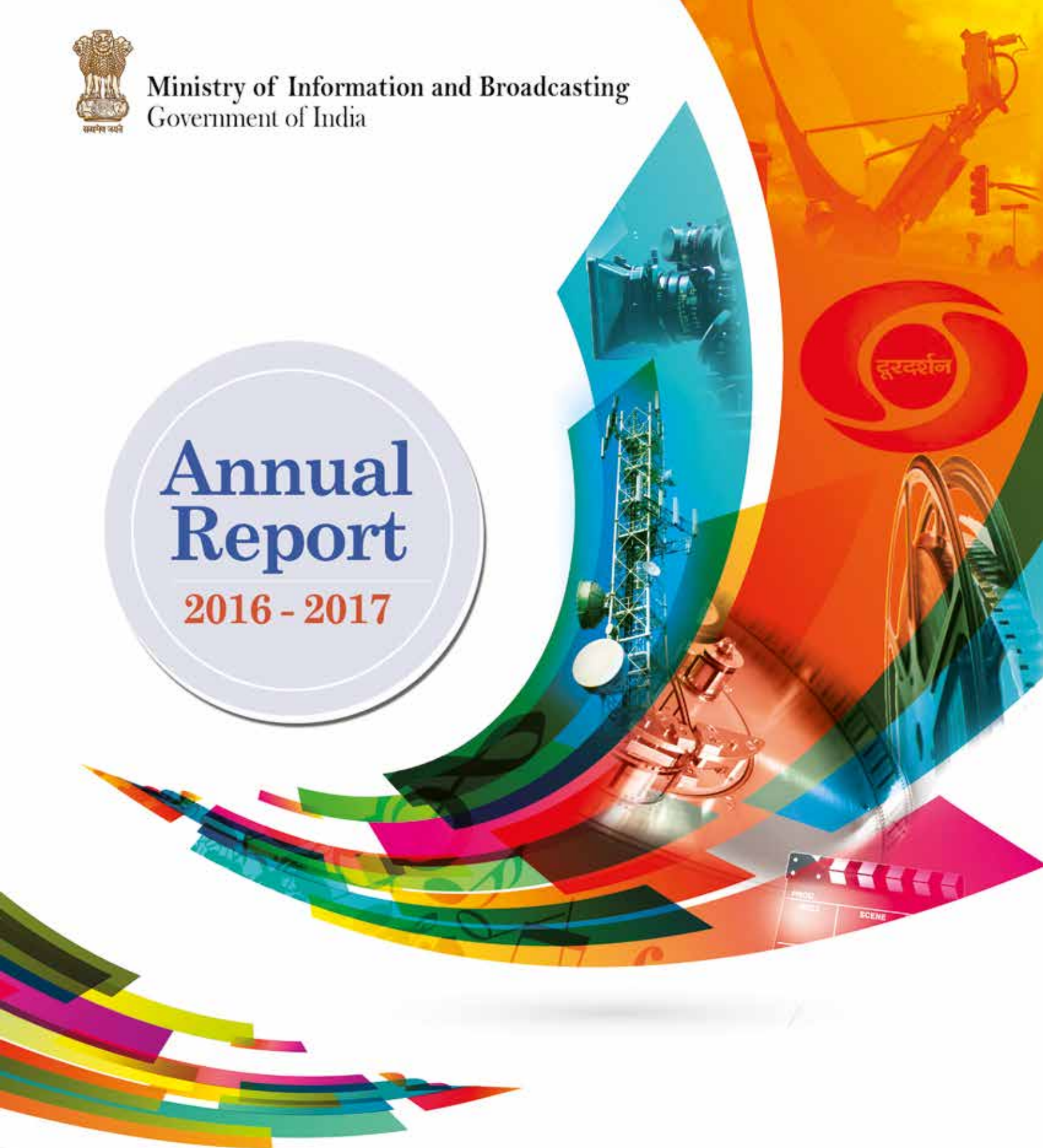




Ministry of Information and Broadcasting
Government of India

Annual Report

2016 - 2017



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Annual Report

2016-17



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Ministry of Information and Broadcasting

Annual Report 2016-17



Prime Minister, Shri Narendra Modi and Minister for Information & Broadcasting, Shri M. Venkaiah Naidu releasing Reporting from Conflict Areas at Golden Jubilee of PCI

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HMIB Shri M. Venkaiah Naidu addressing at the First ever BRICS Film Festival, in New Delhi

Highlights of the Year

INFORMATION WING

- Hon'ble Prime Minister, Shri Narendra Modi inaugurated the Golden Jubilee celebrations of the Press Council of India



HMIB, Shri M. Venkaiah Naidu conferring National Awards in Journalism, at Golden Jubilee celebrations of Press Council of India. HMSIB Col. Rathore & Justice Prasad are also seen

on the National Press Day. Hon'ble Prime Minister along with Shri M. Venkaiah Naidu,

Minister for Information & Broadcasting released the "Reporting from Conflict Areas – a challenge to Media" report on the occasion. Shri M. Venkaiah Naidu and Col. Rajyavardhan Rathore, Minister of State for Information & Broadcasting and Justice C. K Prasad, felicitated Eminent Journalists and Photo- Journalists for their contribution to Journalism.

- Ministry of Information & Broadcasting organized the 28th State Information Ministers Conference (SIMCON) on 9th and 10th December, 2016 at Vigyan Bhawan with an objective to promote partnership in the dissemination process between Centre and States. SIMCON aimed at enabling effective communication to the people and on sector specific collaboration in the Films, Broadcasting & Information sector. The conference was organized on the theme – "Reform, Perform & Transform – A New Dimension of Communication".



Minister for Information & Broadcasting, Shri M. Venkaiah Naidu addressing the 28th SIMCON, Col. Rajyavardhan Rathore, MoS I&B and Secretary I&B Shri Ajay Mittal also seen



Prime Minister, Shri Narendra Modi addressing the Ek Nayi Subah event, on the completion of two years NDA government, at India Gate, in New Delhi

- Hon'ble Vice President Shri Hamid Ansari and the Hon'ble Prime Minister Shri Narendra Modi released 11 new books under the 'Rashtrapati Bhavan series of books' published by Publications Division on 25th July, 2016. Some of the titles included "A Work of Beauty: The Architecture and Landscape of Rashtrapati Bhavan", "First Garden of the Republic: Nature in the President's Estate", "Around India's First Table: Dining and Entertaining at Rashtrapati Bhavan" among others.
- Ministry of Information & Broadcasting has undertaken various Multimedia Campaigns on Flagship schemes and major events which included:
 - **Desh Badal Raha Hai Aage Badh Raha Hai – on completion of two years of the Government.** A multimedia event Ek Nayi Subah showcasing the achievements of the Government in the past two years was held simultaneously at Delhi (India Gate) and four other locations (Mumbai, Ahmedabad, Guwahati and Haryana) on 28th, May 2016.
 - Independence Day Festival on theme '**Aazadi 70 Saal Yaad Karo Qurbani**'. Theme song "**Tiranga Yatra**" was launched by Shri M. Venkaiah Naidu, Minister for Information & Broadcasting on 12th August, 2016. A **Photo Exhibition** organized by DAVP and Photo Division at Rajpath Lawns, India Gate. A **Book Exhibition** was also organized by Publications Division.
 - **Second International Yoga Day.** A special "**Karo Yog Raho Nirog**" **Exhibition** was setup by DAVP at Chandigarh.
- Ministry of Information & Broadcasting in compliance with the Hon'ble Supreme Court directions dated 13.05.2015 constituted a three member committee on



PM Shri Narendra Modi visiting the Exhibition put up by DAVP in Chandigarh on 2nd International Yoga Day

06.04.2016 to address the issues related to Content Regulation in Government Advertising. The committee is chaired by Shri B.B. Tandon, Former Chief Election Commissioner of India.

- Minister of State for Information & Broadcasting, Col. Rajyavardhan Rathore inaugurated the Workshop on Effective Use of Facebook for Government

Communication at National Media Centre on 19th August, 2016, which was a joint endeavour of Press Information Bureau, New Media Cell and Facebook. Over 250 officers from various Ministries and Departments of the Government participated in the workshop.

- Shri M. Venkaiah Naidu addressed the officers of I&B, Housing & Urban Poverty Alleviation and Urban Development Ministries on 30th November, 2016 regarding the steps being taken by the Government to promote less cash economy and encourage digital and online transactions.
- As part of the activities under Swachh Bharat Mission, the Ministry of I&B has prepared a Calendar containing month-wise activities to be undertaken by the Ministry and its Media Units w.e.f the month of September, 2016 onwards. This calendar not only focuses on physical cleanliness of work place and surrounding



HMSIB Col. Rajyavardhan Singh Rathore at the inauguration of workshop on effective use of Facebook for Government Communication

premises but also cleanliness of pendency of receipt/ files by way of prompt disposal of matters relating to general public, clients and other Government Ministries/ Departments.

- Ministry introduced various Policy Initiatives in the Information sector:
 - A New Print Media Advertisement Policy for DAVP was brought out with the objective to promote transparency and accountability in issuing of Government advertisements in print media and weeding out ghost/irregular newspapers. Policy introduced a transparent New Marking System and Circulation Verification Procedure for empanelment of Newspapers/Journals with DAVP.
 - New Business Policy for Publication Division with the objective to streamline business practices in line with the contemporary trends prevailing in publications industry. The policy aims to promote online readership and sale of books through e-commerce platforms.
 - New Policy guidelines for Central Government advertisements on online platform have been issued on 24.5.2016 which set out criteria for empanelment of suitable agencies and Rate fixation for advertisements on websites.
 - Shri M. Venkaiah Naidu released the book titled 'In The Footsteps of Mahatma: Gandhi and Sanitation' authored by eminent Gandhian scholar, Professor Sudarshan Iyengar, which compiles Gandhiji's views and speeches on the importance of sanitation in the country. The Minister also released 25 e-Books on Mahatma Gandhi brought out by Publications Division, including the eBook 'Mahatma', one of the most noted biographies of Gandhiji, by DG Tendulkar (8 volumes).
- A book titled "Courts of India: Past to Present" published by the Publications Division was released on the occasion of Constitution Day on 26th November, 2016 by the Chief Justice of India, Justice T S Thakur and Shri Ravi Shankar Prasad, Minister for Law & Justice and Electronics and Information Technology. The book is published under the expert guidance of an Editorial Board constituted by the Hon'ble Supreme Court.
- Shri M. Venkaiah Naidu, Minister of Information and Broadcasting addressed all officials of Ministry of Information & Broadcasting and its media units at National Media Centre on 29th July, 2016 wherein the expectations from officials such as focus on Results, Transparency, Accountability, Discipline and Enabling work environment were impressed upon.
- The Press Information Bureau, a media unit under the Ministry of I&B organised Regional Editors Conferences to reach out to Regional Media and create awareness about the Developmental Schemes / Initiatives of the Government of India.
 - Shri M Venkaiah Naidu inaugurated the two day Regional Editors Conference for southern States and Union Territories at Chennai on 1st September, 2016.
 - Regional Editors' Conference for North and North Eastern States was organized in Chandigarh on 17th October, 2016. The conference witnessed participation from various Union Ministers and about 90 editors from States.
 - Ministry of I&B in collaboration with Ministry of Finance organised a two day Economic Editors Conference 2016 (EEC-2016) on 10th -11th Nov., 2016 in Delhi. Around 60 Economic Editors from different parts of the country were present.
- A special event was organized by Song and Drama Division, a media unit under

Ministry of I&B at Parliament House lawns, New Delhi on the 125th Birth Anniversary of Baba Saheb Dr. Bhim Rao Ambedkar, depicting his life and events.

BROADCASTING WING

- The President of India, Shri Pranab Mukherjee launched Akashvani's Maitree Channel in Kolkata, West Bengal on August



President, Shri Pranab Mukherjee addressing at the inauguration of the Akashvani's Maitree Service in Bangla for listeners in Bangladesh, in Kolkata on August 23, 2016.

23, 2016, which is an exclusive service for Bangladesh and Bengali diaspora. Akashvani Maitree and its multimedia website is a unique venture and initiative of All India Radio not only for the Bengali listeners in West Bengal, Bangladesh and the adjoining areas but the entire Bengali speaking Diaspora living in different parts of the globe.

- The Ministry has simplified Annual Renewal process for existing TV Channels as part of "Ease of Doing Business", benefitting a total of 963 Channels and Teleports. Broadcasters who already possess the permission for Uplinking or Downlinking can continue their operations by simply paying the annual permission fee.
- In a major push to Community Radio movement, I&B Minister Shri M Venkaiah Naidu announced the increased subsidy for setting up of Community Radio Stations from 50 % to 90% in the North Eastern States and 75% in other States, subject to a maximum limit of ₹ 7.5 lakhs.

- In order to provide a strong platform for expression of cultural identities and for creating greater awareness regarding North Eastern Region, a new dedicated Doordarshan channel Arun Prabha would be launched soon which would show richness, variety and diversity of local culture and would seamlessly integrate North East with the entire country.
- Ministry of I&B has successfully resolved most of the legal challenges pertaining to Cable TV Digitization: The cable TV Digitization has been achieved in all urban areas. Remaining subscribers in phase III have been given an additional time of one month till 31st Jan, 2017 to switch over to digital format completely.
- Ministry of I&B has successfully completed the second batch of FM Phase III auctions for 48 cities to increase reach of FM Radio all over India. Earlier the Ministry had successfully completed FM Auctions for Batch 1 of Phase III in 2015.
- Ministry this year launched live streaming on multimedia website and mobile app of Balochi service of External Services Division of All India Radio. Airworldservice mobile platform for foreign and Indian language services of External Services Division on Android and iOS was also launched.

FILMS WING

- Shri M Venkaiah Naidu, I&B Minister and Mr. Hasanul Haq Inu, Minister of Information, Government of People's Republic of Bangladesh agreed to cooperate and collaborate on a range of issues, including a proposal for a joint AV co-production agreement between the two countries and collaboration in organising Film Festival of India in Bangladesh and a Bangladesh Film Festival in India.
- The Ministry organized a Short Films Competition on the theme "Swachh Bharat" that showcased inspiring stories and helped generated awareness among citizens about sanitation and its linkages



President Shri Pranab Mukherjee presenting the Dada Saheb Phalke Award to veteran actor Shri Manoj Kumar

with public health. A total of 4346 entries in more than 20 languages were received from across the country. The Directors of the top ten films were given cash awards of INR 10 lakhs (first film), 5 lakhs (next three films) and 2 lakhs respectively (last 6 films), while the next ten were awarded consolation certificates.

- The Government has set up the Film Facilitation Office (FFO), which is a step towards facilitating single window clearance for film makers, promote India as a filming destination and provide the platform for film tourism in the country. This initiative also addressed the requirement of prospective film makers who were keen to utilize India's platform for filming purposes. The FFO, acts as a facilitation point for film producers and assist them in obtaining requisite permissions, disseminate information on shooting locales as well as the facilities available with the Indian film industry for production/post production.
- The Ministry has set up a Film Promotion Fund to promote Indian cinema in the International Film Festivals, to provide

financial assistance to the films which would be selected in any competition section of an International Film Festival of repute or for being India's official nomination to the Academy Awards under Foreign Film Category for promotional activities.

- The Ministry of I&B has constituted the Most Film Friendly State Awards with the objective to encourage the State Governments to support the film industry. The award aims to sensitize the Indian states towards film tourism, advantages of bringing in foreign filmmakers to shoot in their state, promote India as a preferred filming destination as well as encourage the growth of the film industry. A cash component of ₹ 1-crore shall also be given to the 'Most Film Friendly State'.
- Directorate of Film Festivals, a media unit under the Ministry of I&B organised the 1st ever BRICS Film Festival at the Siri Fort Auditorium Complex from September 2nd to September 6th, 2016. The Film Festival was part of run up events to the BRICS Summit held in Goa in October 2016. The festival showcased an amalgamation of



Governor of Goa, Smt. Mridula Sinha and the Minister for Defence, Shri Manohar Parrikar lighting the lamp at inauguration of 47th IFFI. HMIB Shri Venkaiah Naidu also seen

culture, films, song & dance and food of the 5 member countries, Brazil, Russia, India, China and South Africa.

- The Ministry of I&B organised many film festivals as a medium to promote people to people contact between friendly countries
 - Minister of State for Information & Broadcasting Col. Rajyavardhan Rathore inaugurated the Iranian Film Festival at Siri Fort Auditorium, New Delhi on 16th July, 2016. The festival was organized as a part of cultural exchange programme to mark the 60 years of India-Iran Cultural ties. The festival held from July 17th – 19th, 2016, showcased 14 films of the acclaimed and award winning film makers from Iran.
 - Col. Rajyavardhan Rathore inaugurated the European Union Film Festival on 30th July, 2016 at Siri Fort Auditorium, New Delhi. The festival was organized by DFF in collaboration with the delegation of the European Union of India. The festival, from 30th July to 6th August, 2016, featured the screening of 23 films.
- A Committee of Experts headed by Shri Shyam Benegal was constituted on 1st January, 2016 to recommend broad guidelines/ procedures which would set principles to guide the Board with respect to certification of films. The Committee submitted first part of its report in April, 2016 and final part in June, 2016. The recommendations of the Committee broadly cover the areas related to simplification of certification process, no system of imposing excision by CBFC, Regional and Central Advisory Panels to act as a panel for the Examining Committee and the Revising Committee respectively, composition and role of CBFC Board, new certification categories, role of CEO and Regional Officers in the certification process, guidelines for certification etc.
- An exhibition on the theme “Indian Shakespeare on Screen” was held from



HMIB, Shri M. Venkaiah Naidu briefing the media, at the Closing Ceremony of 1st BRICS Film Festival. HMSIB is also seen

27th April to 29th April 2016 in Asia House in Central London to commemorate the 400th Death Anniversary of William Shakespeare. NFAI provided soft images of photos, wall posters of pertinent 15 films ranging from 1935 to 2006. An Exhibition on the same theme was also displayed at the NFAI during its festival 'Shakespeare on Screen', which was held in collaboration

with ELTIS (Symbiosis) & NFAI from 22nd April to 25th April 2016.

- A Film Appreciation Course was jointly organized by National Film Archive of India (NFAI) and Federation of Film Societies of India (FFSI) from 18th – 24th September, 2016 at the NFAI. The medium of instruction was Marathi.



Minister for I&B Shri Venkaiah Naidu releasing a book at the felicitation ceremony of Swachh Bharat Short Film Festival. MoS I&B Col. Rathore and Secretary I&B Shri Ajay Mittal are also seen.



Governor of Goa, Smt. Mridula Sinha, HMIB, Shri M. Venkaiah Naidu, Shri Manohar Parrikar, the Chief Minister of Goa, Shri Laxmikant Parsekar at IFFI 2016 Inaugural Ceremony

1

AN OVERVIEW

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

bodies and PSU's. The Main Secretariat of the Ministry is headed by a Secretary who is assisted by one Additional Secretary, one Additional Secretary & Financial Advisor (AS&FA), one Senior Economic Advisor, one Economic Advisor, one Chief Controller of Accounts and four Joint Secretaries. There are 15 posts of the level of Director/Deputy Secretary, 25 posts of Under Secretary level [including Deputy Director (EW) and Deputy Director (OL)], 1 Sr. PPS, 5 PPS, 59 posts of other Gazetted Officers and 257 non-gazetted posts in the different wings of the Main Secretariat.

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



Shri M. Venkaiah Naidu releasing the Government of India Calendar-2017 with theme-Mera Desh Badal Raha Hai, Aage Badh Raha Hai. MoS I&B is also seen

The Broadcasting Wing under Joint Secretary (Broadcasting-I) and Joint Secretary (Broadcasting-II) handles matters relating to the Electronic Media and the regulation of the content of private TV channels as well as the programme matters of All India Radio and Doordarshan.

The Division under Joint Secretary (Broadcasting -I) handles matters pertaining to issue of licenses/registrations for uplinking/downlinking of TV channels, new TV programmes, Multi System Operators (MSOs) for operation of Digital cable services, DTH operations, Headend In the Sky (HITS) operation, TRP agencies etc. Regulation of content by Private TV channels, facilitation in the implementation of Digitisation of the Cable TV network and strengthening of Community Radio Movement in India are other key functions. Electronic Media Monitoring Centre (EMMC), which is a subordinate office, functions under the Administrative control of this Division.

