 and 2220	1425700	3418800	4844500	1403900	3557600	4961500	1768000	3703400	5471400

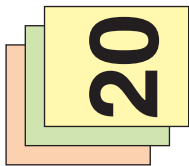
Name of Media Units/Activity	B.E. 2010-11			R.E. 2010-11			B.E. 2011-12		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Broadcasting (Major Head - 2221)									
Sound Broadcasting (Sub Major Head)									
Direction and Administration (Minor Head)									
Salaries	100	100	200	100	100	200	100	100	200
Television (Sub Major Head)									
Salaries	100	100	200	100	100	200	100	100	200
General (Sub Major Head)									
Prasar Bharati (Minor Head)									
Grants-in-aid	3447500	14123500	17571000	1578300	14123500	15701800	716200	14123500	14839700
Total - Broadcasting	3447700	14123700	17571400	1578500	14123700	15702200	716400	14123700	14840100
North Eastern Area other expenditure scheme for the benefit of North Eastern Region & Sikkim lump sum Provision (Major Head - 2552)	281200	0	281200	281200	0	281200	250200	0	250200
Total - Revenue Section	5154600	17542500	22697100	3263600	17681300	20944900	2734600	17827100	20561700

(₹ in thousands)

Name of Media Units	B.E. 2010-11			R.E. 2010-11			B.E. 2011-12		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Capital Section									
1. Acquisition of Equipment for Films Division	0	0	0	0	0	0	0	0	0
2. Acquisition of Equipment for Press Information Bureau	0	0	0	0	0	0	0	0	0
3. Acquisition of Equipment for Directorate of Field Publicity	45000	0	45000	45000	0	45000	27100	0	27100
4. Acquisition of Equipment for Song and Drama Division	500	0	500	500	0	500	500	0	500
5. Acquisition of Equipment for Photo Division	0	0	0	0	0	0	0	0	0
6. Acquisition of Equipment for Main Sectt.	0	0	0	0	0	0	0	0	0
7. Acquisition of Equipment for Indian Institute of Mass Communication	10000	0	10000	10000	0	10000	13000	0	13000
8. Acquisition of Equipment for Satyajit Ray Film and Television Institute, Kolkata	0	0	0	0	0	0	0	0	0
9. Acquisition of Equipment for Film and Television Institute, Pune	0	0	0	0	0	0	0	0	0
10. Acquisition of Equipment for CBFC	9000	0	9000	9000	0	9000	10000	0	10000
11. Upgradation of Print Unit in DFF	10000	0	10000	10000	0	10000	10000	0	10000
12. Electronic Media Monitoring Centre - Machinery & Equipment	0	0	0	20000	0	20000	20000	0	20000
13. Acquisition of Equipments for Publications Division	1000	0	1000	1600	0	1600	8500	0	8500
14. Acquisition of Equipments for Employment News	0	0	0	0	0	0	0	0	0
B) Buildings									
15. Multi storeyed building for Films Division - Major Works	0	0	0	0	0	0	0	0	0