The JS (B-1) also handles the Social Media Cell/New Media Wing of the Ministry which deals with utilization of the social media platforms for communication of government with the public as also for creating public opinion.

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

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

The Integrated Finance Wing under AS&FA looks after the financial aspects of the Ministry. AS&FA is assisted by CCA and DS (Finance).

Economic Wing, headed by Senior Economic Adviser, looks after matters on Plan, Budget, Plan Coordination, RTI Matters, DBT, e-Office, O&M Activities and Periodic reporting on various issues to Cabinet Secretariat through online portal. Senior Economic adviser also looks after the work of the Parliament Cell of this Ministry.



Minister for Information & Broadcasting, Shri M. Venkaiah Naidu addressing at the Bharat Parv Celebrations in New Delhi

FIELD FORMATION OF THE MINISTRY OF INFORMATION AND BROADCASTING

The Ministry is assisted and supported in its activities through 13 Attached & Subordinate offices, 6 Autonomous Organizations and 2 Public Sector Undertakings

Attached/Subordinate offices

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

Autonomous Organizations

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



HMIB Shri M. Venkaiah Naidu lighting the lamp to inaugurate the 4th biannual photo exhibition of all India Working News Cameramen's association

Public Sector Undertakings

1. Broadcasting Engineering Consultants India Limited
2. National Films Development Corporation

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
- 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.
- Broadcast Monitoring and Administration of the Prasar Bharati (Broadcasting Corporation of India) Act, 1990 (25 of 1990).
- Cable Television Networks (Regulation) Act, 1995 (7 of 1995).
- Administration of the Press Council Act, 1978 (37 of 1978).
- Cadre management of the Indian Information Service (Groups 'A' & 'B')
- 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.



*HMIB Shri Venkaiah Naidu, HMSIB Col. Rathore and Prasar Bharati
Chairman Dr. Surya Prakash at Akashwani Annual Awards*

2

ROLE AND FUNCTIONS OF THE MINISTRY

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

I. BROADCASTING POLICY AND ADMINISTRATION

- All matters relating to radio and television broadcasting within the Union including regulation of the use of All India Radio and Doordarshan by recognised national and regional political parties during elections to the Lok Sabha and State Assemblies and procedure to be followed by the official electronic media during periods of national mourning on the demise of a high dignitary.
- The enunciation and implementation of the law relating to radio and television broadcasting in India by private Indian companies or Indian nationals.
- Broadcast Monitoring and Administration of the Prasar Bharati (Broadcasting Corporation of India) Act, 1990 (25 of 1990).
- All matters relating to the Indian Broadcasting (Programme) Service and the Indian Broadcasting (Engineering) Service until they are handed over to Prasar Bharati.



HMIB Shri Venkaiah Naidu, HMSIB Col. Rathore along with Senior officers from MIB, HUPA & UD

II. CABLE TELEVISION POLICY

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

III. RADIO

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



Inauguration of Baluchi Website by All India Radio

IV. DOORDARSHAN

- Exchange including cultural exchange of television programmes.
- Development of television throughout the Union, including installation, maintenance and operation of television

Programme Production Centres and Transmitters, and operation of television services.

- Promotion of production of television programmes outside Doordarshan.

V. FILMS

- Legislation under entry 60 of the Union List, viz., 'Sanctioning of Cinematograph films for exhibition'.
- Administration of the Cinematograph Act, 1952 (37 of 1952).
- Import of feature and short films for theatrical and non-theatrical viewing.
- All matters relating to film industry, including developmental and promotional activities thereto.
- Promotion of good cinema by institution of National Film Awards for films produced in India. Assistance through the National Film Development Corporation Limited.
- Production and distribution of documentaries and newsreels and other films and film strips for internal and

external publicity.

- Preservation of films and filmic materials.
- Organisation of International Film Festivals in India and participation of India in International Film Festivals abroad.
- Organisation of Film Festivals under Cultural Exchange Programmes.
- Film society movement.

VI. ADVERTISING AND VISUAL PUBLICITY

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

VII. PRESS

- Presentation and interpretation of the policies and activities of the Government of India through the medium of the press.
- Advising Government on information problems relating to the Press, keeping Government informed of the main trends of public opinion as reflected in the Press and liaison between Government and the Press.



HMIB Shri Venkaiah Naidu, HMSIB Col. Rathore releasing the Poster for 47th IFFI in New Delhi

- Publicity to and for the Armed Forces.
- General conduct of Government relations with the Press excluding the administration of sections 95 and 96 of the Code of Criminal Procedure, 1973 (2 of 1974).
- Administration of the Press and Registration of Books Act, 1867 (25 of 1867) relating to Newspapers.
- Administration of the Press Council Act, 1978 (37 of 1978).
- Allocation of Newsprint to Newspapers.

VIII. PUBLICATIONS

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

IX. RESEARCH AND REFERENCE

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

works, etc.

- Building up of a compendium of knowledge on important subjects and to prepare guidance and background notes on current and other topics for the use of the Media Units of the Ministry.

X. MISCELLANEOUS

- Publicity for the policies and programmes of Government of India.
- Administration of Journalists, Welfare Fund.
- Financial assistance to distinguished musicians, both vocal and instrumental, dancers and dramatists who have contributed substantially to the success of All India Radio and other units of the Ministry or their survivors in indigent circumstances.
- All matters relating to the Asia-Pacific Broadcasting Union, Commonwealth Broadcasting Association and the Non-Aligned News Agency Pool.
- Cadre management of the Indian Information Service (Groups 'A' & 'B').



HMIB Shri Venkaiah Naidu addressing on the occasion of Rashtriya Ekta Diwas

3

NEW INITIATIVES OF THE MINISTRY

New Advertisement Policies for Print Media, Internet and Pvt. FM Radio Stations

- A New Print Media Advertisement Policy for Directorate of Advertising & Visual Publicity (DAVP) with the objective to promote transparency and accountability in issuing of advertisements in print media has been framed. The policy introduces a New Marking System for newspapers to incentivize those with better professional standing. The policy also focuses on streamlining release of Government advertisements and to promote equity and fairness among various categories of newspapers/periodicals. Other key highlights of the policy are incentivizing all categories of Newspapers and ensuring quick and timely payment by client Ministries to DAVP.
- Policy guidelines regarding Central Government advertisements on online platform have been issued on 24.5.2016 which sets out criteria for empanelment of suitable agencies and Rate fixation for advertisements on websites. The aim of the guidelines is to devise principles and instruments to streamline the release of Government advertisements on websites.
- The new Policy guidelines for Pvt. FM Radio Stations for DAVP were released on 11.08.2016. The new policy, contains (i) empanelment of Pvt.FM Radio Stations on the basis of minimum broadcast period, for which copy of grant of permission agreement with Ministry of Information and Broadcasting and copy of valid wireless operating license by Ministry of Communications etc. are required; and (ii) fixation of city category specific rates on the basis of population and listenership data provided by Indian Readership Survey, 2012.

- **Simplification of Annual Renewal process for existing TV Channels as part of “Ease of Doing Business”:** The Ministry has completely done away with the process of obtaining an “Annual Renewal” for TV channels in the current form. A total of 963 Channels and Teleports shall benefit from this decision. Broadcasters who have been given the permission for Uplinking or Downlinking can continue their operations by simply paying the annual permission fee upto 60 days before the due date, which by itself will be treated as permission for continuation of the channel for a further period of one year.

Government Advertising – Formation of 3 Member Committee :

Ministry of Information & Broadcasting in compliance with the Hon’ble Supreme Court directions dated 13.05.2015 constituted a three member committee on 06.04.2016 to address the issues related to Content Regulation in Government Advertising. The committee is chaired by Shri B.B. Tandon, Former Chief Election Commissioner of India and members of the committee includes Shri Rajat Sharma, Chairman and Editor-in-Chief of India TV and Shri Piyush Pandey, Executive Chairman and Creative Director, South Asia, Ogilvy & Mather. As per the Terms of Reference, the Committee would, inter-alia, address complaints from the general public of violation on the implementation of the guidelines set out by Hon’ble Supreme Court. The Committee would also take suo motu cognizance of any violation / deviation of the guidelines of Hon’ble Supreme Court and recommend corrective action to the Ministry / Department.

Editors Conferences organized :-

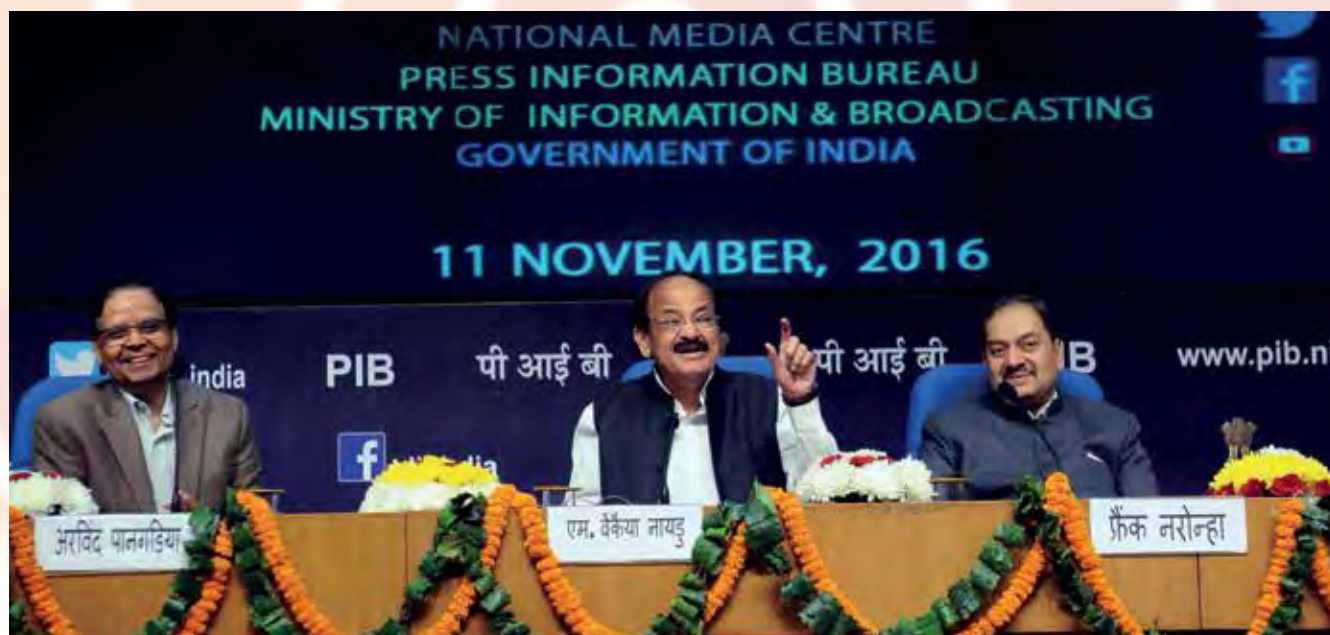
- Two day Regional Editors Conference for southern States and Union

Territories was organised at Chennai on 1st September, 2016. The conference was inaugurated by Shri M Venkaiah Naidu, Minister for Information and Broadcasting. The Conference, organized by the Press Information Bureau, was aimed at sharing with the senior journalists of the southern States and Union Territories, the perspectives of performance under new initiatives of the Government of India in sectors pertaining to Urban Development, Information Technology, Coastal security, Commerce and Industry and Shipping and Highways Development. About 100 media persons attended the conference.

- A two-day long Regional Editors' Conference for North and North Eastern States organized by Press Information Bureau in Chandigarh on 17th October, 2016. Union Home Minister Shri Rajnath Singh and Governor of Punjab and UT of Chandigarh Shri V.P. Singh Badnore inaugurated the Conference. Minister

for Women and Child Development, Smt. Maneka Sanjay Gandhi and Minister of State for Prime Minister Office, Personnel and Public Grievances & Pensions, Development of North Eastern Region, Dr. Jitender Singh participated on the first day of the Conference. On the Second Day (18th October, 2016), Minister for Agriculture, Shri Radha Mohan Singh, Minister of Road Transport & Highways and Shipping, Shri Nitin Gadkari and Minister for Consumer Affairs, Food & Public Distribution, Shri Ram Vilas Paswan, presided over different sessions. Around 90 Editors from the states of Jammu & Kashmir, Punjab, Haryana, Himachal Pradesh, Uttarakhand, Uttar Pradesh, Assam, Tripura, Manipur, Mizoram and Chandigarh took part in the conference.

- A two day Economic Editors Conference 2016 (EEC-2016) was organized by Press Information Bureau in collaboration with Ministry of Finance on 10th -11th Nov., 2016 in



HMIB Shri M. Venkaiah Naidu addressing at the Economic Editors Conference- 2016. Shri Arvind Panagariya and PDG, PIB are also seen

Delhi. Union Ministers of Commerce & Industry, Railways, Road Transport and Highways, Petroleum and Natural Gas, Information Technology participated in the conference where around 60 Economic Editors from different parts of the country were present.

First BRICS Film Festival

The first ever BRICS Film Festival was organized at Sirifort Auditorium Complex, New Delhi during 2nd September to 6th September, 2016. The Festival witnessed grand opening ceremony, closing ceremony and screening of films for BRICS countries. The Competition section of the festival had 20 films, with 4 films from each of the BRICS nations. Indian film “Thithi” bagged the Best Film Award in the BRICS Festival. During the Festival, cultural performances were also organized every evening from India, Russia, South Africa, Brazil and China.

Gandhi Jayanti celebrations and Swachh Bharat Mission anniversary:

- **Swachh Bharat Short Film Festival** was organised by the National Film Development Corporation. Short films with a duration of 1-3 minutes were invited and a total of 4346 entries in more than 20 languages were received from across the country. Winners were felicitated at a function on 2.10.2016



HMIB Shri M. Venkaiah Naidu paying respects to Father of the Nation at Rajghat



HMSIB Col. Rathore distributing awards at the Swachh Bharat Short Film Festival

at Siri Fort Auditorium. The First prize was awarded to Shri Katyanan Shivpuri from Maharashtra for the film ‘Murga’. The second prize was given to Shri Sudanshu Sharma, Shri KVK Kumar and Shri Akshay Danavale for their films ‘Nahna Doot’, ‘Chembuku Moodindi’ (The Dying Vessel) and ‘Sarkarmi Rati Wadho!’ respectively. The third prize was awarded to six entries. The Directors of the top ten films were given cash awards of ₹10 lakhs (first film), 5 lakhs (next three films) and 2 lakhs respectively (last 6 films), while the next ten were awarded consolation certificates. Jury Members for the awards were eminent theatre personality and film actor – producer Ms. Vani Tripathi, award-winning filmmaker Ms. Gitanjali Rao, and celebrated advertising personality Mr. Prahlad Kakar. On the occasion, the Minister also announced that eminent filmmakers like Shri Madhur Bhandarkar, Shri Radhakrishna Jagarlamudi, Shri Prasoon Pandey, Shri Ramesh Sippy and Shri Shoojit Sircar had kindly consented to produce films on Swachh Bharat providing support and creative ideas to the movement.

- The Exhibition Wing of Directorate of Advertising & Visual Publicity

organized an Exhibition titled “Mahatma Gandhi – Life History” from 1.10.2016 to 4.10.2016 in Chennai. Minister of Information and Broadcasting, Shri M. Venkaiah Naidu, Minister for Information & Public Relations, Tamil Nadu, Shri Kadambur Raju and many other senior officials from the Ministry of Information & Broadcasting also participated in the Exhibition.

- Minister of Information and Broadcasting, Shri M. Venkaiah Naidu released a book titled ‘In The Footsteps of Mahatma : Gandhi and Sanitation’ authored by eminent Gandhian scholar, Professor Sudarshan Iyengar, which compiles Gandhiji’s views and speeches on the importance of sanitation in the country. The Minister also released 25 e-Books on Mahatma Gandhi brought out by Publications Division, including the eBooks of ‘Mahatma’, one of the most noted biographies of Gandhiji, by DG Tendulkar (8 volumes).



HMIB Shri M. Venkaiah Naidu releasing e-versions of books on Mahatma Gandhi published by Publications Division

Swachhta Calendar of the Ministry:

The Ministry of I&B, as one of its activities under Swachh Bharat Mission, has devised a Swachhta Calendar which focuses on cleanliness of physical environment as well as disposal of unnecessary files/ receipts, prompt

redressal of pending matters from public/ clients and other Government departments/ offices. While regular cleaning work goes on in the offices, one particular area has been given special attention every month as per the Calendar so that the office environment is improved. The activities which are to be undertaken by the Ministry are recording and review of files and disposal of waste papers / documents, disposal of old condemned / unusable stores / stock articles of all types, viz. electronics/ electrical/ mechanical / automobiles / furniture and fixtures, disposal / settlement of pending audit paras and related matters, disposal / settlement of pending court cases, updation of service records / personal files, completion of Disciplinary Proceedings and review of pending grievances.

National Museum of Indian Cinema:

1st phase of the Museum has been curated in Gulshan Mahal, a heritage building. The construction work of 2nd phase, a new building block adjacent to Gulshan Mahal is almost complete and curation work is currently in progress. The Museum is likely to be ready by July, 2017.

Computerization of Inventory management

The Publications Division signed a Memorandum of Understanding (MoU) with Broadcasting Engineering Consultants India Limited (BECIL) to achieve computerization of Sales Inventory & Royalty, Networking of Regional Sales Emporia and Yojana offices with headquarter at Delhi. The project shall facilitate complete Business Process Re-Engineering by providing e-solution to sales, stock assessment and replenishment and provide a platform for online interaction with Authors and customers.

- **Commemoration of the completion of two years of Government:** Ministry of Information and Broadcasting undertook several activities on all available media platforms to showcase the initiatives and achievements of the Government. DAVP under the theme “Mera Desh Badal Raha



HMIB Shri M. Venkaiah Naidu and HMSIB Col. Rajyavardhan Rathore addressing officers of the Ministry of I&B, UD and HUPA

Hai Aage Badh Raha Hai” launched a multimedia campaign utilizing media vehicles like Print, Electronic (TV & Radio), outdoor and exhibition. DAVP also printed 1.39 crore copies of material which includes ‘Transforming India Kit with 7 folder’ and overarching folder ‘Transforming India’. Specific programmes were also organized by Directorate of Field Publicity and Song and Drama Division at the field level. The Press Information Bureau (PIB) collected a number of success stories across the country on various flagship programmes, innovative projects and schemes of the Government which was made available on a special webpage – Transforming India – Desh Badal Raha Hai - which was a one-stop information source for the Media on the initiatives and achievements of the NDA Government at the Centre in the last two years. The Webpage hosts Achievements of Government - Ministry Wise, Sector Wise and Cabinet Decisions

chronologically; Features; Infographics; Success Stories; Webcasts of various Press Conferences; Links to Twitter Feed on #TransformingIndia, Facebook and YouTube Channel of PIB and a Feedback Section. PIB also organized 11 Press Conferences held in Delhi with the Union Ministers.

- **Establishment of a Film and Television Institute in Arunachal Pradesh:** Government is considering establishment of National Film and Television Institute in Arunachal Pradesh as one of its initiatives for overall development of North Eastern Region of the country and to encourage talent among youngsters of the North East in the sector of film and television. The land for this purpose has formally been handed over by State Government of Arunachal Pradesh to Ministry of I&B on 25.08.2016. The Administrative approval for the project has also been issued on 16.12.2016. The project is likely to be

completed by 2020.

- **Setting up of Arun Prabha Channel:** In order to provide a strong platform for expression of cultural identities and for creating greater awareness regarding North Eastern Region, a new dedicated Doordarshan channel Arun Prabha would be launched soon which would show richness, variety and diversity of local culture and would seamlessly integrate North East with the entire country.
- **Setting up of Film Promotion Fund:** The Ministry has set up a Film Promotion Fund to promote Indian cinema in the

International Film Festivals, so as to help filmmakers to promote their work across the globe. The Film Promotion fund would provide financial assistance to the films which would be selected in any competition section of an International Film Festival of repute or for being India's official nomination to the Academy Awards under Foreign Film Category for promotional activities. Directorate of Film Festivals has been designated as the nodal agency for implementing this initiative based on the recommendations of a panel of experts constituted by the Government.



Minister for I&B Shri Venkaiah Naidu & MoS I&B Col. Rathore visiting the exhibition at the release of Government of India Calendar-2017 and Press in India Report 2015-16



President, Shri Pranab Mukherjee releasing the book “Life at Rashtrapati Bhavan” in presence of Vice President, Sh M. Hamid Ansari and PM Sh Narendra Modi

4

ACTIVITIES UNDER INFORMATION SECTOR

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

PRESS INFORMATION BUREAU

The Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information to the print and electronic media on government policies, programmes, initiatives and achievements. It functions as an interface between the Government and the media and also provides feedback to the Government on people's

reaction as reflected in the media.

Vision Of PIB

- To disseminate information on the policies, programmes and achievements of Government for educating & empowering the people of India.
- PIB disseminates information through different modes of communication viz. Press Releases, Press Notes, Feature Articles, Backgrounders, Photographs and archival material available on Bureau's website. In addition, the Bureau organises Press Briefings, Press Conferences, and Interviews and undertakes conducted Press Tours etc. for the purpose. Press Releases, Press Notes etc are released in English, Hindi and Urdu and subsequently translated in other Indian languages to



HMIB Shri Venkaiah Naidu addressing a press conference on 47th IFFI

reach out to thousands of newspapers, news agencies and media organizations across the country.

- PIB Officers have been 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. These officers also advise their respective Ministries on all matters pertaining to information needs of media and Ministries' publicity requirements.
- An officer of the Bureau attached to a Ministry/ Department is its authorized spokesperson. He/ she briefs the media on policies and programmes of the Ministry/ Department, disseminates information, answers queries, provides clarifications and addresses misconceptions and misunderstandings that may arise. He/ she analyses public reaction as reflected in the editorials, articles and comments in the media in order to keep the Ministry/Department informed about the public opinion and advises the Ministry/ Department on its media and IEC strategy.

Organisational Set-Up

PIB has its Headquarters in New Delhi. It is headed by the Director General (Media & Communication) who is assisted by a Director General and eight Additional Director Generals. Besides, the Bureau has Officers in ranks of Directors, Joint Directors, Deputy Directors, Assistant Directors, Media & Communication Officers and Information Assistants 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.

Publicity at Regional Level

PIB has eight (8) Regional Offices headed by Additional Directors General and twenty-

seven (27) Branch Offices, including an Information Centre, to cater to information needs of the regional media. In addition to release of publicity material issued from the Headquarters in the local language, these Regional and Branch Offices of PIB issue original press releases, press notes, backgrounders etc. for any important event organized by Central Ministries or Central Public Sector Undertakings in their respective 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. The field offices of the PIB play a significant role in:

- Disseminating information and providing media support to Union Government's plans, policies and initiatives at the regional level in local languages.
- Providing media support to the visiting Union Ministers and senior officers and for the local events of the Central Ministries/ Departments.
- Providing regular feedback on important matters as projected in regional/local language media.
- Advising on information related matters to the Central Government organizations in the region.
- Organising Vaartalaps – interactions with regional media personnel from time to time under the Media Outreach programme.

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

Prime Minister's Unit

PIB has a dedicated unit for the publicity and media support to the Prime Minister's office. This unit functions on all days of the year including gazetted holidays.

The PM Unit compiles a number of reports for PMO, Cabinet Secretariat and other senior officials of PMO. The PM Unit works in two shifts from 6.30 am in the morning till

8.00 pm in the night. Very often, additional working hours are required in the late evenings/holidays on account of late Cabinet meetings/Briefings or other engagements of the PM. The Unit reaches out extensively to regional/branch offices for ensuring nation-wide publicity efforts, and gathering feedback for perusal of PMO. The activities of the Unit include:

- Preparation of media report for the Prime Minister in a strict timeframe, to be finalised/ sent by 9.15 am every day. It includes contents from English, Hindi and Regional Newspapers.
- Preparation of weekly Magazine Report
- News clippings for the Cabinet Secretary
- Special Feedback report from Srinagar, for PMO
- Urdu Newspaper feedback, for PMO.
- Organising Cabinet Briefings
- Issuing and uploading Cabinet decisions on the website; transcribing and uploading the speeches/statements of the Prime Minister on website
- Issuing Press Releases/statements/ messages, and facilitating coverages of select official engagements of the President
- Organising publicity for Cabinet Secretariat and other councils/ committees/bodies under PMO.

Information Dissemination during Elections

As regards information dissemination during General Elections to the Lok Sabha or State Assemblies, PIB provides an effective interface between the Election Commission of India (ECI) and Media. With a view to provide information of past General Elections and Assembly Elections, PIB releases the "Reference Handbook for General Elections" as also Handbooks on Assembly Elections just after the announcement of election schedule by the Election Commission of India. In addition, during the run-up to

elections, election related information is provided to media on regular basis through backgrounders and factsheets. To facilitate the coverage of Polling & Counting process during General Elections to Lok Sabha and various State Assemblies, PIB issue authority letters on behalf of ECI to National & International media persons based at New Delhi.

During General Elections to the Lok Sabha, PIB disseminate trends/ results on counting day on real time basis through its special website by obtaining counting data from the Election Commission of India & the National Informatics Centre.

Initiatives During 2016-17

PIB took following initiatives during the period:

- Infographics on various initiatives and achievements of the Government have been developed, which gave out the information in a colourful, compact and appealing manner. It may be noted that the response to these infographics has been very good. This is evident from the higher engagement rates of the public to this content, as compared to the average engagement rate for regular text-based content.
- Final shape is being given towards utilization of Twitter cards which would improve branding, increase engagement and direct more traffic to the PIB website
- The revamped PIB website is under construction and is scheduled to be launched in this year ie 2016. The website is being designed keeping in view the centrality of Social Media in today's media space.
- Embedding of Tweets, Tweet Widgets, and Infographics in traditional press releases of PIB has been continued.
- Training sessions are being conducted in order to build the capacities for issue of multimedia press releases.
- The panel for Typists and Translators for

the Hindi Unit was revamped on the basis of tests conducted.

- Interactions with various Social Media Agencies were conducted so as to better equip our Officers in leveraging the internet and social media for publicity related purposes.
- Year End Reviews for various Ministries and Departments of Government of India were issued and wide publicity was facilitated for their achievements. Year End Reviews were also translated in Hindi, Urdu and Regional languages.

Press Information Bureau's Comprehensive communication strategies

PIB is an interface between the Government and public through Media for dissemination of initiatives, policies, programmes and achievements of Government of India.

Comprehensive communication strategies on specific themes apart from regular interaction with media include the following –

- Traditional forms of communication viz. press conferences (including through video) at national and regional levels, press briefings, press communiqué, press releases, features, backgrounders, frequently asked questions (FAQs), photographs, graphics, invitations, press tours, Public Information Campaigns (PICs), etc.
- Arrangements of interviews, special discussions etc. on electronic media.
- New Social Media platforms such as Twitter, YouTube, Facebook, Instagram, Vine, website, Short Message Service (SMS) are being used.
- Issue of press releases and photos of important events and announcements are followed by SMS alerts, tweets and telephone calls to the media persons.
- Special publicity arrangements are made for important events like Independence Day, Republic Day, General Budget, Economic Survey, International Films Festival of India (IFFI), Rashtriya Ekta

Divas, Swachh Bharat Week etc. Similarly, launch of all the major initiatives of the Government such as Pradhan Mantri Jan Dhan Yojana, Swachh Bharat Mission, Ujwala Yojana etc., are given 360 degree publicity.

- Feedback from media in the form of Daily Media Report to PMO in Hindi and English; Daily media feedback to each Ministry by the respective Officers to their Ministries; Special feedback on special occasions
- Ensuring All India coverage through Regional/Branch offices of PIB in major languages i.e. Malayalam, Odiya, Kannada, Telugu, Tamil, Punjabi, Gujarati, Marathi, Assamese and Bengali in addition to Hindi, English and Urdu.
- Media facilitation through PIB accreditation including special accreditation on special occasions like Film festival etc. The Guidelines for press accreditation are also available on the PIB website at www.pib.nic.in.
- Facilitation of media persons to get travel concession by the Indian Railways by verifying their accreditation.
- Processes applications from media persons for the Journalist Welfare Scheme (JWS).
- PIB reaches to last mile through Public Information Campaigns (PICs) in remote areas, including tribal, backward and disturbed areas.
- With the opening up of the air waves, 24x7 news channels in English, Hindi and other languages have come up in the country. PIB is doing video releases which facilitate more effective projection of the Government's point of view through the electronic media.

Social Media Cell

As the official voice of the Government and as a pioneer in the Indian public sector in use of social media, PIB has continued to play an active role in Government communication through its digital outreach.

Twitter: PIB's main Twitter handle @PIB_India crossed the 1 million follower mark during this year, the occasion eliciting a compliment by Twitter India. PIB has been fast in adopting new types of content and presentation, in reaching out to and engaging with citizens, such as Twitter videos, gifs, polls and Twitter Moments. The @PIBHindi handle now has close to 20,000 followers. Besides this, given the potential of regional language social media, various regional offices of PIB have also begun to use Twitter to share local news updates from the Union Government.



PIB Twitter account crossing 9 million followers



PIB Twitter account being appreciated by Twitter India account

In another initiative, PIB Officers in charge of the external communication of various Ministries of Government of India have started to share official updates, using official PIB-authorized Twitter handles.

Facebook: The current year has witnessed a significant spurt in the fan base of PIB's Facebook Page www.facebook.com/pibindia, from around 47K in January 2016 to close to 1 lakh at the end of October 2016. This has been fuelled by adoption of creative means of communication and engagement. All press conferences held at PIB HQ are now live-streamed on Facebook (as well as on PIB's YouTube channel). Social media events such as Facebook Q&A have also been hosted on the Page on important occasions.

YouTube: PIB's YouTube channel has attracted around 1 million new views and more than 6000 new subscribers so far, in this financial year. Apart from press conferences and events held at PIB, New Delhi, select events outside Delhi too are now live-streamed on the channel. The Regional Editors' Conferences held in Chennai, Jaipur and Chandigarh, and IFFI are some examples.

PIB is present on Instagram as well, where attractive off-beat official photos are shared, while the PIB Blog www.pibindia.wordpress.com is used to share features and soft stories.

Social Media Guidance and Support: Besides its own outreach, PIB has been assisting various Ministries and Departments of Government of India, in establishing and managing their social media presence in a better way. As a part of this guidance, a workshop on Effective use of Facebook for Government Communication was organized by PIB in collaboration with Facebook; the workshop was inaugurated by MoS, I&B, Col. Rajyavardhan Rathore.

Press Facilities

The Press Facilities Wing of Press Information Bureau (PIB) facilitates press by providing accreditation to media representatives including foreign media at the Headquarters in New Delhi. This facilitates them access



PDG, PIB Shri Frank Noronha along with Journalists for the International Yoga Day Press Tour

to information from the government. It also facilitates media in various other ways like railway concessions, CGHS benefits and through Journalist Welfare Scheme. Following are the major activities of the section undertaken from April 2015 till date.

Online Accreditation System

On-line system of accreditation has been operationalised by PIB from 2010 onwards to make the process prompt and efficient. The Bureau utilized the process of online accreditation during 2014-15 successfully. The applications are duly processed and considered by Central Press Accreditation Committee (CPAC) for granting fresh accreditation. During the current financial year till December 3rd 2015, the total 474 Press Accreditation Cards have been issued by the Bureau.

Media Centre at IFFI, Goa

PIB will be setting up a Media Centre to facilitate dissemination information relating to the International Film Festival of India (IFFI) 2016 at Goa. This will be a similar exercise to the one done in IFFI 2015. The Media Centre would provide a conducive work

environment and facilitate the participation of media persons in the Festival.

In IFFI 2015, total of 455 media persons were accredited out of which were 323 correspondents and 132 camerapersons (still and video). 47 press conferences, 286 one-on-one interviews, 145 press releases were undertaken besides release of 4 features. Several new initiatives were also taken by PIB during IFFI 2015 which include:

- Live streaming of press conferences on PIB YouTube and simultaneous Question and Answer(Q&A) sessions on PIB Facebook/ PIB Twitter to enlist larger participation in press conferences and make them more interactive and broad based specially in case of foreign films.
- Live tweeting of Press Conferences and event related to IFFI.
- Special web page with Twitter and YouTube Widget on IFFI 2015.
- PIB organized a Facebook Q&A on IFFI with renowned film critic/journalist Shri UtpalBorpujari on 12 November 2015 as a part of pre-event build up.
- Similarly, PIB also organized Twitter Chat

on IFFI with noted film critic/journalist Shri Saibal Chatterjee on 17 November 2015.

- A series of Twitter Chats with Film Personalities were also organized during the festival.
- Special Video Playlist on IFFI Movie trailers was created on PIB YouTube Channel.
- Video embedded press releases were an important initiative taken for the coverage of the Festival.
- Collage of IFFI images on Instagram and Special Blog posts were released.

Media Outreach Programmes

1. Vartalaps were organized.

2. Regional Editors' Conference in Chennai (September 1&2, 2016).

A Regional Editors' Conference was organized in Chennai on September 1 & 2, 2016 in which about 100 journalists from Southern States viz. Tamil Nadu, Andhra Pradesh, Telangana, Karnataka and Kerala including Lakshadweep and Pudducherry participated. The two-day conference was inaugurated by Sh. M. Venkaiah Naidu, Minister, Urban Development, Housing & Urban Poverty Alleviation and Information & Broadcasting. There were different sessions and presentations by various Ministries viz session on IT & Digital India by Shri Ravi



Shri M. Venkaiah Naidu delivering the inaugural address at the Regional Editors' Conference, organised by the Press Information Bureau, in Chennai

Shankar Prasad, Minister, Electronics and Information Technology; session on Coastal Security & Disaster Management by Shri O.P. Singh, Director General, NDRF; session on Urban Development by Sh. M. Venkaiah Naidu, Minister, Urban Development, Housing & Urban Poverty Alleviation and Information & Broadcasting; session on Shipping & Transport by Sh. Sajive Kumar, Secretary, Shipping and Shri Raghav Chandra, Chairman NHAI; and session on Commerce by Smt. Nirmala Sitharaman, Minister of State for Commerce and Industry. The occasion also provided an opportunity to the Editors of Regional Media to interact with the Union Cabinet Ministers.

3. Regional Editors' Conference in Chandigarh (October 17-18, 2016).

The Governor of Punjab & Union Territory of Chandigarh, Shri V.P Singh Badnore and the Union Home Minister, Shri Rajnath Singh, inaugurated the two-day Regional Editors' Conference at Hotel Mount View in Chandigarh on 17th October, 2016. Besides the Union Home Minister, Shri Rajnath Singh, two Ministers viz Minister for Women & Child Development, Smt. Maneka Sanjay Gandhi and Minister of State for Prime Minister Office, Personnel and Public Grievances & Pensions, Development of North Eastern Region, Dr. Jitender Singh participated on the first day of the Conference. On the second day i.e on 18th October, 2016, Minister for Agriculture, Shri Radha Mohan Singh, Minister of Road Transport & Highways and Shipping, Shri Nitin Gadkari and Minister for Consumer Affairs, Food & Public Distribution, Shri Ram Vilas Paswan, presided over different sessions.

About 90 Editors from 10 different States viz Jammu & Kashmir, Uttrakhand, Himachal Pradesh, Punjab, Haryana, Assam, Manipur, Mizoram, Tripura and Uttar Pradesh and Union Territory of Chandigarh attended the Conference. The Regional media also actively participated in the Conference. Each session of different Ministries was followed by lively interaction between the Union Ministers and



Home Minister, Shri Rajnath Singh at the inauguration of the Regional Editors' Conference, in Chandigarh

the delegates. Each and every event was flashed on social media. The Conference was part of the Press Information Bureau's Media Outreach strategy in which information regarding policies and programmes of the Central Government is disseminated to masses, which in nutshell is empowerment of people through information.

4. Economic Editors' Conference (Nov. 10-11, 2016)

An Economic Editors' Conference was



Shri M. Venkaiah Naidu addressing the Economic Editors' Conference-2016, organised by the Press Information Bureau, in New Delhi

organized by PIB in collaboration with Ministry of Finance from 10th to 11th November 2016 in New Delhi. The event was inaugurated by Hon'ble Minister for Finance & Corporate Affairs, Sh. Arun Jaitley on 10th November. Over 70 out station delegates comprising of Editors and Senior Correspondents from over 20 States took part in the event. Media from Delhi NCR region was also invited. Ministers for Information and Broadcasting, Commerce and Industry, Petroleum and Natural Gas, Road Highways and Shipping, railways and Chairman NitiAayog had also taken sessions during this Conference. Every session was followed by a question and answer module where in the outstation delegates and the Delhi media were given an opportunity to interact with the Ministers. The event was a huge success as was evident from the feedback received from the outstation delegates.

5. During the financial year 2016-17 two press tours have been conducted. One Press tour was undertaken by PIB headquarters to Mumbai Port and Nhava Sheva. Another tour was conducted by PIB Chandigarh to Gujarat.

Control Room in Emergencies

PIB has a News Room/ Control Room which is operational 365 days round the year to meet challenges emerging out of any eventuality. Arrangements for holding Press Conferences at short notices and simultaneous webcast through PIB Centres across the country are also kept in a state of readiness to handle any sudden development and unexpected situation even after 9.00 P.M. The Control Room functions on 24X7 basis during emergencies and times of crisis. The important news channels are monitored and senior personnel are kept informed of latest developments, misreporting of the facts etc. for timely media intervention.

Journalist's Welfare Scheme

PIB has been implementing the scheme of 'Journalist Welfare Fund'. The revised scheme provides one time ex-gratia relief on urgent basis to journalists and their families suffering from hardship. Assistance of up to an amount of Rs 5 lakh can be sanctioned to the journalist under this scheme. Relief can be given to the family under extreme hardship on account of death of the journalist or to the journalist in case of permanent disability. Assistance is also given towards the cost of treatment of major ailments like cancer, renal failure, heart ailment, brain haemorrhage etc. Financial assistance is also given in case of accidents causing serious injuries requiring hospitalization. The cases are processed by PIB and recommendations are sent to a high level committee in the Ministry of Information and Broadcasting for approval. During the current financial year i.e. 1.4.2016 to 3.12.2016 five cases have been approved by the Ministry and Rs.15 lakh sanctioned under this scheme.

President and Prime Minister's Publicity in 2016 by PM Unit

In the current financial year, 669 photographs of visual coverages for the President were issued by the PM Unit of PIB. In all, 521 press releases concerning the President were issued by the Unit. In the current financial

year, 4067 photographs of visual coverages for Prime Minister were issued. In all, 1190 press releases were issued by the Unit. The press releases include 852 releases pertaining to Prime Minister's Office, 170 pertaining to Cabinet decisions and 68 pertaining to CCEA. PM's visit to France, Malaysia & Singapore, United Kingdom, UK, Turkey, Ireland and the USA, United Arab Emirates, Central Asian nations, Bangladesh, Russia, China, Mongolia and South Korea, France, Germany, Canada, Seychelles, Mauritius and Sri Lanka were given wide publicity.

Feedback, Feature and Photo Services

One of the important functions of the Press Information Bureau is to keep the Government informed of public perception about government policies and programmes as reflected in media. The feedback reports prepared by the PIB include inputs from the national English and Hindi dailies published from the capital, inputs from regional language newspapers as sent by the Regional/Branch offices of the PIB, inputs from TV news channels, web media and magazines. PIB Officers provided feedback to their respective Ministries and Departments. The PIB officers also provided inputs regarding media trends on important matters relating to their Ministries/ Departments.

As part of the Special Services, the Feedback Cell in PIB prepared daily digests and special digests based on news stories and editorials from National as well as Regional dailies and periodicals for the use by Ministries. The Feature Unit of the Bureau issued Features, success stories, backgrounders, info-nuggets, photo-features which were also sent to the Regional/Branch Offices for translation and circulation to the local media. The Feature Unit of PIB has been issuing on an average over 200 features annually. 137 features have been issued from April 2016 to October, 2016. The subjects covered include everything that comes under PIB's publicity purview. The contributions come from Union Ministers, Secretaries, scientists, economists, specialized journalists and PIB officials at

headquarters and from Regional and Branch Offices. As an experiment, PIB did a few features through UNI for better visibility and outcome. The Unit releases special features during Republic Day and Independence Day, highlighting the policies and programmes of the Government.