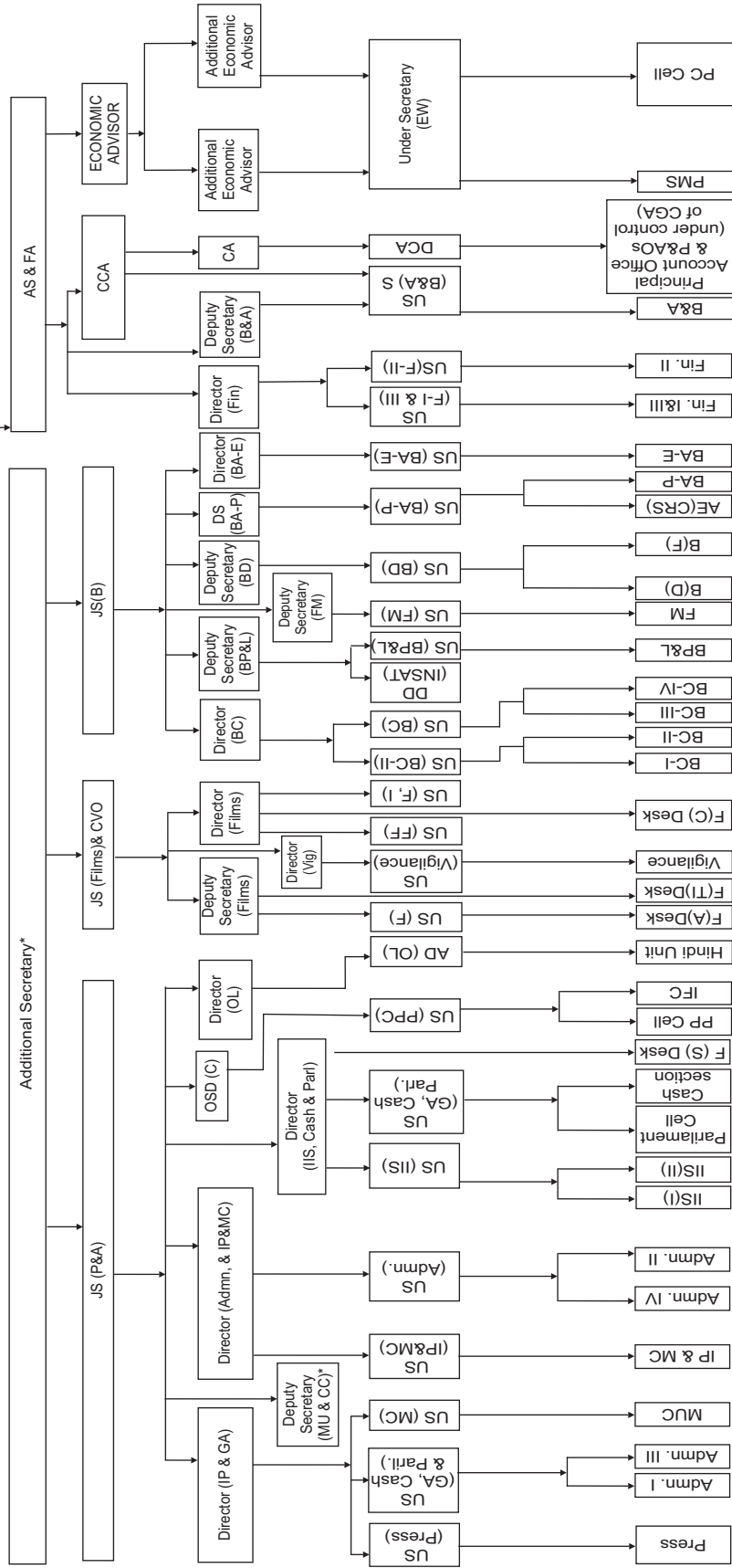
Name of Media Units	B.E. 2010-11			R.E. 2010-11			B.E. 2011-12		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
16. Setting up Museum of Moving Images (FD) Major Works	290000	0	290000	340000	0	340000	625100	0	625100
17. Construction of Nitrate Vaults/ Staff Quarters for NFAI	0	0	0	0	0	0	0	0	0
18. Construction of Phase II Building for NFAI Complex	0	0	0	0	0	0	0	0	0
19. Film Festival Complex - Additions and alterations - Major Works	40000	0	40000	64200	0	64200	12800	0	12800
20. Setting up of Film & Television Institute at Kolkata - Acquisition of Land & Construction of Building	0	0	0	0	0	0	0	0	0
21. Soochna Bhavan building - Major Works	100000	0	100000	180000	0	180000	362200	0	362200
22. Construction of Office & Residential Accommodation for Field Publicity - Major Works	0	0	0		0	0	0	0	0
23. Setting up of National Press Centre and Mini Media Centre for PIB	100000	0	100000	100000	0	100000	205000	0	205000
24. Construction of Building for Press Council of India	0	0	0		0	0	0	0	0
25. Building & Housing project of IIMC	20000	0	20000	20000	0	20000	168500	0	168500
26. Building & Towers for Private FM Radio Stations	100	0	100	100	0	100	100	0	100
27. Setting up of Institute of Mass Media (FD)	0	0	0	0	0	0	0	0	0
28. Electronic Media Monitoring Centre - Major Works	0	0	0	1800	0	1800	1800	0	1800
Investment									
National Film Development Corporation	30000	0	30000	30000	0	30000	0	0	0
Total - Capital Section Major Head '4220'	655600	0	655600	832200	0	832200	1464600	0	1464600