Activities of Hindi and Urdu Units

Main activities of Hindi and Urdu Units consist of preparation of daily press roundup that includes English translation of headlines and editorials of Hindi/Urdu dailies, Hindi/Urdu translation of Press Releases, Features, Backgrounders, President, Vice President, Prime Minister and Home Minister's speeches and translation and vetting of manuals and booklets etc. Hindi and Urdu Units issued 10326 Hindi and Urdu press releases and 96 features & backgrounders in Hindi and Urdu for the period from 1st April, 2016 to 30th November 2016.

Activities Planned During January-March 2017

Pravasi Bhartiya Divas, January 2017

The 15th Pravasi Bhartiya Divas (PBD) is scheduled to be held from 7th to 9th January 2017. The Prime Minister is to inaugurate the event and the President Shri Pranab Mukherjee is to deliver the valedictory address and confer the Pravasi Bhartiya Samman awards to eminent Overseas Indians. Media persons from all states and abroad are expected to attend the 15th PBD. Media coverages in both electronic and print are planned to be provided through press conferences, press releases and photo coverage etc. The Press Releases and photos of the event including the Inaugural and Valedictory functions will be issued and put on PIB website. The speeches of Prime Minister and President will also be uploaded on PIB website. The press materials and copies of speeches will be distributed from PIB's Media Centre. The event will be ensured a wide coverage in print and electronic media and the press clippings of the coverage will be sent to the Ministry of OIA for analysis and review.

Indian Science Congress 2017

The 103rd Indian Science Congress is to be hosted by University of Mysore from 3 - 7 January, 2017. Theme designated is 'Science and Technology for indigenous Development in India'. To ensure wide coverage, PIB, Bengaluru along with Doordarshan and All India Radio will manage the media coverage of the event on a big scale.

Editors' Conference

Editors' Conference of coastal states is tentatively slated to be organized in January, 2017. In the Conference, large number of regional and local media persons will participate. In different sessions, important Central Ministries will be covered including Health, HRD, Road Transport and highways, Drinking Water and Sanitation, Home, shipping, and IOA.

Over 50 outstation editors from regional media from the coastal states are likely to participate. Besides this, a large number of local editors, journalists and financial writers will also attend the Conference. Background material on the major policy initiatives of the participating Ministries will be prepared, distributed and uploaded on the PIB website.

General Budget 2017

PIB organizes a Press Conference on presentation of General Budget by the Finance Minister/ Secretary to put the highlights of Budget in proper perspective. PIB is required to disseminate information through press releases on the Budget papers. The Bureau also arranges for distribution of budget sets to media persons. PIB Headquarters also issue digital versions of Press Releases immediately after the presentation of the Union Budget on the website. Post-Budget interviews and one to one interactions of Finance Minister and senior officers in the Finance Ministry are arranged with print and electronic media.

Major activities undertaken by PIB in 2016-17

- **IFFI 2016** – PIB looks after accreditation, distribution of press kits and press

cards, organising & conducting press conferences and media coverage of all events at IFFI through all the traditional and modern platforms. PIB started the pre publicity campaign for IFFI 2016 by way of press releases, features, photographs, live tweeting, Facebook posts and Twitter discussions. Special accreditation of media persons from India and abroad was carried out. In total 45 press conferences, 56 press releases 32 events coordinated 27 press conferences live 971 press clippings were issued for IFFI 2016. Moreover, 317 correspondents and 87 cameraman's were accredited during the IFFI 2016.

- **BRICS Summit 2016** - PIB assisted the XP Division of the Ministry of External Affairs in accreditation, media management at the Summit venues and issue of press releases/statements. PIB issued a total of 36 Press Releases in English and Marathi during the BRICS Summit. In addition, a total of 38 high resolution photographs were issued. Tweets were issued by @pibmumbai twitter handle on all important happenings at the BRICS

Summit. @pibmumbai tweets were regularly re-tweeted by PIB India and MIB Twitter handles, besides 472 other private retweets. PIB's intervention helped dispel the initial apprehension of local media that most of the communication and important news breaks would be targeted towards MEA beat correspondents. BRICS 2016 received wide media coverage both in Goa and Mumbai. Total of 438 press clippings from 51 newspapers were tracked by PIB Mumbai including 67 OP-EDs.

- **Rashtriya Ekta Divas**-Rashtriya Ekta Divas was celebrated on the birth anniversary of Sardar Vallabhbhai Patel across the country. Various activities including Run for Unity were organised across the country by various Ministries/ Departments of the Government. PIB had facilitated for the wide media coverage of the event both at headquarters and also in the regional centres. Prime Minister's activities on the day including the flagging off of the Run for Unity in Delhi was widely publicised across all platforms of media. PM had also inaugurated an exhibition on "Uniting India - Sardar Patel" and had



The Jury Members, Mr. T.S. Nagabharana, Chairperson, India, Mr. Francis Vogner do Reis, Brazil, Mr. Kirill Razlogov, Russia, Mr. Hou Keming, China and Ms. Xoliswa Sithole, South Africa at BRICS Film Festival.

also launched the “Ek Bharat- Shreshtha Bharat” initiative. Both the events were widely covered by media, transcripts of PM’s speeches were uploaded on the website also. In runup to this event, PIB had created a special web page where features, press releases, photos etc on Sardar Patel were compiled. Both the media and general public could access this material and could be informed of the various planned activities for the day. Material secured from other media units was also utilized in the webpage. Regional and branch offices of PIB have also taken active part in publicising the event at the regional levels. Social media support by way of tweeting was facilitated by SMC of PIB.

- **BRICS Film Festival**-BRICS Film Festival from 3rd to 6th September, 2016 was widely publicised in the media. PIB had facilitated for wide coverage in the print and electronic formats. Special emphasis was also laid for Social Media reach by the Social Media Cell of PIB. Union Minister for Information & Broadcasting, Shri Venkaiah Naidu’s speech during the closing ceremony laid emphasis on New age cinema from the BRICS nations. This also received wide coverage.
- **International Day of Yoga - 21st June, 2016**- Press Information Bureau had planned a series of activities to ensure wide press and social media coverage of the Second International Day of Yoga. Exclusive briefings / interviews to the media by the AYUSH Minister and the Secretary were arranged by PIB as part of pre publicity activities. A National Health Editors’ Conference was also organized which was attended by over 120 media persons and 8 experts from the field of yoga. Several Media Interviews of yoga experts were also facilitated which had wide media coverage. Publicity for other the main events organized by Ministry of AYUSH like the Curtain Raiser International Yoga Festival, launch of New

Website and IDY Portal, issue of postage stamp by the PM and release of Yog Geet was given full publicity. Coordination with other Ministries for publicizing the event was done. A large number of Yoga events were organised across the country which were also widely publicised. PIB also facilitated Yoga institutions in the country in getting publicity for their pre-event activities. Press releases were issued on the main event at Chandigarh. Three features were also released on the PIB website. A team of PIB Officers undertook a tour to Chandigarh to ascertain the media requirements and coordinate with the Chandigarh administration. Based on the plan of coverage, Media advisories were issued. 103 Delhi-based media persons registered for passes for covering the main event at Chandigarh. PIB also facilitated coverage of media activities of other media units of I&B Ministry - DAVP Song & Drama Division, Doordarshan News and AIR. A media tour was carried out with 42 media persons including foreign media registered with PIB to go on a guided tour that left Delhi on 20th of June. Internet and Social media platforms including twitter, facebook, Instagram etc were widely used to create a buzz around the event. A special webpage dedicated to International Day of Yoga was also created. Live chats with experts on Twitter and Facebook were held ahead of the main day. The event was live streamed also on the webpage. The hashtag (#YogaDay) became No.1 on Twitter trends on the morning of Yoga Day, marking a significant achievement for the Social media efforts of PIB. Coverage of the seven main events organized by M/o AYUSH in the national capital was also ensured which received good coverage. All regional and branch offices of PIB ensured publicity and information about main events on the IDY in their states/regions, especially of events led by Central Ministers which also received good coverage.

DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY (DAVP)

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 61 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 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, New Media and Mass Mailing.

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

It has two Regional Offices at Bengaluru and Guwahati to coordinate the Directorate's activities in the regions. 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 multimedia 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 issues.

Major Policy decision taken during 2016-17

i. The Print Media Advertisement Policy of Government of India was formulated by the Ministry of Information and Broadcasting in June, 2016. This policy is being implemented for bringing more transparency in the issue of Government advertisements and encouraging

newspapers, which are regular in publication.

- ii. Policy Guidelines for the Pvt. FM Radio Stations empanelment and Rate fixation was announced on 12.08.2016 and the new revised rates implemented for empanelled Pvt. FM Radio Stations from 01.11.2016.
- iii. The policy for Empanelment and Rate Fixation for Central Government Advertisements on Websites was approved by the Ministry of Information and Broadcasting on 24.05.2016. The same is being implemented in empanelment of new websites.
- iv. Constitution of Three Member Committee for regulating content of Government Advertisements:- Hon'ble Supreme Court had pronounced a set of guidelines on 13.05.2015 applicable to all forms of Government Advertisements released by Central Government, State Governments and Union Territory Administrations. In compliance with this direction, Ministry of I&B has constituted a Three Member Committee on 06.04.2016 to oversee the implementation of the Supreme Court Guidelines. The Committee is comprised of Shri BB. Tandon, former Chief Election Commissioner as Chairperson and Shri Rajat Sharma, President of News Broadcasters Association and Shri Piyus Pandey, Executive Chairman, Ogilvy & Mather as the two members.
- v. The Bills relating to release of advertisements of various Central Government Ministries/Departments have been de-centralised w.e.f. 01.10.2016. Accordingly, the Ministries/ Departments concerned need to pay the bill directly to the newspapers/TV Channels etc.

Important Activities during 2016-2017

During the year DAVP has taken several initiatives with the aim to expand its scope and reach, to infuse transparency and accountability and to reach out to people

in all parts of the country through effective unified campaigns on important issues. All the business transactions including the preparation and distribution of Release Orders, receipt of bills and payments, receipt of applications and their processing for empanelment of Pvt. C&S Channels, Pvt. FM Stations, Community Radio Stations, News Papers & Periodicals have been made online as a part of Enterprise Resource Planning (ERP) Module of DAVP.

- In the wake of demonetization of ₹ 500 & ₹1000 currency notes, DAVP released a multi media campaign to create awareness about the different facets of the scheme. In this regard, DAVP issued print advertisement and extensive campaign on radio. Further, a 2 page flyer was also printed by DAVP on demonetization. Again to promote digital payment literacy amongst the people, DAVP has launched a campaign involving print, radio, television & digital cinema.
- Various publicity campaigns have been undertaken on Swachh Bharat Mission (SBM) using medium likes Outdoor Publicity, New Media, Print and Audio Visual.
- AV campaigns have been mounted to create awareness on SBM through cable and satellite channels. New AV spots featuring Amitabh Bachchan and Sachin Tendulkar were also used in the campaign.
- Finance Ministry and its various wings are among most prominent Govt. Advertisers. Departments like Income Tax, Customs & Central Excise, PFRDA, and Deptt. Of Economic Affairs and Deptt. Of Financial Services issued advertisements to promote their flagship schemes.
- Role of DAVP was highly appreciated especially by Directorate of Income Tax for campaign on Income Disclosure Scheme (IDS).
- Hon'ble Prime Minister Shri Narendra Modi inaugurated "Mera Desh Badal Raha

Hai, Aage Badh Raha Hai" exhibition at Shillong on 27th May, 2016.

Wing-wise Details

Campaign Wing

The major initiatives taken and important activities carried out from April, 2016 by this Directorate are as under:-

- **Gram Uday se Bharat Uday campaign:** A full page print advertisement was released on the theme. Further, radio and TV campaigns were also undertaken in coordination with Ministry of Rural Development, Ministry of Agriculture & Farmers' Welfare and Ministry of Panchayati Raj.
- **Transforming India Campaign:** A multimedia campaign on the theme "Transforming India " was launched by DAVP in the last week of May 2016 to take the initiatives and programmes of Government of India to the people.
- **Run for Unity & National Unity Day Campaign:** A multimedia campaign with print, TV, radio and digital cinema was launched by DAVP to commemorate the birth anniversary of Sardar Patel.
- **Campaigns on Demonetization & promotion of Digital Payment Literacy:** In the wake of demonetization of ₹ 500 & ₹1000 currency notes, DAVP released a multi media campaign to create awareness about the different facets of the scheme. In this regard, DAVP issued print advertisement and mounted extensive campaign on radio. Further, a 2 page flyer was also printed by DAVP on demonetization.
- Again to promote digital payment literacy amongst the people DAVP has launched a campaign involving print, radio, television & digital cinema.
- **IFFI:** To promote IFFI 2016, a publicity campaign involving a print advertisement, campaign on TV and radio was undertaken.

- Designing and printing of Government of India Wall Calendar:** This year DAVP released its wall calendar 2017 on 22.12.2016. The theme for calendar 2017 is “Mera Desh Badal Raha Hai, Aage Badh Raha Hai”. The Calendar was released by the Minister of Information and Broadcasting Shri Venkaiah Naidu, Col. Rajyavardhan Rathore (Retd.) AVSM, Minister of State for Information and Broadcasting, Shri Ajay Mittal, Secretary, I&B, were also present for the inaugural function. This year also DAVP has released Wall Calendar Mobile App, which could be downloaded free of cost from Google Play store. The application is both utilitarian and informative. While it provides news updates from DD News and AIR, it is also a single stop window for all websites of Government of India. Moreover, the application also provides a link to the latest tweets from PMO.
- Full page advertisement was designed and released by DAVP to commemorate the birth anniversary of Pandit Deen Dayal Upadhyay in major dailies across India.
- DAVP has also undertaken Image Projection Campaigns for Indian Army, Navy and Air Force. Fresh multi-media creatives have been produced by DAVP for the image projection campaign. These creatives have been much appreciated by the top brass of armed forces. Further, DAVP has also received Letter of Appreciation from the International Fleet Review cell of Indian Navy.

Ministry of Finance

Some of the flagship schemes of Ministry of Finance around which advertisements were issued include: Income Declaration Scheme (IDS), Goods & Services Tax (GST) – One Tax, One Nation, Jan Dhan Yojana (JDY), Atal



HMIB Shri M. Venkaiah Naidu releasing the Govt. of India Calendar-2017. Col. Rathore HMSIB is also seen

Pension Yojana (APY), NPS Scheme, Sovereign Gold Bond Scheme, Pradhan Mantri Mudra Yojana (PMMY), Demonitisation Scheme, Digital Transaction, Garib Kalyan Yojana and Advance Taxes/e-filing of returns among others.

Ministry of Food Processing Industries (MoFPI)

Advertisements on opening of 'Mega Food Parks' were issued to create awareness among investors and other stake holders.

Ministry of Power

The Ministry's department Bureau of Energy Efficiency (BEE) launched print media campaign to promote its flagship scheme of Energy Conservation and Star Labelling of Energy Efficient Electronic Products

Ministry of New & Renewable Energy

Issued advertisements across print media to promote inauguration of "Atal Akshay Urja Bhawan" and International Energy Conference held in New Delhi.

Ministry of Petroleum & Natural Gas

A campaign was carried out to promote the flagship Petrotech Exhibition & Conferences in November and early December on the theme "Energy is here".

Ministry of Social Justice & Empowerment

Some of the prominent programs on which advertisements were issued are: Completion of campaign on celebration of 125th Anniversary of Dr B R Ambedkar in April 2016, Campaign on Prevention of Drug Abuse & Alcoholism, distribution of disability kits or ADIPs camps for various types of disability across the country, and Campaign on International Day against Drug Abuse & Illicit Trafficking.

Ministry of Tourism

Promoted events like Bharat Parv, International Buddhist Conclave, Rann Utsav, IITIS (International India Tourism Investors' Summit), BRICS Tourism Summit from 1-2 Sept. 2016 in Khajuraho, National Tourism Awards held during Independence Day in Delhi.

Ministry of Personnel Public Grievance & Pensions, DARPG

Advertisement on the theme Attention Central Government Pensioners digital life certificate online, rules of pension for the awareness of family pensioners.

Ministry of Textiles

Promoted the National Textile Awards.

Ministry of Drinking Water and Sanitation

Undertaken various publicity campaigns on Swachh Bharat Mission (SBM) using medium likes Outdoor Publicity, New Media, Print and Audio Visual.

Ministry of Health and Family Welfare

- Released multimedia campaign through different medium like Outdoor Publicity, Audio Visual, New Media and Print campaigns on Dengue & Chikungunya, Mission Indradhanush, Breast Feeding Programme, Diarrhoea Control, Malaria, and Pradhan Mantri Matritivya Suraksha Yojana etc.
- Released advertisement on "Painting Competition" on behalf of Jansankhya Sthirata Kosh and another advertisement on "World Population Day".

Ministry of AYUSH

- Released advertisements for Outdoor Publicity, Print advt. and Audio Visual campaigns and printed posters on International Day of Yoga on 21st June.
- Undertook broadcast and print campaign for various National Arogya Fair.

Ministry of Consumer Affairs, Food and Public Distribution

Conducted Consumer Awareness campaign on the theme of Jago Grahak Jago, Jan Pharma Samadhan, ISI and Hallmarks, Consumer Redressal Helpline Number etc through print, OP and AV mediums.

Ministry of Labour and Employment

Released print and AV advertisement on the theme, abolition of child labour, print

campaign on Minimum Wages and Maternity Benefits Acts across the country.

Unique Identification Authority of India

UIDAI has been conducting print and AV campaign on Aadhaar Card enrolment including Children Aadhaar Card Enrolment Campaign. Campaigns were conducted by the Regional Officers of UIDAI in regionwise manner.

Ministry of Minority Affairs

The Ministry of Minority has conducted campaigns on the themes which are related to Prime Minister's 15 Point Programme and Sachchar Committee recommendation during the current financial year.

Ministry of Communication and IT

The Ministry has released campaign on the theme Digital India, e Sign and other initiatives taken up by the Ministry through AV mediums.

Ministry of Panchayati Raj

The Ministry had done print campaign on

Gram Uday Se Bharat Uday during the financial year.

Ministry of Water Resources

Released advertisement in print media on the theme Water Conservation and Afghan-India Friendship Dam.

Exhibition Wing

From April 2016 DAVP conducted a total of 136 exhibitions covering 669 exhibition days. DAVP also organized exhibitions during the second anniversary of NDA Government. The main theme of this year's exhibitions was "Mera Desh Badal Raha Hai, Aage Badh Raha Hai", which depicts the achievements of the Government in the past two years.

Apart from the usual independent exhibitions, DAVP also participated in some of the major Melas in India such as Hampi Utsav, Puri Rath Yatra, world famous Sonapur Mela, International Film Festival of India, Indian International Trade Fair etc. A total of 10 major participatory exhibitions were conducted and it covered 168 exhibitions days.



*PM Shri Narendra Modi inaugurating exhibition
Mera Desh Badal Raha Hain Aage Badh Raha Hai in Shillong*



PM Shri Narendra Modi visiting the photo exhibition put up by DAVP in Chandigarh on 2nd International Yoga Day

Many VIPs and VVIPs inaugurated and visited DAVP's exhibitions this year -

- Hon'ble Prime Minister Shri Narendra Modi inaugurated "Mera Desh Badal Raha Hai, Aage Badh Raha Hai" exhibition at Shillong on 27th May, 2016.
- The Hon'ble PM visited the "Yoga Divas" exhibition at Chandigarh also.
- The exhibition on Orientation Programme for Newly Elected & Nominated Members of the Rajya Sabha was inaugurated by Hon'ble Vice President of India, Shri Hamid Ansari.
- Hon'ble Finance Minister Shri Arun Jaitley inaugurated the exhibition on the eve of 'National Film Award' on 3rd May, 2016 at New Delhi.
- Hon'ble Minister for I&B, Shri Venkaiah Naidu inaugurated exhibition on Mahatma Gandhi at Chennai on 1st October, 2016.
- Hon'ble Home Minister Shri Rajnath

Singh inaugurated the exhibition on the occasion of 'Regional Editors' Conference on 17th October, 2016 at Chandigarh.

- Other VVIPs like Smt. Sumitra Mahajan, Hon'ble Speaker of Lok Sabha, Shri M. Srinivasa Prasad, Minister for Revenue, Shri Jual Oram, Minister for Tribal Affairs, Shri Dharmendra Pradhan, Minister for Petroleum & Natural Gas also visited the exhibitions.

Audio Visual Wing

Audio Visual (AV) cell of DAVP executes various media campaigns through Pvt. C&S channels, Doordarshan, Pvt. FM Stations, All India Radio (AIR) and Community Radio Stations (CRS) on request of different client Ministries and Departments of Government of India. At present, 385 Pvt. C&S Channels, 208 Pvt. FM Stations and 89 Community Radio Stations are empanelled with DAVP.

The period from 1st April, 2016 witnessed



Shri M. Venkaiah Naidu visiting the exhibition of National Film Archive of India, at the 28th State Information Ministers Conference (SIMCON)

some major campaigns launched on TV/ Radio by various client Ministries through DAVP. Prominent among them are the campaigns related to flagship programmes of Government of India. Major campaigns released by AV Wing are as follows:

Swachh Bharat campaign, Drinking Water and Sanitation campaign, Rotavirus Vaccine campaign, Postal Life Insurance, Indian Navy, Pradhan Mantri Fasal Bima Yojana, Gram Uday Se Bharat Uday, Beti Bachao Beti Padhao campaign, Occasion of Valour Day, IRDAI, Desh Badal Raha Hai, Nai Subah, International Day of Yoga, AYUSH campaign, National Health Mission – Family Planning, Income Declaration Scheme, Rural Development – NSAP, PMGSY, Meri Sadak App, Indian Air Force, NHM – Routine Immunization, Filing of IT return, NHM – Breast Feeding Promotion campaign, Advance tax, NHM – Dengue, Urban Development – Asli Taraqui, Swachh Sarvekshan, BRICS – Film Festival, Rural Postal Life Insurance, Child Labour campaign, Pradhan Mantri

Jan Dhan Yojna, Rashtriya Ekta Diwas, Pradhan Mantri Surakshit Matritva Abhiyan, Digital Payment campaign, Demonetisation campaign, Grahak Labh & Digidhan Vyapari, Pradhan Mantri Garib Kalyan Deposit Scheme (PMGKDS) etc.

New Media Wing

New Media (NM) Wing of DAVP executes various media campaigns through Digital Media platforms i.e. Digital Cinema, Internet websites & SMS on request received from different client Ministries and Departments of Government of India. At present, 08 Digital Cinema Agencies, 42 Internet Websites (including indianrailway.gov.in) and 08 SMS agencies are empanelled with DAVP.

The period from 1st April 2016 onwards witnessed launch of some major campaigns by various client Ministries through Digital Cinema, Bulk SMS and Internet websites. Major campaigns released by New Media Wing are as under :

Ministry	Theme
Women and Child Development	1 WCD (various themes(Digital Cinema) 2 Beti Bachao Beti Padhao (Internet & Digital Cinema)
Finance	1. Income Declaration Scheme(Digital Cinema, Internet Websites (including indianrail.gov.in and irctc.co.in) & SMS) 2. File Income Tax Return (SMS & Internet) 3 Advance Tax (SMS and Internet) 4 New Pension Scheme (SMS) 5 PFRDA(SMS) 6 Sovereign Gold Bonds (SMS) 7 Vigilance Week (SMS)
Health & Family Welfare	1. NACO – Stigma & Discrimination (Digital Cinema) 2. Diabetes & Strokes (Digital Cinema) 3. Family Planning (Digital Cinema) 4. Dengue(Digital Cinema) 5. Intensified Diarrhea Control Fortnight (Digital Cinema) 6. Routine Immunisation (Digital Cinema) 7. International Yoga Day (Digital Cinema) 8. Iodine Deficiency Day (SMS) 9. National Programme for Healthcare of Elderly (SMS)
Information and Broadcasting	1. Swachh Bharat (Digital Cinema) 2. Rashtriya Ekta Diwas (Digital Cinema)
Rural Development	1 Gram Sabha (SMS) 2 Rural Development- various themes (Digital Cinema)
Drinking Water & Sanitation	1 Drinking Water & Sanitation (Digital Cinema)
Defence	1 Indian Navy -Image Projection (Internet & Digital Cinema) 2 Indian Navy Recruitment (SMS) 3 Indian Air Force (Digital Cinema & Internet)
Tourism	1. Swachhta App (SMS)
Home Affairs	1. NDMA (DC)
Power	1. Bureau of Energy Efficiency (Digital Cinema) 2. BEE – Painting Competition (SMS)
Consumer Affairs	1. Consumer Awareness Campaign (Digital Cinema)
Communication & IT	1. PLI and RPLI –(Digital Cinema) 2. Speed Post (Digital Cinema) 3. Rural Postal Life Insurance (Internet) 4. CCA-Digital Signature (Internet)
Culture	1. Social Media campaign (Internet & SMS)
Social Justice and Empowerment	1. Drug Abuse (SMS)
Human Resource Development	1. Greater Noida Book Fair (SMS and Digital Cinema)
UIDAI	1. Aadhar (SMS)

Personal Media Cell

Personal Media Cell of DAVP executes various media campaigns through personal media items such as railway tickets, airline boarding passes, access cards, railway catering items, etc as per the needs and requirements of the client Ministries /Departments as well as keeping in mind the budget, target audience, etc.

The period from 1st April 2016 onwards witnessed launch of some major campaigns by various client Ministries through Personal Media Cell. Major campaigns released by Personal Media Cell are as under :

Ministry	Theme
Consumer Affairs	Consumer Awareness Campaign
Finance	Income Declaration Scheme
RuralDevelopment	Rural Awareness Campaign
WCD	Social Messages

Outdoor Publicity Wing

Outdoor Publicity (OP) Wing of DAVP executes various media campaigns through outdoor media such as Bus Queue Shelters, Bus Panels, Unipoles, media at railway/ metro stations/ airports or inside railway trains/ metro trains, etc as per the needs and requirements of the client Ministries / Departments as well as keeping in mind the budget, target audience, etc. At present, DAVP has rates for more than 100 sole rights media of approximately 200 agencies.

The period from 1st April 2016 onwards witnessed launch of some major campaigns by various client Ministries through Outdoor Publicity. Some of the major campaigns released by Outdoor Publicity Wing are Income Declaration Scheme, Swachh Bharat Mission, Consumer Awareness Campaign, BRICS, Drug Abuse, Divyangjan, Senior Citizens, International Yoga Day, Birth Anniversary of Dr. B.R. Ambedkar.

Accounts Wing

The Accounts Wing of DAVP handles payments of approximately ₹ 950 to 1000 crore every year. DAVP, apart from its own budget, receives funds from all its clients – Ministries, Departments, Autonomous Bodies, PSUs and after due verification disburses this fund as per the job order and proof of delivery to media organizations viz. newspapers, TV channels, Radio Channels, Outdoor Publicity agencies, Production houses and Printed Publicity agencies empanelled with DAVP. The payments are handled after verification of the airing or publishing of the advertising as per laid out pre-conditions in the Release Order given to them by DAVP.

Major achievements

The Major achievements of the Accounts Wing are :-

1. Successful implementation and full roll out of New Accounting module i.e. PFMS (Public Financial Management System) by creating various programme division levels related to every field of publicity.
2. All the bills pertaining to Establishment and Client Ministries' letter of Authorities are being successfully processed through PFMS and the payments have been made faster and smooth.
3. Both processing as well as payments of bills can be tracked on the website, which gives transparency regarding status of the bills of the agencies, especially whether they have been rejected due to some reason or passed or at what stage it is.
4. Payments to all the agencies irrespective of job/campaign is now being made 100% through Electronic Fund Transfer (NEFT/ RTGS) instantaneously, eliminating delay & losing of cheques in transit through post.

Vigilance Section

DAVP has set up a full-fledged Vigilance Section in June 2004 at its HQrs in New Delhi where all vigilance matters of HQrs and field Offices are processed and being

monitored in hierarchy by SO(Vig.), Dy. Director (Vig.), Director (Vig.) and ADG(Vig.). The Vigilance Section functions under the overall supervision of DG.

DAVP celebrated “Vigilance Awareness Week” from 31st October, 2016 to 5th November, 2016 having the theme “Public participation in promoting Integrity and eradicating Corruption”. . To curb corruption and promote transparency, measures have been taken to make online the process of empanelment of newspapers and Audio-Visual Companies, hiring services of agencies for organizing Exhibitions for faster processing of sanctions. The system of Bills Processing and payment under Print Media and Audio Visual has been streamlined by introducing fully automated bill submission system well supported by NIC. Agencies after submitting the bill can check the status of the bill online through password allotted to them. The payment to agencies is being made only through NEFT/ RTGS.

Printed Publicity Wing

Printed Publicity (PP) Wing caters to the requirements of printed material for mass publicity of the campaigns launched by DAVP. This wing does planning, production and supervision of print jobs viz Multi colour posters, Folders, Brochures, Diaries, Calendars, Stickers, Wall Hangers, Table Calendars and other miscellaneous items. Preparation of plan estimates of print jobs for various Ministries/ Departments including Ministry of I&B is done as per the requirement and budget allocation.

DAVP produces printed publicity material in all the 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 for controlling cost over runs.

PP Wing has produced 45 jobs with 214 items totalling about 4.7 crore copies of all types of

publicity material for Min. of I&B and various other client Ministries and PSUs.

Mass Mailing Wing

Mass Mailing Wing receives printed publicity material like booklets, folders, posters, leaflets, brochures etc. produced on behalf of various Client Ministries / Department & Organization besides Prime Minister’s Speeches. The distribution of this publicity material is undertaken on the basis of the client Department and / or as per Campaign instructions / requirements. Besides, calendar and diary are printed every year to be distributed to all categories like VIPs of all States/ UTs & all Ministries and their attached offices free of cost. For PSUs / Autonomous bodies it is done on payment basis.

SANCTIONED BUDGET UNDER THE PLAN SCHEME

DAVP is implementing the sub-scheme ‘Revamping of DAVP’ under the ‘Media Infrastructure Development Programme’ (MIDP) and another sub-scheme ‘People’s Empowerment through Development Communication’ under the ‘Development Communication and Information Dissemination’ (DCID) programme under the 12th five year plan. The budget allocation and utilisation of the above mentioned two schemes are as follows:-

(₹ in Crore)

S. No.	Name of Scheme	BE 2016-17	Expenditure upto November 2016	RE 2016-17
1	DCID Programme	125.60	117.14	169.68
2	MIDP	3.00	1.21	3.25

REGISTRAR OF NEWSPAPERS FOR INDIA (RNI)

Objectives Of RNI

The Office of the Registrar of Newspapers for India (RNI) is an attached Office of the Ministry of Information and Broadcasting. Under its Statutory functions, the Press Registrar



*HMIB Shri M. Venkaiah Naidu releasing the Press in India 2015-16 report.
Col. Rathore HMSIB is also seen*

maintains Register of newspapers, issues Certificate of Registration to newspapers, informs DMs concerned about approval of titles of fresh newspapers and scrutinize and analyse the annual statements submitted by the newspapers. It also submits to the Ministry of Information and Broadcasting by 31st December every year the “Press in India Report”, highlighting the state of Print Media in the country. Under its non-statutory functions, the RNI issues Eligibility Certificates for import of newsprint, to actual users which are registered with RNI as well as Essentiality Certificates for import of printing machinery etc. It also conduct circulation verification of the registered publications for the purpose of DAVP advertisements.

Organisational Structure

The RNI office was established as a result of the recommendations of the first Press Commission which suggested constitution of a statutory authority responsible for

collection of reliable statistics regarding the Press in India. The Press and Registration of Books (Amendment) Act, 1955 was brought into force on July 1, 1956 by a notification of Government of India. RNI is headquartered in New Delhi which headed by Press Registrar who is assisted by 2 Deputy Press Registrars and 3 Assistant Press Registrars.

Title Verification

RNI receives applications of the intending publishers for title verification, duly forwarded by the DM concerned and processes them for title verification as per the proviso to Section 6 of the PRB Act.

During April 2016 to October 2016, RNI scrutinized 12682 applications for verification of titles, of which 5462 titles were verified.

To facilitate the applicants RNI has started online application filling facility on its website. For further processing by the DM concerned, the applicant is required to take out a printout

of the filled application and submit to DM concerned for forwarding to RNI. The status of receipt of application for title verification and the verification status are intimated to the applicants through SMS and e-mail. The status of title applications can be checked on RNI website.

De-Blocking Of Titles

After getting the title verified, the publishers are required to get the title registered. If the verified titles are not registered with RNI in 2 years, the title gets de-blocked and is available for verification to any intending applicant.

Registration

After the title verification, publisher is required to submit a declaration duly authenticated by the District Magistrate concerned, along with a copy of the first issue published within specified days after authentication of declaration as per the PRB Act and an affidavit for no-foreign tie-up. After ascertaining that the publication has been printed and published in conformity with the various provisions of the PRB Act and the rules made there under, a registration number is allotted to the newspaper/periodical and entries made in the Register of RNI. The Certificate of Registration (CR) is then issued to the publisher.

Number of publications registered during 2015-16 is 5,423. Total number of registered publications as on 31.03.2015 were about 1,10,851, out of which registered newspapers and periodicals were 16,136 and 94,715 respectively.

During April 2016 to October 2016, a total of 3434 Certificates of Registration were issued, which includes 2554 fresh cases and 880 revision cases.

Computerisation

Apart from the computerized processing of the title verification and registration, all the verified titles are put on the RNI's website: <http://rni.nic.in> and can be downloaded by the applicants. With the introduction of this

facility, any person/prospective publisher can access the existing title data base. The data is available State/Language-wise. Various queries of the publishers have

been compiled in simple Question Answer format and hosted on RNI website as FAQs.

Annual Statement

As per Section 19D of the PRB Act, 1867 an Annual Statement in Form-II prescribed in the Registration of Newspapers (Central) Rules 1956 is required to be submitted by the publishers of newspapers to the Press Registrar on or before the last day of May each year containing various information as prescribed under the rules. It is also obligatory on the part of every publisher to print in the publication, a statement indicating the ownership and other relevant particulars in Form IV in the first issue every year after the last day of February.

Annual Statement is the basic document on the basis of which RNI undertakes compilation and analysis of the status of the Press, which is incorporated in "Press in India".

Online submission commenced during 2013-14. For 2015-16, 26,104 number of Annual Statements were received online.

Publication Of Press In India

The Annual Report "PRESS IN INDIA 2015-16", along with its CD version, was released on 22nd December, 2016 by the Minister of



HMIB Shri M. Venkaiah Naidu releasing the e-version of Press in India 2015-16 report. Col. Rathore HMSIB is also seen

Information and Broadcasting, Shri Venkaiah Naidu, in presence of Minister of State for Information and Broadcasting and Secretary, I&B. The Annual Report is also available on RNI website (<http://www.rni.nic.in>).

Circulation Verification

Objective of the circulation check/verification is to reconfirm the correctness and genuineness of the circulation data/figures submitted by the publications in their annual returns/report as circulation data is used by various Government departments, including DAVP for deciding on allocation of government advertisements.

Amendment of Circulation Verification guidelines: The old Print Media Advertisement policy of DAVP issued in 2007 allowed circulation verification by Chartered Accountant for claiming circulation of 75,000 copies per day. This led to increase in inflated claims of newspaper circulation for the purpose of getting more Government Advertisements.

In the new Print Media Advertisement Policy released by this Ministry on 7.6.2016, circulation verification by RNI/ABC has been made compulsory above 45,000 circulation claims. In pursuance to the new print media advertisement policy, RNI's guidelines on circulation check has been amended on 10.6.2016 to make RNI circulation verification at par with the detailed procedure being followed by ABC. This will result in tightened procedure for verification ensuring elimination of fake newspapers.

According to the amended guidelines, circulation check is now done by the team of RNI/PIB and DAVP officials nominated by the Press Registrar along with certified panel of auditors (i.e. Chartered Accountants firms) who are either on the panel of ABC, CAG and RBI.

Newsprint

With effect from 1st May 1995, Newsprint has been placed under Open General License and all types of newsprint, glazed and standard,

can be imported by actual users without any restriction. During the year 2006-07, Ministry revised the form of Annual Return showing the import and consumption details of newsprint. Through the Revised Format, RNI issues the Eligibility Certificate, 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.

During the period April 2016 to October 2016, 1339 Eligibility Certificates were issued by RNI for import of newsprint.

Official Language

Office of RNI organized a Hindi Fortnight during 14-28 September, 2016 wherein different competitions were held to promote the use of Hindi in Official work. One Assistant Director (OL) and one Senior Translator are posted in this Office to provide the necessary assistance in translation and implementation and monitoring of the Official Language Policy of the Government of India.

Public Grievances and RTI

A Public Grievances Cell is functioning in this Office. The title applicants and publishers can send their query through e-mail: pqrc-rni@nic.in, directly or through RNI website. Replies are also sent through e-mail. Deputy Press Registrar of this Office has been designated as head of the internal Grievance Redressal machinery of this Office. 478 applications received under R.T.I. Act during April – October, 2016 were cleared.

Closure Of Regional Offices

After making the work of verification of title online, the work of regional offices of RNI was significantly reduced as they were used only for occasional verification of circulation. In view of this a decision regarding restructuring of work in the Ministry was undertaken and the regional offices of RNI at Mumbai, Kolkata, Chennai, Bhopal and Guwahati were closed

and the assets of these offices were taken over by PIB offices in respective stations. The regional officers of PIB above the level of Deputy Director were vested with the power of Registrar under the PRB Act which they will exercise under the superintendence and direction of Press Registrar. For this purpose, training of concerned officers of PIB to perform the work related to the office of RNI was conducted in separate batches during September 2016.

Implementation of Judgments/Orders of CAT

The requisite details/figures regarding Implementation of the Judgements/Orders of CATs is NIL.

Citizen's Charter

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

12th Plan Scheme: Strengthening of RNI Headquarters

During 2012-13, Ministry of I&B has conveyed their Administrative Approval for the Plan Scheme 'MEDIA INFRASTRUCTURE DEVELOPMENT Programme' for 12th Five Year Plan [2012-17]. Under this Scheme, the sub-scheme of RNI, 'Strengthening of RNI H.Qrs.' with the three sub-components of (i) Digitalisation of records, (ii) Online filing of Annual Statements & (iii) Online Title Verification/Registration Certificate has been initiated/is ongoing.

RNI was allocated ₹1.00 crore for the period 2012-17, which was subsequently increased to ₹2.87 crore at Revised Cost Estimate (RCE) stage. During the current financial year (2016-17), a sum of ₹50.00 lakhs has been sanctioned in BE 2016-17. The sanctioned amount remains unchanged at RE 2016-17. Against an allocation of ₹50 lakhs RNI has spent ₹16.73 lakhs upto December 2016.

Press And Registration Of Books And Publications (PRBP) Bill

The purpose of Press and Registration of

Books (PRB) Act, 1867, currently under operation, is to regulate printing presses and newspaper for the preservation of copies of books and periodicals printed in India, and for registration of such books and periodicals.

Necessity of new Bill:- Realising the need to update, contemporize and revise the legal mechanism in the print sector, a Bill namely Press and Registration of Books and Publications (PRBP) Bill was approved by the Cabinet in September 2011 and introduced in Lok Sabha in December 2011. This was referred by Lok Sabha for examination by the Standing Committee on Information Technology on 05.01.2012. Standing Committee on IT, after consulting various stakeholders, made some recommendations in their 42nd Report released in 20.12.2012. The Bill was revised based on recommendations of the Standing Committee and an effort was made to introduce the bill in March, 2014 for approval of Cabinet Committee. However, the Bill had lapsed after the conclusion of 15th Lok Sabha in May, 2014.

Present Status of the new Bill:- This Ministry is in the process of preparing a fresh bill after the commencement of 16th Lok Sabha. Though an inter-ministerial consultation was held last year, it has been decided to carry out a thorough revision of the existing draft Bill to make it more consistent in keeping in view the present day scenario.

DIRECTORATE OF FIELD PUBLICITY (DFP)

DFP has been mandated to undertake field programmes to create awareness amongst the masses, particularly in rural areas about government's Policies, Programmes and Schemes for their welfare. Effective implementation of government's developmental and welfare initiatives hinges on awareness among the intended beneficiaries about their entitlements under various programmes/schemes. DFP accordingly seeks to empower people through information to enable their voluntary and enthusiastic participation in implementation

of such programmes/schemes. DFP's awareness generation efforts are based on 'inter-personal communication' which is proven to be the most effective mode of communication. DFP functions through interactive sessions with local opinion leaders and targeted beneficiaries, group discussions, door to door visits, public meetings, etc. These efforts are complemented by use of traditional and folk media and other conventional and non-conventional methods. In this process, DFP gets support from other central and state departments/agencies. DFP's field functionaries also collect feedback on implementation of Government's programmes/schemes for the benefit of implementing agencies.