Name of Media Units	B.E. 2010-11			R.E. 2010-11			B.E. 2011-12		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Loans for Information & Publicity (Major Head - 6220)									
Films (Sub Major Head)									
Loans to Public Sector and undertakings (Minor Head)									
National Film Development Corporation									
Loans and Advances	0	0	0	0	0	0	0	0	0
Loans for Broadcasting (Major Head - 6221)									
Loans to public Sector and Other Undertakings									
Prasar Bharati									
Loans and Advances	2274800	0	2274800	3896400	0	3896400	3799700	0	3799700
Capital outlay on North East Areas other expenditure									
Project/Scheme for benefit of North Eastern Region and Sikkim (Major Head - 4552)									
Acquisition of Equipment for Directorate of Field Publicity	5000	0	5000	5000	0	5000	12000	0	12000
Capital outlay on North East Areas other expenditure									
Project/Scheme for benefit of North Eastern Region and Sikkim (Major Head - 6552)									
Prasar Bharati	410000	0	410000	502800	0	502800	599100	0	599100
Total - Capital Section	3345400	0	3345400	5236400	0	5236400	5875400	0	5875400
Total - Demand No. 59	8500000	17542500	26042500	8500000	17681300	26181300	8610000	17827100	26437100



ORGANIZATIONAL CHART OF MINISTRY OF INFORMATION OF BROADCASTING

S E C R E T A R Y



Deputy Secretary (MU & CC) has been given the charge of administration of RNI, Photo Division (MUC desk); administration of Song & Drama Division, Publication Division (F(s) desk); and administration of DFP (IP&MC section). Plus monitoring of court cases in Main Sect.

\$ In respect of budget related work US(B&A) reports directly to CCA. In other matters he reports to DS (B&A).

DESIGNATIONS IN THE MINISTRY

Secretary	Secretary
Additional Secretary	Additional Secretary
AS & FA	Additional Secretary & Financial Adviser
JS (P&A)	Joint Secretary (Policy & Administration)
JS (Films) & CVO	Joint Secretary (Films) & Chief Vigilance Officer
JS (B)	Joint Secretary (Broadcasting)
CCA	Chief Controller of Accounts
Economic Adviser	Economic Adviser
Director (IP & GA)	Director (Information Policy & General Administration)
DS (MU&CC)	Deputy Secretary (Media Unit & Court Cases)
Dir (Admn. & IP&MC)	Director (Administration & Information Policy & Media Coordination)
Dir (IIS, Cash & Parl)	Director (Indian Information Service, Cash & Parliament)
OSD (C)	Officer on Special Duty (Co-ordination)
Director (OL)	Director (Official Language)
DS (Films)	Deputy Secretary (Films)
Director (Films)	Director (Films)
Director (Vig)	Director (Vigilance)
Director (BC)	Director (Broadcasting Content)
DS (BP&L)	Deputy Secretary (Broadcasting Policy & Legislation)
DS (FM)	Deputy Secretary (FM)
Director (BD)	Director (Broadcasting Development)
DS (BAP)	Deputy Secretary (Broadcasting Administration Programme)
Director (BAE)	Director (Broadcasting Administration Engineering)
Director (Fin)	Director (Finance)
Deputy Secretary (B&A)	Deputy Secretary (Budget and Accounts)
CA	Controller of Accounts
AEA	Additional Economic Adviser
US (Press)	Under Secretary (Press)
US (Cash, GA & Parliament Cell)	Under Secretary (Cash, General Administration & Parliament Cell)
US (MC)	Under Secretary (Media Coordination)
US (IP&MC)	Under Secretary (Information Policy & Media Coordination)
US (Admn.)	Under Secretary (Administration)
US (IIS)	Under Secretary (Indian Information Service)