DFP rally during the outreach activity on 'Azadi 70' at Sonipur, Guwahati

Objectives of the Directorate:

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

The role of DFP in disseminating information about Government programmes and policies

is distinctive vis-a-vis other media units of the Ministry, as it gathers feedback for client Ministries /departments from the target groups so that corrective action can be taken suitably. DFP thus acts as a catalyst between the people and the Government of India.

Organizational Set-up

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

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

There are 22 Regional Offices which are mostly located at State Capitals and 207 Field Publicity Units which are spread all over the country and mostly located at district headquarters. Each Regional Office controls about 6 to 13 Field Units. A Field Publicity Unit functions under a Field Publicity Officer who is assisted by one Field Publicity Assistant and other support staff. The Field Publicity Units are equipped with vehicles and audio visual equipments that being used for field level activities. Each Field Unit is targeted to tour with 10-12 night halts in a month to conduct awareness programmes on Government schemes and policies among the masses and particularly, in remote and rural areas. In addition, there are non-night halt tours to nearby locations.

e-Governance

DFP has adopted Information and Communications Technology (ICT) to facilitate effective functioning of its Regional Offices and Field Publicity Units. All the Regional Offices and most of the Field Publicity Units of DFP have been provided with computers with internet facility for quick and easy communication. Focused reports and database are generated and regularly uploaded by Regional Offices for the purpose of analysis, reference and record. Web Pages of all 22 Regional Offices have been launched.

Major Activities

Two year Achievements of the Government

Regional Offices/ Field Units of DFP in its publicity programmes, two year achievements of the Government in its programmes through different publicity formats i.e., film shows, group discussions etc., with target beneficiaries of Government schemes.

Special Outreach Programmes (SOP)

Under 'Development Communication and Information Dissemination' Scheme of I&B Ministry, DFP has one sub-scheme 'Direct Contact Programme' during the 12th Plan Period (2012-2017). One of the components under this programme is Special Outreach Programme in which field units of DFP are clubbed to organize a two day intensive awareness generation programme on identified theme at one location. The main objective of SOP is to identify the places where it could reach more number of people and deliver the messages in interpersonal mode. SOPs are being organized in all parts of the country including border areas, LWE affected areas and minority populated areas.

As on 30th September, 2016, 295 SOPs have been organized by DFP.



View of Audience during the RMNCH+A programme organised at Borkund, Dhule, Pune

Themes of SOP are:

- Swachh Bharat Mission
- Pradhan Mantri Jan Dhan Yojana
- Beti Bachao Beti Padhao
- Pradhan Mantri Suraksha Bima Yojana
- Pradhan Mantri Jeevan Jyoti Bima Yojana

- Atal Pension Yojana
- Skill India Mission

Special Outreach Programmes (SOPs) - by hiring of professional agencies

DFP has launched the first phase of this project on a pilot basis in four States i.e. Odisha, Punjab, Karnataka and Uttar Pradesh to empower rural poor. The project involves publicity of Government's flagship schemes/ themes in media dark areas where the human development indices are low. Under this component, 5000 Special Outreach Programmes are likely to be completed during the present financial year.

Reproductive, Maternal, New Born, Child & Adolescent Health (RMNCH+A)

Directorate of Field Publicity (DFP) is implementing a special awareness campaign on RMNCH+A since September, 2016 to generate awareness on the theme of the project in the identified High Priority Districts (HPDs) of the country, focusing on the most vulnerable and under-privileged sections of the society.

The first phase Campaign which has started from September 2016 is now under way and scheduled to be completed by the end of October 2016 and the second phase which is scheduled to begin in November will be completed by February 2017. During the first phase of the campaign 273 nos. of programmes are being organized by the Field Units in 184 priority districts / focused districts across the country.

As on 30th September, 2016, 106 programmes have been carried out by DFP on RMNCH+A

Border Area Publicity Activities

Field Publicity Units under Regional Offices of Arunachal Pradesh, Assam, Bihar, Gujarat, Jammu & Kashmir, Meghalaya-Mizoram-Tripura (MMT), Nagaland & Manipur, North-West (Punjab, Haryana and Himachal Pradesh), Rajasthan, Uttar Pradesh, Uttarakhand, West Bengal (North) & Sikkim & West Bengal (South) carried out publicity campaigns in border areas under their jurisdiction. The

units briefed the border area villagers about the different schemes implemented by the Government of India. Special emphasis was laid on promoting National Integration and Communal Harmony.

Publicity activities in Left Wing Extremism (LWE) affected areas

Field Publicity Units under nine Regional Offices of Andhra Pradesh, Bihar, Chhattisgarh, Jharkhand, Maharashtra, Madhya Pradesh, Odisha, Uttar Pradesh

and West Bengal (South) took up the task of awareness generation on all major programmes /schemes of the Government of India in areas affected by Left Wing Extremism.

Routine awareness programmes

Field Units of DFP are also organizing routine programmes on various schemes of the Government and also to mark important National and International Events/ Days/ Weeks.

Achievements: April-2016 to September- 2016

Sl. No.	Activities	SOP	RMNCH+A	Routine
1.	No. of Programmes organized	295	106	7105
2.	No. of Film Show organized	1055	134	6730
3.	No. of Special Programme conducted	0	0	545
4.	No. of Group Discussions organized	2573	355	12789
5.	No. of Photo Exhibitions mounted	1227	181	7154
6.	No. of Feedback Stories Collected	2842	364	4264
	Total Activities	7697	1034	31482
7.	No. of Villages Covered	1548	179	8367
8.	Total Audience outreached	713775	74711	2729346

PUBLICATIONS DIVISION

Highlights & Achievements

- The Publications Division (DPD) successfully completed a two and half

year partnership with the Rashtrapati Bhavan wherein 16 prestigious books documenting the rich cultural legacy of the Rashtrapati Bhavan were published. At a function on the 11th December 2016,



Hon'ble Prime Minister Shri Narendra Modi presenting the first copy of the book: "From Raj to Swaraj- The Rashtrapati Bhawan" to Hon'ble President, Shri Pranab Mukherjee. Hon'ble Vice President, Shri M. Hamid Ansari is also seen in the picture.

the Hon'ble President released the book: 'Life at Rashtrapati Bhavan'. The Vice President presented the first copy of the book: 'Indradhanush II' to the President. The Prime Minister presented the first copy of the book: 'From Raj to Swaraj – the Rashtrapati Bhavan' to the President. Earlier on 25th July 2016, five heritage value books in this series brought out by the DPD were released at the Rashtrapati Bhavan with the Hon'ble Vice President and Hon'ble Prime Minister presenting their first copies to the President.

- On the occasion of Constitution Day, on 26th November 2016, in the presence of the Hon'ble Minister for Law and Justice, the Hon'ble Chief Justice of India released a book published by the Publications Division titled 'Courts of India - Past to Present'. Written by eminent jurists and legal luminaries The 'Courts of India' traces the historical evolution of the Indian judiciary. Having photographs of archival value, the book seeks to introduce Indian judiciary to citizens, in a lucid manner.



Minister for Law & Justice, Shri Ravi Shankar Prasad and the then Chief Justice of India, Justice T.S. Thakur releasing the book "Courts of India- Past to present" on the occasion of Constitution Day

- The Chief Election Commissioner released the book titled Unfolding Indian Elections – the Living Democracy on National Voters Day, 25th January 2017, and presented the first copy to the Hon'ble President of India. The Coffee Table book celebrates the spirit of participatory democracy and

brings out the uniqueness, conceptual development and people's enthusiasm for elections.

- In the year 2016-17, DPD published about 85 books until January, 2017 on a variety of subjects. Some fundamental works on Mahatma Gandhi, published by DPD in the 1960s which were out of stock and not even available in its stores for many years, have been restored in collaboration with the National Gandhi Museum, New Delhi. These include 8 volumes of the DG Tendulkar's 'Mahatma', one of the most noted biographies of Gandhiji; 'Gandhi in Champaran' also by DG Tendulkar; and 'Romain Rolland and Gandhi-Correspondence'



HMIB Shri Venkaiah Naidu releasing the Reference Annual book India-2017 and Bharat-2017 published by Publications Division

- DPD undertook a special project to publish small motivational books for children and young generation in Hindi, English and various regional languages. One of them being a set of four books titled: "Jungle Ki Kahani: Dadi ki Jubaani" in 15 languages.
- DPD disseminated information on Swachhata Abhiyaan through books and journals. HMIB released a title published by the Publications Division 'In the Footsteps of Mahatma - Gandhi & Sanitation', authored by Shri Sudarshan Iyengar on the occasion of Gandhi Jayanti, 2016. The book highlights Gandhiji's views and speeches on the important issue of sanitation. Regular articles and

Swachhta updates have been carried out in the journals of Yojana, Kurushetra and the weekly Newspaper, Employment News.

- As part of the 12th Plan scheme, DPD has created fully searchable Online Digital Archives with over 600 of its publication, from the 1950s to the live titles in DPD's catalogue. The Digital Library is open to viewing for all visitors to the DPD's Book Gallery. Over 120 of the eBooks prepared by the DPD are available for sale through popular e-commerce platforms such as Amazon, Kobo and Google Play books.
- The online sale of DPD's printed books was started through the Bharatkosh portal of Ministry of Finance in October 2016. Besides, the online subscription of journals through this portal has increased to above 5000 for Employment News and above 9,000 in respect of Journals. HMIB also launched 120 of DPD's selected titles through the Bharatkosh portal with the support of Controller General of Accounts. With this, DPD's readers are able to make online payment for purchasing the publications.
- Publications Division signed an MoU with BECIL for an important project Computerization of Inventory management after receiving Ministry's approval. The requirement analysis and design phase of the crucial project for computerization of Inventory management, sales orders, royalty payments and other business processes of DPD was completed in December, 2016. When fully operational, this project will mark a paradigm shift in the way Publications Division has been functioning and enable DPD's own website integrated e-payment gateways.
- During the New Delhi World Book Fair, January 2017 DPD installed POS/ Swipe machines to promote cashless transactions, which had an encouraging response with around 20% of sales at DPD's stall being effected through swipe machines. Record sales of books and journals exceeding ₹18 lakh was achieved in the New Delhi World Book Fair, 2017. During the annual Delhi Book Fair from August 27-September 4, 2016 DPD's theme was 'Azadi ke 70 Saal: Yaad Karo Kurban, Kitabon ki Jubaani'. DPD also participated in various important regional book fairs. Book discussion programmes were organized during World Book Fair held in January 2017, and in Delhi University with eminent authors, scholars and students participating.
- A Consultative Committee on the Roadmap for Publications Division was held on 15th July 2016. Members of the Committee while appreciating the initiatives of the Publications Division observed that efforts need to be taken to enhance the visibility of the rich and diverse collection of books.
- A new state of the art book gallery was opened in the DPD Headquarters at Sochna Bhavan which provides a convenient facility to visitors to glance through its world of books.
- The prestigious India/Bharat 2017 was released on 6.2.2017 by the HMIB. The Bharat 2017 and India 2017 Reference Annual books give a comprehensive digest of country & its progress in different fields. The book deals with all aspects of development from rural to urban, industry to infrastructure, science and technology, art and culture, economy, health, defence, education and mass communication. The books have sections on general knowledge, current affairs, sports and important events.
- DPD utilized Social Media comprehensively for reaching out to prospective readers. Facebook as well as Twitter account was created both for Publications Division as well as Employment News. In a short span of time, social media presence of DPD has shown comprehensive results wherein the Twitter handle has exceeded 1,70,000 impressions per month and the Facebook reach exceeding 3,60,000 per month.

Introduction

Publications Division is among the premier publishing organisations of the Government of India. Established in 1941, it is a repository of books and journals highlighting subjects of national importance and India's rich cultural heritage. The Division publishes books and journals on diverse aspects of Indian panorama, ranging from art and culture, land and people, flora and fauna, biographies of the Builders of Modern India, cultural leaders of India, life and works of other prominent Indian personalities from different walks of life, India's history and freedom struggle among many other subjects. Books on the life and thoughts of Mahatma Gandhi hold a place of pride for the Division. The Division has published several books on Gandhian thoughts including the Collected Works of Mahatma Gandhi (CWMG) in 100 volumes, in English and Sampurna Gandhi Vangmaya in Hindi which is considered to be the most comprehensive and authentic collection of Gandhiji's writings. The Division enjoys credibility among the publishers and is well recognised for the authenticity of content and affordable price of publications. Publications Division, in collaboration with Gujarat Vidyapith, and under supervision of prominent Gandhian scholars, has also prepared the e-version of the Collected Works of Mahatma Gandhi (e-CWMG), fully searchable Master copy, in the form of a well-designed set of DVDs. This monumental work is a lasting contribution to the national heritage by preserving Mahatma Gandhi's written words in permanent and tamper-proof electronic format. The e-CWMG is also hosted on the Gandhi Heritage Portal, a comprehensive repository of authentic Gandhian literature.

Since last year, Publications Division has been engaged in publishing several high quality books which document the rich legacy of the Rashtrapati Bhavan (RB), as a series to preserve for posterity, various aspects of the office of the President of India.

Another heritage value publication for Hon'ble

Supreme Court of India has been recently brought out titled "Courts in India- Past to Present". The Division has also published a title for Election Commission of India presenting the diversity of experiences on conduct of elections.

The Division played a pioneering role in publishing classic works during the days when the Indian publishing industry was nascent and the Media reach was limited and played a pivotal role in further fostering India's composite and holistic cultural traditions and in reinforcing the nation building process.

Periodicals of the Division also cover a wide area of subjects in a large number of Indian languages. These periodicals cover contemporary issues such as economic development, rural reconstruction, community development, literature, culture, children's literature and information on employment and career opportunities.

DPD brings out four monthly journals and a weekly newspaper. The flagship journal Yojana (Established: 1957) serves as a forum of discussion and dissemination of development issues. It is published in Hindi, English and 11 other languages. Kurukshetra (Established:1952), published in English and Hindi focuses on the topic of Rural Development. Aikya (Established:1945) is a literary-cultural magazine in Hindi and Urdu. BalBharti (Established:1948) is children's magazine; and 'Employment News'(Established:1977) is a weekly journal that provides information on employment and career opportunities in Central Government /PSUs/ Autonomous organizations etc. in Hindi, English and Urdu.

Key Objectives

DPD is mandated to produce, sell and distribute popular books and journals on matters of national importance at affordable prices, with a view to impart authentic information about India.

The main objectives are as follows:

(i) To function as the repository of

intellectual heritage and undertaking the responsibility to transfer knowledge by publishing books and journals on matters of national importance at reasonable price to facilitate wider access to people;

- (ii) To undertake the sale of books and journals, giving up to date and correct information about India to general public at home and abroad.
- (iii) Publishing selected speeches of Presidents and Prime Ministers of India to serve as repositories of thoughts for posterity;
- (iv) To make available information about job opportunities in Government Sector through Employment News;
- (v) Organizing and participating in book exhibitions and other activities related to book promotion, creation of reading habits among people and organising similar events to ensure wider reach of our publications.

Organizational Setup

The Directorate of Publications Division is headed by Additional Director General (ADG), who is assisted by Director level officers heading Editorial, Business, Production and Administration divisions. The ADG is further assisted by General Manager, who looks after publication of Employment News. The headquarters of the Publications 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.

Major Activities

Publication of Books

In the year 2016- 2017, the DPD brought out about 85 books until January 2017 on a variety of subjects. The Division published a series of books documenting the rich

cultural legacy of the Rashtrapati Bhavan. The titles include Life at Rashtrapati Bhavan, Rashtrapati Bhavan : from Raj to Swaraj; Arts and Interiors of Rashtrapati Bhavan; Around India's First Table : Dining and Entertaining at Rashtrapati Bhavan.

In a significant achievement, the Publications Division was able to restore and reprint its fundamental Gandhian literature which was not available in its stock and stores. These important books which were in high demand from researchers and scholars include the noted biography of Gandhiji by DG Tendulkar 'Mahatma' (8 volumes). Also restored and being reprinted are 'Gandhi in Champaran' and 'Romain Rolland and Gandhi - Correspondence'.

Some other important publications in English include In the Footsteps of the Mahatma: Gandhi and Sanitation, India: Art & Architecture, India: Medieval History, Lives that inspire (three volumes), In the footsteps of Mahatma: Gandhi and Sanitation, Jawaharlal Nehru-Shradhanjali, Right to Information, Why People Protest. Important titles in Hindi include Bharat Mein Angrezi Raj (two volumes), Apani Hindi Sawaren, Vratchitral Lekhan Aur Film Taknik, Bhartiya Loksahitya Parampara Aur Paridrishya, Bharat ke Nari Ratna. Some of the BMI series books which were high in demand were also reprinted like Ganesh Shankar Vidhyarthi, Pt. Deen Dayal Upadhyaya, Dr Keshav Baliram Hegdevar., Regional Language Publications include Children's Mahabharatam, Rani Rudrama Devi and Pandugulu Mana Sampradayalu in Telugu, The Gospel of Budha in Kannada, Bal Ramayanam in Tamil. In children's literature, some key books were Kahaniyan Mini Ki, Thoda Sa To Ho Na Bachpan, Bharat Ki Lok Kathayein.

Reference Annuals - India 2017 and Bharat 2017, were released by Hon'ble Minister of Information and Broadcasting on 30th January 2017. The authentic and comprehensive Reference books, India and Bharat, provide updated information about the programmes and achievements of

different Ministries and Departments of the Government of India. The demand for the Annual has been continuously rising and about 1.4 lakh copies were printed so far for the 2017 edition.

Publication of Journals

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

(i) Yojana (English, Hindi and 11 regional languages)

Yojana, published since 1957, is a journal devoted to the theme of economic development in the broad framework of government policy initiatives. With 13 language editions (English, Hindi, Assamese, Bengali, Kannada, Marathi, Malayalam, Oriya, Punjabi, Tamil, Telugu and Urdu) and over 2 lakh combined monthly circulation, Yojana's role in development journalism is noteworthy both at national and regional levels. It provides enriched material from experts in various fields and targets readers from a wide range of segments, viz. policy makers, scholars and students. The journal during last one year has focussed on North East, Differently Abled, Power for All, Women Empowerment, Textiles, Less Cash Economy. Key initiatives of the government like Accessible India Campaign, Jan Dhan Yojana, Pradhan Mantri Sinchai Yojana, Soil Health Card, Pradhan Mantri Ujjwala Yojana, Clean Ganga, Power for All, Yoga for Youth etc. have been extensively covered.

(ii) Kurukshetra (English and Hindi)

Kurukshetra a leading magazine on rural development published since 1952, is devoted to the issue of rural development and other grassroot level themes related to the rural economy in a broad context. During the year 2016-17, the average combined (English and Hindi) monthly print order was more than one lakh copies per issue. It is a platform

where academicians, planners, NGOs, and thinkers discuss issues of rural development objectively and in detail.

During 2016-17, Kurukshetra highlighted the government's initiatives in the rural sector covering varied topics such as Renewable Energy, Science & Technology for Rural India, Empowering Rural Youth, Agriculture, Animal Husbandry, Oilseed and Pulses etc. The issue highlighted the new initiatives of the government like Gramodaya Se Bharat Uday Abhiyaan, PM Fasal Bima Yojana, Paramparagat Krishi Vikas Yojana, Soil Health Card Scheme, Rurban Mission, Saansad Adarsh Gram Yojana, PM Gram Sadak Yojana, Unnat Bharat Abhiyan, Mission Indradhanusha etc.

Two columns viz: Swachhta Soldiers and Swachhta Pakhwada update were also introduced in the journal which highlight success stories from the field and activities carried by various Departments and Ministries during Swachhta Pakhwadas observed by them from time to time.

(iii) Aajkal (Hindi and Urdu)

Published since 1945, the literary magazine, Aajkal covers diverse aspects of Indian culture and literature. Aajkal (Hindi) covered different aspects of Indian culture and literature and focused on Phanishwarnath Renu, Syed H. Raza, Premchand, Amritlal Nagar, Shivmangal Singh, Naamvar Singh, Mahashweta Devi and Bob Dylan etc. Aajkal (Urdu) focussed on Shakilur Rahman, Shakil Badayuni among others besides regular columns like stories, poems, book reviews, etc have been published.

(iv) Bal Bharti (Hindi)

Bal Bharati, published since 1948, helps in imparting social values and scientific temper in children through informative articles, short stories, poems and pictorial stories, besides providing healthy entertainment to children. Bal Bharati organizes a children's essay competition at national level, to promote creative skills among younger generation.

Digitization of other publications:

Under the 12th Five-year plan scheme titled “Media Infrastructure Development Programme” of M/o Information & Broadcasting, Publications Division is mandated to “Create a Digital Archive of publications of DPD” under the sub-scheme “Revitalization, up-gradation and modernization of Publications Division and Employment News”. DPD is currently converting its old heritage value books most of which are in a precarious condition in digital format in an effort to preserve them. About 750 books have been digitized and have been made available in the form of an impressive online Digital Library, which are fully searchable. The process of digitization is continuing, and more titles are being added to the digital archives on a daily basis.

Business and Marketing

Business wing of Publications Division is engaged in sale and distribution of books and periodicals published by the Division. The sale is undertaken through its own offices and registered agents. 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.

(i) Participation in Book Fairs and Exhibitions

To increase the visibility of its publications, the DPD participated in major book Fairs in various parts of the country. Between April 2016 till January 2017, DPD took part in 30 book fairs in Lucknow, Kanpur, Varanasi, Neyveli, Erode, New Delhi, Patna, Thiruvanthapuram, Hyderabad, Vijayawada, Jaipur, etc. Publications Division participated in the annual Delhi Book Fair from 27 August, 2016 to 4 September, 2016. DPD participated in the New Delhi World Book Fair 2016 (9-15 January 2017) and made a record sale of over ₹ 18 lakhs.



Publications Division Book Exhibition Stall at Delhi World Book Fair

To mark important national events like Independence Day, Gandhi Jayanti, Hindi Pakhwara, National Unity Day, etc. DPD organized ‘in-situ’ book exhibitions within the premises of its 10 sales outlet throughout the country.

Besides books, 21 periodicals are published and sold from DPD from Delhi and eight regional offices, with a combined print order of about 44 lakh copies during 2016-17. The revenue earned from sale of books & journals and through advertisement was ₹700.00 lakhs (provisional- excluding Employment News) for the period April 2015 – January, 2017.

(ii) Online Portal for selling the printed Journals of DPD

Payment for DPD’s monthly journals (Yojana, Kurukshetra, Bal Bharati and Aajkal) from subscribers has usually been through cheques and drafts etc., leading to delays and difficulties. Hence, there has been a repeated demand from subscribers all over the country for online facility. On 18th February 2016, the HMIB inaugurated a portal developed by DPD to start the online sale of its journals with the help of Bharatkosh portal of Ministry of Finance. The portal is capable of receiving online payments through the Bharatkosh

payment gateway. Another important part of this project was to enable receipt of online payments to the SBI account of DPD. The printed version of these journals (Yojana, Kurukshetra, Aajkal and Bal Bharti) can be subscribed online by visiting the websites publicationsdivision.nic.in, yojana.gov.in and bharatkosh.gov.in. The online Journal Portal has become popular with subscription orders coming in on a daily basis.

(₹ In lakhs)

Year	Allocation (FG)	Expenditure	Revenue Earned
2014-15	5002.05	4975.12	6340.65
2015-16	4915.02	4896.58	5270.36
2016-17	5120.00 (RE)	*4011.77	*4140.66

*Figures upto January 2017

(iii) Employment News/ Rozgar Samachar (English, Hindi, Urdu)

Employment News is a flagship job journal of Ministry of Information & Broadcasting. The job journal is the single window for information on jobs in Central, State Governments, Public Sector Undertakings, autonomous bodies besides universities etc. It also publishes admission notices for professional courses, examination notices and results of organizations like UPSC, SSC and other general recruitment bodies. In addition, Employment News also has editorial segment which helps youth in preparing for various jobs available in the market besides upgrading their vocational and soft skills. The journal has nationwide circulation of over 2 lakhs per week and is popular among the job seekers. Both its e version and print version can be subscribed online by visiting its website www.employmentnews.gov.in. The journal has about 12,000 subscribers (6200 e-version and 5800 print subscribers). It has also made significant presence on various social media platforms like Twitter and FaceBook.

During the year 2016-17, the revenue was ₹ 34.4 crore upto January, 2017. Employment News published 4240 advertisements from 1st April, 2016 to 31st January, 2017.

Budget & Revenue:

The Budget Estimates (BE) under Non-Plan for the financial year 2016-17 is ₹ 37.15 crore for Publications Division and ₹ 22.35 crore for Employment News. The position of Allocation, Expenditure and Revenue generated by DPD is as under:

SONG & DRAMA DIVISION

Introduction:

Song and Drama Division with the objective "Jan Kala Se Jan Chetna" is a Media Unit of the Ministry of Information & Broadcasting engaged in inter-personal communication through live media utilizing wide range of performing arts such as Drama, Dance-Drama, Composite programme, Puppetry, Ballets, Operas, Folk and Traditional Recitals, Mythological Recital, Magic and other Local Folk & Traditional Forms for propagating various Policies, Programmes and Schemes of the Government. The main function of the Division is to create awareness and emotional receptivity among the general public regarding social, economic, and democratic ideals which are very conducive to the progress of the nation through live entertainment.

Organisational Set Up:

- Presently the Division is headed by Director, functions at three levels viz.
- (i) **Headquarters at Delhi:** The Division has the following major units at New Delhi:
- (1) Policy & Coordination,
 - (2) Administration I & II,
 - (3) Vigilance Section,
 - (4) Armed Forces Entertainment Wing (AFEW Unit),
 - (5) Sound & Light Unit (S&L Unit),
 - (6) Central Drama Troupe (CDT),
 - (7) Cash & Account Unit,
 - (8) Budget & Account Unit,
 - (9) Hindi Cell,
 - (10) RTI Section. Each Section/Unit has the different responsibilities.
- (ii) **Ten Regional Centres:** The Ten Regional Centres of the Division are stationed at

(1) Bangalore, (2) Bhopal, (3) Chandigarh, (4) Chennai, (5) Delhi, (6) Guwahati, (7) Kolkata, (8) Lucknow, (9) Pune and (10) Ranchi. These are the responsibility Centres of Song and Drama Division to carry-out the programme activities across the Country. Every Regional Centres have own Jurisdiction headed by one Deputy Director/Deputy Director-in -Charge.

(iii) Sub-Centres: (a) 7(Seven) Border Centres headed by Assistant Directors located at Darbhanga, Guwahati, Imphal, Jammu, Jodhpur, Nainital and Shimla, and (b) 6(Six) Centres for Departmental Drama Troupes headed by Managers located at Bhubaneswar, Delhi, Hyderabad, Patna, Pune and Srinagar (Jammu).

Activities:

To carry out the Information, Communication and Education (IEC) programmes across the country highlighting the themes of National Importance which are very conducive to the progress of the Nation through utilizing of Folk & Traditional Live Art Forms. The Division being an Interpersonal Unit of the Government of India aims to provide authentic information in respect of History, Art & Culture, Heritage and also the subjects of important Schemes/policies adopted by the Government for the overall benefit of the common people.

Machineries Utilised By S&D Division For Outreach Programmes:

Song and Drama Division is the only agency using traditional media for the Information, Education, & Communication (IEC) of Government schemes, policies for the past five decades or more throughout the country. The Folk & Traditional Media is still very effective in the present socio-economic circumstances in rural India. For presentation of programmes, the Division is being utilized the services of (1) Private Registered Troupes, (2) Departmental Artistes, and (3) Empanelled Artistes.

(i) Private Registered Troupes (PRTs):

At present there are 919(Nine hundred nineteen) numbers of Private Registered Troupes (PRTs) attached with the Regional Centres, and this number could be enhanced within a short period following the latest Guidelines of the Ministry of I&B. These PRTs are having different Categories like Drama, Composite, FTR, MR, Puppet, Magic etc and different Grades like 'A', 'B', & 'C'. These PRTs of various categories are having with different types of fees starting from ₹4,000/-(Rupees Four thousand only) per programme to ₹5,600/-(Rupees Five thousand Six hundred only) per programme for duration of 01.00-01.30 hr's performances. The Troupe consists with three to eleven numbers of performers/artistes.

(ii) Departmental Artistes: The Division has talented artistes of various formats like, Vocal, Instrumental, Drama and back- stage. All are regular Govt. of India Employee and posted at S&DD, New Delhi (HQ) and in various Regional Centres & Sub-Centres.

(iii) Empanelled Artistes: At present there is no availability of empanelled Artistes with the Division. Efforts have already been taken to do empanelment Casual performing Artistes as per updated guidelines of the Ministry of Information & Broadcasting. The services of Empanelled Artistes are very important as co-artistes of Departmental Artistes.

By way of utilizing numerous folk and traditional forms available in Hilly & Tribal (including North East Region & Jammu Kashmir), Desert, Sensitive & LWE affected areas, and in remote villages of other parts of the country, - the Division one hand has become a potent source of revival and sustenance to these forms and on the other hand is able to provide livelihood to thousands of performers by utilizing their skills in their own languages, idioms and dialects for the purposeful communications.

Objectives:

Effective dissemination of Information of Government programmes and policies to the public and achieve the plan targets. To play an important role in providing effective communication for Government of India's vital developmental programmes and policies through medium of entertaining live arts to all the citizens across the country and fostering the spirit of national unity, integrity, communal harmony, other ideals as enshrined in the Preamble of the Constitution of India, especially in rural areas, LWE, hilly, tribal & desert areas, small towns border areas and

other vulnerable sections of the society.

Programme activities of Song & Drama Division for the period from 1st April to 30th November, 2016

A. Plan Scheme:

- 5541-numbers of programmes under Plan Scheme have actually been executed by Song & Drama Division during the period from April to November, 2016. The brief of the executed programmes by utilizing the services of private cultural parties registered with the division, is given below:-

Sl. No.	Plan Scheme "Live Art & Culture for India" 2015-16	Target (Number of programmes) for 2016-17.	Progressive figure of executed programmes up to the month of November, 2016.
	Component-wise details		
1	2	3	4
1.	ICT activities in Hilly/ Tribal/ Desert/ Sensitive and border areas of the country.	2670	2594
2.	Left Wing Extremism (LWE) Affected Areas/ Identified districts	840	685
3.	Flagship Programmes under PIC BNP (Swatch Bharat Aviyan)	490	345
4.	Special Publicity in North East Region	2000	1917
	Total:	6000	5541

B. Non-Plan head:

Total 2,600 numbers of programmes have been executed by the Division during April to November, 2016.

Sl.No.	Services utilized	Number of Executed programmes
1	Executed by utilizing the services of Private Cultural Troupes registered with the Division	2340-Programmes.
2.	Executed by utilizing the services of Departmental Artistes.	260-Programmes
	Total:	2600-Programmes

Themes Covered During presentation of Programmes as Mentioned In “A” and “B”:

During presentation of the programmes as shown in “A” (for Plan Scheme), and “B” for (Non-Plan head), the following important schemes & policies of the Government have especially been highlighted for greater publicity:

“SWACHH BHARAT MISSION-(Eke Kadam Swatchhta Ki Ore)”, “Ek Bharat - Shrestha Bharat”, “Pradhan Mantri Jan Dhan Yojna”, “Atal Pension Yojana”, “Mission Indradhanush”, “Pradhan Mantri Suraksha Bima Yojana”, “Pradhan Mantri Jiban Jyoti Bima Yojana”, “Sabka Saath, Sabka Vikash”, “Beti Bachao - Beti Padhao”, and Ashtalakshmi Vikash.

Apart from the above, special attention has been given on National Integration & Communal Harmony, Social Harmony, Linguistic Harmony, and Prevention of Sexual Harassments in Work Place, Rights of Girl Child, Women’s Empowerment, and Prime

Minister’s New 15 Point Programmes for the Welfare of the Minorities, Health & Family Welfare subjects, Advocacy programmes Against Malnutrition during the period under reference.

The programmes have been executed in close co-ordination with sister media units, Government Organizations like Health Department, District Administration, Sub-Division, Block level Officers and various Non-Government Organizations during April, to December, 2016.



Artistes of Regional Centre, Chandigarh, S&DD, presenting programmes in Punjab

Details of Programmes Executed in Priority Areas of The Country During April to November, 2016:

(I) Number of programmes executed in North East Region of India:

Sl. No.	Name of the Regional Centres	State under jurisdiction	Number of executed programmes during April to November, 2016	
			Plan	Non-Plan
1	Guwahati Regional Centre of Song & Drama Division.	Assam	829	79
		Arunachal Pradesh	179	35
		Manipur	381	101
		Mizoram	39	06
		Meghalaya	121	46
		Nagaland	95	10
		Tripura	97	07
2.	Kolkata Regional Centre of Song & Drama Division.	Sikkim	176	00
		Total :	1917	284

(II) Number of programmes executed in Left Wing Extremism (LWE) Affected Areas/Identified districts during April to November, 2016:

Sl. No	Regional Centre	Number of LWE affected districts covered during April to November, 2016.	Number of executed programmes
1.	Bhopal	Chhattisgarh(16-districts)	222 -Programmes
2.	Kolkata	West Bengal (04-districts)	104-Programmes
		Odisha (19-districts)	231-Programmes
3.	Lucknow	Uttar Pradesh(03-districts)	68-Programmes
4.	Pune	Maharashtra(04-districts)	60-Programmes
		TOTAL:	685-Programmes

(III) Number of programmes presented on the international border areas of the country during April to November, 2016:

Sl. No.	Name Of State covered	Name Of Districts covered	No. Of Prog. executed
1	Assam	Dhubri, Cachar, Karimganj, Kokrajhar, Baksa, Chirang, Udalguri	126
2	Bihar	Araria, Champaran(E), Champaran(W), Kishanganj, Madhubani, Sitamarhi, Supoul	01
3	Jammu & Kashmir	Jammu, Kathua, Poonch, Rajouri, Baramulla, Budagam, Kupwara, Kargil, Leh, Marh, Vijaypur, Akhnoor, Khour, R.S.pura, Satwari, Samba, Bishnah, Poonch, Booniyar, Langat	619
4	Manipur	Chandel, C.C.Pur, Cepur Chandel, Ukhrul & Churachandpur,	86
5	Meghalaya	West Garo Hills, South Garo Hills, Jaintia hills, East Khasi Hills, West Khasi hills	50
6	Mizoram	Champhai, Lawngtlal, Mamit, Saiha, Serchip	06
7	Nagaland	Kiphire, Mon, Phek, Tuensang	14
8	Punjab	Amritsar, Taran-Taran, Ferozepur, Gurdaspur, Ajnala, Chogawan	257
9	Sikkim	Sikkim(East), Sikkim(West), Sikkim(North)	131
10	Tripura	Tripura(s), Dhalai, Tripura(N), Siddhartha Nagar, West Tripura, North Tripura	13
11	Uttar Pradesh	Baharaich, Balarampur, Kheeri, Pilibhit, Sravasti, Maharajganj, Siddarthanagar,	30
12	Uttarakhand	Chamoli, Champawat, Piithoragarh, U.S. Nagar. Uttarkashi	71
13	West Bengal	Cooch Bihar, Darjeeling, Dakshin- Dinajpur, Jalpaiguri, Maldah, Murshidabad, Nadia, North 24 Parganas, Uttar Dinajpur	169
Total number of programmes executed from April to November, 2016:			1573

Special Awareness Generation Programmes During April to November, 2016:

- (i) Executed programmes for awareness generation on SWATCHH BHARAT MISSION (Eke Kadam Swatchhta Ki Ore) /Clean India during April to November, 2016:

(Number of Programmes)

Sl. No.	Regional Centre.	States/UTs	Executed Programmes.
1.	Bangalore	Karnataka	11-Programmes
		Kerala	05-Programmes
2.	Bhopal	Madhya Pradesh,	54-Programmes
		Rajasthan,	54-Programmes
		Chhattisgarh.	72-Programmes
3.	Chandigarh	Punjab(including Chandigarh UT)	24-Programmes
		Himachal Pradesh	10-Programmes
		Jammu & Kashmir	52-Programmes
4.	Pune	Maharashtra,	26-Programmes
		Gujarat,	46-Programmes
		Goa	10-Programmes
5.	Lucknow	Uttar Pradesh,	11-Programmes
		Uttarakhand.	11-Programmes
6.	Kolkata	Odisha,	52-Programmes
		West Bengal	44-Programmes
7.	Guwahati	Assam,	20-Programmes
8.	Delhi	Haryana.	15-Programmes
		TOTAL:	517-Programmes

(ii) PRESENTATION OF PROGRAMMES BY SONG AND DRAMA DIVISION ON THE OCCASION OF “INTERNATIONAL DAY OF YOGA” COVERING THE DATE 21ST JUNE, 2016.

The Division has executed 197- numbers of live programmes to publicize the concept of “Yoga and its importance in human livings day by day”, to the audiences. The programmes have been organized in observance of “INTERNATIONAL DAY OF YOGA-26th June”.

Sl. No.	Regional Centre.	States/UTs	Executed Programmes.
1.	Bangalore	Karnataka	05-Programmes
		Kerala	10-Programmes
2.	Bhopal	Madhya Pradesh,	11-Programmes
		Rajasthan,	02-Programmes
		Chhattisgarh.	01-Programmes
3.	Chandigarh	Punjab(including Chandigarh UT)	05-Programmes
		Himachal Pradesh	15-Programmes
		Jammu & Kashmir	10-Programmes
4.	Pune	Maharashtra,	15-Programmes
		Gujarat,	05-Programmes
		Goa	05-Programmes
5.	Lucknow	Uttar Pradesh,	11-Programmes
		Uttarakhand.	11-Programmes
6.	Kolkata	Odisha,	14-Programmes
		West Bengal	08-Programmes
		Sikkim	05-Programmes
7.	Guwahati	Assam,	15-Programmes
		Arunachal Pradesh	08-Programmes
		Meghalaya	05-Programmes
		Manipur	05-Programmes
		Mizoram	05-Programmes
		Nagaland	07-Programmes
		Tripura	05-Programmes
8.	Delhi	Haryana.	05-Programmes
		Delhi	12-Programmes
9.	Chennai	Tamil Nadu	02-Programmes

(iii) ANTI-TERRORISM DAY (21.05.2016):

Song and Drama Division have presented number of special programmes covering the ANTI TERRORISM DAY (21st May, 2016) during presentation of programmes the themes of Non-violence, Communal Harmony, Social Harmony, to keep peaceful & healthy atmospheric situation among the masses in the society, Brotherly hood, active devotion to Motherland, Women empowerment, Beti Bachao - Beti Padhao etc have been highly focussed in all the programmes across the country during the 2nd fortnight of May, 2016.

(iv) RABINDRA JAYANTI (9TH MAY/ In Bengali 25th Baishakh):

Kolkata Regional Centre of Song and Drama Division has presented several special programmes on the occasion of "RABINDRA JAYANTI (Birth day of Kabiguru Rabindra Nath Tagore) highlighting the themes of National Integration, Communal Harmony, Brotherhood etc in the different districts of West Bengal.

(v) NAZRUL JAYANTI (24TH MAY, 2016):

Song and Drama Division, Kolkata Regional Centre has presented number of programmes

in the different districts of West Bengal on the occasion of "Nazrul Jayanti", the birth day celebration of Bidrohee Kabi Kazi Nazrul Islam (a famous poet and great freedom fighter). The theme National Integration, Communal Harmony, and Patriotism have specially been highlighted.

(vi) GRAMODAY -HAMARA SANKALP

Song & Drama Division presented nukkad natak on rural development schemes and measures taken by the Government to strengthen panchayati raj institution in the conference of sarpanches held in New Delhi.

Flagship Programmes

i) "AAZADI 70 SAAL - YAAD KARO QURBAANI":

With presentation of bouquet of patriotic songs in Rashtrapati Bhawan on 9th August, 2016 to honour the Freedom Fighters,. Song and Drama Division executed 424 live programmes across the country on the theme "Aazadi 70 Saal - Yad Karo Qurbaani".