US (PPC)	Under Secretary (Policy Planning Cell)
US (F)	Under Secretary (Films)
US (Vigilance)	Under Secretary (Vigilance)
US [F(F)]	Under Secretary (Film Festival)
US [F(I)]	Under Secretary (Film Industry)
US (BC-II)	Under Secretary (Broadcasting Content-II)
US (BC)	Under Secretary (Broadcasting Content)
DD (INSAT)	Deputy Director (Indian Satellite)
US (BP&L)	Under Secretary (Broadcasting Policy & Legislation)
US (FM)	Under Secretary (Frequency Module)
US (BD)	Under Secretary (Broadcasting Development)
US (BA-P)	Under Secretary (Broadcasting Administration Programme)
US (BA-E)	Under Secretary (Broadcasting Administration Engineering)
US (F-I & III)	Under Secretary (Finance-I & Finance-III)
US (F-II)	Under Secretary (Finance-II)
US (B&A)	Under Secretary (Budget & Accounts)
DCA	Deputy Controller of Accounts
US (EW)	Under Secretary (Economic Wing)
AD (OL)	Assistant Director (Official Language)
Press	Press Section
Admn-I	Administration-I
Admn-II	Administration-II
Admn-III	Administration-III
Admn-IV	Administration-IV
Cash	Cash Section
Parliament Cell	Parliament Cell
MUC	Media Unit Cell
F(S) Desk	Film Societies Desk
Hindi Unit	Hindi Unit
Vigilance	Vigilance
IP&MC	Information Policy & Media Coordination
PP Cell	Policy Planning Cell
IIS (I)	Indian Information Service-I
IIS (II)	Indian Information Service-II
F (TI) Desk	Film & Television Institute Desk
F (A) Desk	Film Administration Desk

F (C) Desk	Film Certification Desk
BC-I	Broadcasting Content-I
BC-II	Broadcasting Content-II
BC-III	Broadcasting Content-III
BC-IV	Broadcasting Content-IV
B (D)	Broadcasting Development
B (F)	Broadcasting (Finance)
BP&L	Broadcasting Policy & Legislation
BA-P	Broadcasting Administration-Programme
FM Cell	Frequency Modulation Cell
AE (CRS)	Assistant Engineer (Community Radio Stations)
BA-E	Broadcasting Administration-Engineering
Fin-I & III	Finance I&III
Fin-II	Finance II
PC Cell	Plan Coordination Cell
B&A	Budget & Accounts
PMS	Performance Management Section
P&AO	Pay & Accounts Office
CGA	Controller General of Accounts.
IFC	Information Facilitation Counter

WEBSITE ADDRESS OF MEDIA UNITS OF MIB

S.No.	Name of the Media Unit	Website
1	Press Information Bureau	www.pib.nic.in
2	Directorate of Advertising and Visual Publicity	www.davp.nic.in
3	Publications Division	www.publicationsdivision.nic.in
4	Registrar of Newspapers for India	www.mi.nic.in
5	Directorate of Field Publicity	www.dfp.nic.in
6	Photo Division	www.photodivision.gov.in
7	Indian Institute of Mass Communication	www.iimc.nic.in
8	Press Council of India	www.presscouncil.nic.in
9	Research Reference & Training Division	www.rtrd.nic.in
10	Prasar Bharati	www.ddindia.gov.in www.allindiaradio.org
11	Doordarshan	www.ddindia.gov.in
12	All India Radio	www.allindiaradio.org
13	Song and Drama Division	www.sdd.nic.in
14	Directorate of Film Festival	www.dff.nic.in
15	Broadcasting Engineering Consultant India Limited	www.becil.com
16	Films Division	www.filmsdivision.org
17	Children's Film Society of India	www.cfsindia.org
18	Film and Television Institute of India	www.ftiindia.com
19	National Film Development Corporation Ltd.	www.nfdcindia.com
20	Central Board of Film Certification	www.cbfcindia.gov.in
21	Satyajit Ray Film and Television Institute	www.srfti.gov.in
22	National Film Archives of India	www.nfaipune.gov.in

DISCONTINUATION OF VOLUME- II OF ANNUAL REPORT OF MINISTRY OF INFORMATION AND BROADCASTING

As per the recommendations of the Estimates Committee, communicated by Lok Sabha Secretariat vide their O.M. No. 61/2/EC/2008 dated 18th December 2008, the Volume - II of the Annual Report of Ministry of Information & Broadcasting has been discontinued from the Year 2008- 09 onwards. However, the same is available on the website of the Ministry at www.mib.nic.in or www.mib.gov.in in the same format as published earlier in Volume - II of the Annual Report of Ministry of Information & Broadcasting.