Rashtrapati Bhawan function among others was attended by Hon'ble President of India, Shri Pranab Mukherjee, Hon'ble Vice President of India Shri Mohd Ansari and the



Hon'ble President of India Shri Pranab Mukherjee, Honb'le Vice President Shri Mohammad Hamid Ansari and Hon'ble Prime Minister Shri Narendra Modi with staff of S&DD

Hon'ble Prime Minister of India Shri Narendra Modi. The programme was well received by the audience.

A special series was launched in North East Region and Jammu & Kashmir. In eighty states of North East Region, 80-Programmes were presented. The highlight was the programmes at Assam Raj Bhawan in Guwahati, Nagaland Raj Bhawan in Kohima and Manipur Raj Bhawan in Imphal. The programmes were attended by the Hon'ble Governors of the States. In Jammu & Kashmir 15 programmes were done.

In Himachal Pradesh the programmes were executed on the occasion of the convocation of Himachal Pradesh University at Shimla in which students in large number were present. The Hon'ble Governor of Himachal Pradesh was the Chief Guest. The objective was to re-instil the spirit of freedom struggle and national movement among the younger generation.

ii) LADAKH FESTIVAL

Song & Drama Division for the first time participated as Cultural Partner in the Ladakh Festival. The three day Festival was held in Leh from 20th to 23rd September 2016.

A procession of cultural troupes from different parts of the region marked the inauguration ceremony. The Division presented dances, songs, music etc. The highlight was the 'Bhavai' dance on the theme "Beti Bachao, Beti Padhao"

For the Jawans of Indo Tibetan Border Police, a special cultural evening "Jai Ho" was organized and it was well received by the audience.

iii) PROGRAMMES IN GRAM SABHA ON GANDHI JAYANTI

Song and Drama Division with the support of Ministry of Rural Development organised programmes in Gram Sabha for large scale participation of women and others and also for initiating the convergence of flagship programmes like Mahatma Gandhi National

Rural Employment Guarantee Scheme (MGNREGA) etc.

The theme was "Participation of all, development of all-Progressive India".

168 programmes were organised in 42 Panchayats in 21 States including Assam, Meghalaya, Mizoram, Nagaland, Manipur and Tripura in North East Region.

As desired by Ministry of Rural Development, interpersonal communication like Nukkad Natak, local cultural troupes, local singers etc were used on 2nd October in Gram Sabah's identified by the Ministry with the objective to provide authentic and better information to people on rural development schemes. The focus was on Rural Housing, Pradhan Mantri Gram Sadak Yojna and Deen Dayal Upadhyaya Grameen Kaushalya Yojna (DDU-GKY) etc. The feedback has been encouraging.

iv) GANDHI JAYANTI CELEBRATION IN GUJARAT

Special programmes were organised to mark Gandhi Jayanti in Raj Bhawan, Gandhinagar, to pay respect to father of the nation, Bhajans of Bapu were rendered by artistes of the Division. The Governor Shri O.P. Kohli was the Chief Guest. On the occasion, Shri Kohli released an audio clip of Ministry of Women and Child Development on Beti Bachao Beti Padhao specially composed for the occasion.

v) BETI BACHAO BETI PADHAO MASS AWARENESS CAMPAIGN

Song & Drama Division in collaboration with Ministry of Women & Child Development, presented over 6400 programmes on Beti Bachao Beti Padhao across the country with focus on to reach out in inaccessible rural areas. The programmes were conducted in 161 districts identified by Ministry of Women & Child Development.

vi) EK BHARAT SHRESHTA BHARAT

Song & Drama Division presented "Ek Bharat Shrestha Bharat" depicting India's rich diversity of folk dances in Kala Vaarso Festival in Surat. The festival is held annually to promote national heritage, art and culture.

During the 5 day festival from 25th November, 2016 thousands of visitors participated.

vii) DEMONETIZATION AND CASHLESS ECONOMY

Song & Drama Division conducted over 400 programmes across the country including North East and Jammu & Kashmir on the recently announced Demonetization Scheme and measures to ease the cash flow for the benefit of common people. The programmes in local language highlighted the objectives of the historic step which aimed to curb black money, funding of arms smuggling to terrorists and to bring to an end circulation of large volume of counterfeit currency. The programmes emphasized that demonetization is aimed at not only taking on the corruption but also improving the lives of honest and law abiding citizens.

viii) RASHTRIYA EKTA DIWAS

S&DD presented 35 programmes to celebrate Rashtriya Ekta Diwas celebrating the birth anniversary of Sardar Vallabhbhai Patel. The themes included national integration, communal, social and linguistic harmony etc.

ix) EK SHAAM- SHAHIDON KE NAAM

Song & Drama Division presented a musical programme at Indian Military Academy, Dehradun on patriotism, homage to martyrs and inculcate nationalist spirit. Patriotic songs expressed support to our brave Jawans and gave salute to their valour and sacrifices. In the programme, families of martyrs were honoured. The programme was also held at the HQ of Oil and Natural Gas Commission in Dehradun.

x) PARTICIPATION IN INDIA INTERNATIONAL TRADE FAIR 2016:

S&DD in collaboration with Ministry of Health and Family Welfare presented live folk and traditional programmes to create awareness on health issues in Health Pavilion at India International Trade Fair 2016. It was inaugurated by Shri Faggan Singh Kulaste, Hon'ble Minister of State for Health and Family Welfare. The programmes were well attended.

xi) PRESENTATION OF SOUND AND LIGHT PROGRAMME DURING HAMPI UTSAV-2016 IN KARNATAKA:

On the occasion of Hampi Utsav-2016 in Karnataka, Song and Drama Division has presented Sound & Light Programme, "VIJAYANAGARA BAIBHAVA" during the period from 03.11.2016 to 07.11.2016. The executed programmes were very gorgeous and also appreciated by the audiences:

Report of programme activities of Song & Drama Division for the period from 1st January to 31st March, 2016)

A. Plan Scheme:

- 739 numbers of programmes under Plan Scheme have actually been executed by Song & Drama Division during the period from January to March, 2015. The brief of the executed programmes is given below:-

Sl. No.	Plan Scheme "Live Art & Culture for India" 2014-15 Component-wise details	Numbers of executed programmes during the period from 01.01.2016 to 31.03.2016.
1	2	3
1.	ICT activities in Hilly/ Tribal/ Desert/Sensitive and border areas of the country.	82-Programmes
2.	Left Wing Extremism (LWE) Affected Areas/Identified districts	19-Programmes
3.	Flagship Programmes under PIC BNP (Swatch Bharat Aviyan)	123-programmes
	Total:	224-programmes

B. Non-Plan head: Total 387 numbers of programmes have been executed by the Division during January to March, 2016;

- 335-Programmes have been executed by utilizing the services of Private Registered Troupes (PRTs) during the months from January to March, 2016 across the country.
- 52-Programmes have been executed by utilizing the services of Departmental Artistes during the months from January to March, 2016 across the country.

The programmes have been executed in close co-ordination with sister media units, Government Organizations like Health Department, District Administration, Sub-Division, Block level Officers and various Non-

Government Organizations during January, to March, 2016.

Details of Programmes Executed in Priority Areas of The Country During January To March, 2016:

- (i) During January to March, 2016,- 22 programmes have been presented by Song and Drama Division in North East Region of India, out of which 19 programmes by utilizing the services of Private Registered, and 3 programmes by Departmental Artistes of the Division.
- (ii) Number of programmes presented by S&DD in Left Wing Extremism (LWE) Affected Areas/Identified districts during January to March, 2016:

Sl. No	Regional Centre	Number of programmes presented in the identified districts of State Concerned:	Number of executed programmes
1.	Bhopal	Chhattishgarh State:	10-Programmes
2.	Kolkata	West Bengal State:	9-Programmes
		Total:	19-Programmes.

All the above cited programmes have actually been executed in close co-ordination with sister media units; Government Organizations like Health Department, District Administration, Sub-Division, and Block level Officers and various Non-Government Organizations during January, to March, 2015.

Beti Bachao Beti Padhao

Song & Drama Division has got mandate to present 10162 numbers of awareness programmes especially on Beti Bachao Beti Padhao in the various areas/villages of 30 States/UTs identified by Ministry of Women & Child Development during 2016-17 within the financial provision of ₹ 550.00 Lakh (Rupees Five Crore Fifty Lakh only). This special campaign on “Beti Bachao-

Beti Padhao” is in advance stage, and the programmes are being presented in local languages and in far flung rural areas of the States/UTs identified by Ministry of Women & Child Development by utilising the talents of this Division’s Pvt. Registered Troupes (PRTs). As on November, 2016 the Division has presented 4932 numbers of programmes as per detail below:

Regional Centre	No. of IEC programmes	States/UTs covered
Bangalore	150-Programmes	Karnataka & Kerala States, Lakshadweep Island
Bhopal	240-Programmes	Madhya Pradesh, Rajasthan & Chhattisgarh States
Pune	162-Programmes	Maharashtra, Gujarat, Goa States, Dadra & Nagar Haveli, and Daman Diu Islands.
Lucknow	2026-Programmes	Uttar Pradesh, Uttarakhand & Bihar States
Kolkata	371-Programmes	West Bengal (Kolkata), Odisha, Sikkim, Jharkhand States & A&N Islands.
Guwahati	570-Programmes	Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland & Tripura States.
Chandigarh	1315-Programmes	Punjab, Himachal Pradesh, Jammu & Kashmir States & Chandigarh UT,
Delhi	98-Programmes	Delhi and Haryana States.
	TOTAL:	4932-Programmes

On 2nd October, 2016, the Gujarat Governor Shri O.P. Kohli launched the especially composed audio message on Beti Bachao Beti Padhao of Ministry of Women and Child Development in Raj Bhawan in Gandhinagar.

The Regional Centre, Lucknow, did a special programme "Hum Kisi Se Kum Nhi" in which Hon'ble Governor Shri Ram Naik was the Chief Guest. In the programme, specially abled girl child and those doing pioneering work in the field of Beti Bachao Beti Padhao

were felicitated.

Report of programme activities of Song & Drama Division for ANTICIPATED DECEMBER, 2016

A. Plan Scheme:

- It is anticipated that the Division may present 300 numbers of programmes under Plan Scheme during the month of December, 2016, as per details given below:-

Sl. No.	Plan Scheme "Live Art & Culture for India" 2014-15	Numbers of anticipated programmes during December, 2016.
	Component-wise details	
1	2	3
1.	ICT activities in Hilly/ Tribal/ Desert/Sensitive and border areas of the country.	50-Programmes
2.	Left Wing Extremism (LWE) Affected Areas/Identified districts	50-Programmes
3.	Flagship Programmes under PIC BNP (Swatch Bharat Aviyan)	150-programmes
4.	Special activities in North East Region	50-Programmes
	Total:	300-programmes

B. Non-Plan head: 150-Number of anticipated programmes in December, 2016 is around 150 numbers;

- Around 120-Programmes are expected to be executed by utilizing the services of Private Registered Troupes (PRTs) during the month of December, 2016.
- Around 30-Programmes could be organised by utilizing the services of Departmental Artistes during the month of December, 2016.

PHOTO DIVISION

Introduction

Photo Division, an independent media unit meant for the visual support of the varied activities of the Government of India, is a subordinate office of the Ministry of Information and Broadcasting and the biggest production unit of its kind in the country in the field of photography.

Photo Division was established in late 1959 as a culmination of the government's decision for establishing a separate department keeping in view the importance of the medium, as the photograph gives the most authentic & truthful record as well as recognize the new medium for right projection, create the archival record under the professional experts. This was done with integrating the photo studios of the Publication Division and the Photo Unit of the Press Information Bureau & D.A.V.P with a view of eliminating the duplication of the activities.

The Division produces photographic visuals of achievements and activities of Government of India for internal and external publicity as well as other purposes. In its 57 years, the Division has a collection of nearly 10 lakhs images in its archive.

On the occasion of completion of 50 years of its existence in the year 2010 the Division introduced National Photography Awards to promote nation's Art, Culture, Development, Heritage, History, Life, People, Society, Traditions etc. with art and technique of photography and to encourage professional

and amateur photographers from all corners of the country. The Division has its own official website for the photo publicity of the official assignments. The Division is under process to connect its pricing unit to sale the photographs through e-commerce gateway.

Function/Programme

The major function of the Photo Division is to document photographically, the growth & development and also the chronological, economic and social changes in the country and to restore such images through a platform to keep the same for posterity.

Photo Division provides visuals (stills) 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.

Photographic stills of various government activities published in Press Information Bureau official website/hard copies issued for the publicity is completely supported by Photo Division.

DAVP depends on the complete visual support from the archives of the Division, which is developed during the last five decades for the preparation/production of various kinds of exhibitions, hoardings, advertising material, publicity pamphlets, brochures etc., to be circulated amongst the large population of the country as well as abroad.

The External Publicity Division of Ministry of External Affairs is completely supported by the Division for the Photo Publicity of President, Vice President and Prime Minister's visit abroad. The Division is also providing full photo publicity support to visiting head of States/government/Foreign Ministers/foreign delegations to our country through XP Division (MEA). Presentation of unique albums of the photo documentation of entire visits of VVIP's at the time the departure of VVIP's is an important feature.

Other major users are Central and State Government Agencies, Ministries/Departments including President Secretariat,

Vice President Secretariat, Prime Minister's House, Lok Sabha & Rajya Sabha Secretariat and Indian Mission abroad through XP Division of the Ministry of External Affairs.

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

Photo Division's Organisational Set Up

Photo Division is housed in Sochna Bhawan, CGO Complex, Lodhi Road, New Delhi-110003. The Division is headed by Director (Photo Division) and is assisted by Deputy Director, Senior Photographic Officers, Photographic Officers, Administrative Officer and other technical and subordinate staff.

Total staff strength of the Division is 76 numbers, in position 46 numbers. A number of posts are abolished during 2002 as per recommendation of ERC and also because of ban on direct recruitment. Single post of Accounts Officer is also abolished.

The duties including the Director, Deputy Director are administrative and technical in

nature and the duties of Sr. Photographic Officer and the Photographic Officers and the other production staffs of this Division are technical in nature.

Due to non-availability of Administrative Officer/Accounts Officer, senior Officers are handling the administrative work/DDO duty as the post of Administrative Officer is vacant and the post of Accounts Officer is abolished & the number of administrative staff has come to almost zero level.

Nature of Services Provided

According to the functioning of the Division, Senior Photographic Officers/Photographic Officers and senior technical staff members have to accompany the 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 also engaged in the documentation works relating to Developmental activities, social and economic changes from time to time for enriching its collection of photo archive for the posterity.



HMSIB addressing officers from various Ministries at the Facebook workshop for Government Officials

Two Photographic Officers are placed on duty 365 days on rotation basis at Prime Minister's office/house/parliament house as per the requirement to provide photo documentation of the VVIP engagements for press publicity & one to one usage etc.

The Division provides special services to Ministry of External Affairs by placing team of Photographic Officer along with Senior Photo Assistant, Junior Photo Assistant as per the requirement of technical staff of the Division to accompany the visiting Heads of States/ Govt. for the provision of extensive photo coverage and photo publicity of the their visit in India and abroad. Leather bound special VVIP album with golden ink embossed cover album with the digital images containing the photographs of the entire visit of the VVIP is presented on final departure of their visits.

Synergy Between Other Media Units

To keep synergy between the other Media Units, the Division has taken up various measures. The Division has launched its official website to explore the global utility of around 8-10 lakh archival and current images. The Division is in progress of introducing E-commerce feature for the sell/buy of 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 the delay in sending photographs to newspapers and Press Information Bureau. The official website of PIB is completely supported by the Division by supplying digital images & hard copies etc. of the day-to-day assignments. On assignments of Vice President, Prime Minister and visiting VVIP's, the digital camera equipment has been utilized with laptop and V-data cards to download and upload the digital images from venue itself in city as well as in local tours. The Division provides facility to DAVP for the supply of life size digital inkjet images for the exhibition purpose.

12th Five Year Plan

During the 12th Five Year Plan (2012-2017), the Division has initiated schemes "National Center of Photography (NCP)" and "Special Drive for North East Region and isolated places in Jammu & Kashmir, and Andaman Nicobar Island, Lakshdweep etc."

In the scheme "National Center of Photography", the Division continued its work of streamline of Digital Photo library with the provision of out sourcing of library professional, to update the file info of digital images. In addition, the Division outsourced Data entry operators to maintain the "News Photo Network" involved with the digital management which include the work relates to operation/uploading of Meta data etc. Digital images/digital text etc. are uploaded on high capacity server of the Division.

Important Activities

National Photography Awards is one of the major component of Plan Scheme 'National Centre for Photography' under Media Infrastructure Development Programme (MIDP). National Photographic Award is a prestigious annual event of Photo Division which showcases the extra ordinary talents in the field of photography in the country.

The Division has initiated 6th National Photography Awards during the current year. The Division has also initiated component of 'Permanent Photo Gallery' for displaying photo exhibitions of government activities and achievements during the current year.

Exhibition on 2nd International Yoga Day: A Photo exhibition from the Archive of Photo Division and image collected from MEA for International Yoga Day celebration was organized by Photo Division from 20th April to 22nd April, 2016 at Talkatora Indoor Stadium new Delhi as curtain raiser to celebration of 2nd International yoga day in collaboration with DAVP under the aegis of Ministry of AYUSH.

8th BRICS Summit: The Division provided an extensive Photo coverage of 8th BRICS Summit held at Goa during the month of October, 2016.

70th Independence Day Celebration: The Division organized a Photo Exhibition on the occasion of 70th Independence Day Celebration on the theme 'Azadi 70 Saal, Yaad Karo Qurbani' in collaboration with DAVP from 12-18 August 2016 showcasing photographs relating to pre-post independence era on the development and progress of the country.

Routine Activities

As part of its routine activities the Division provides some of the important photo documentation as annexed below:-

- i) Visit of Vice President of India:-** Upto December, 2016, Photo Division has covered 6 visits of Vice President to different States in India (two visits in U.P., one visit each in J&K, Karnataka, Maharashtra and Assam) and 6 visits abroad i.e. Mongolia, Venezuela, Nigeria, Mali, Hungary and Algeria.
- ii) Visit of Prime Minister:-** During the period of assessment, Photo Division has provided extensive coverage of the visit of the Prime Minister in the country and abroad. The Division has covered visits of Prime Minister in 16 States within the country (some states like U.P., Kerela, Maharashtra, M.P. and Gujarat had more than one visit), besides 17 visits abroad including Belgium, USA (twice), Saudi Arabia, Iran, Afghanistan, Qatar, Switzerland, Mexico, Uzbekistan, Mozambique, South Africa, Tanzania, Kenya, Vietnam, China and Lao PDR.
- (iii) Visit of Heads of States/Governments:-** Photo Division has provided the extensive photo documentation of the visit of Head of States/Governments to our country that includes Presidents of Maldives, Myanmar and Afghanistan, Vice

President of the People's Republic of China, Prime Ministers of Thailand, Nepal, Srilanka, Singapore and New Zealand. On completion of each visit, Photo Division presented a colourful Album to the visiting VVIPs on behalf of the Government of India at the time of final departure.

PRODUCTION FIGURES:

The number of assignments covered, images acquired, uploaded prints, albums prepared are (i) News and Features assignments covered (2641); (ii) Images sent/uploaded in PIB website (6002); (iii) Images uploaded on Photo Division website (6898); (iv) Digital images acquired in house (229221); (v) Digital Print made/supplied (31582); and (vi) VVIPs Photo Albums prepared (58).

IMPLEMENTATION OF RAJ BHASHA

Photo Division is actively involved in the implementation of the Raj Bhasha in its small office in the Headquarter. Major number of files in the Accounts and Administration section are being handled only in Hindi. Division has taken up the major Hindi activities. During the Hindi Fortnight in the month of September, 2016 a competition on General Knowledge in Hindi was organized.

SANCTIONED BUDGET

Photo Division is implementing the subscheme 'National Centre for Photography' under the 'Media Infrastructure Development Programme' under the 12th five year plan. During 2016-17, the Sanctioned Budget Grant for the Plan scheme of Photo Division was ₹112 lakhs, which has remained unchanged during RE 2016-17 stage. Actual expenditure upto October 2016 is ₹ 59.34 lakhs.

In the Non-plan non salary segment, the Sanctioned Budget Grant for was ₹113 lakhs, which has been revised to ₹100 during RE 2016-17 stage.

VIGILANCE REPORT

1.	Details of the Vigilance set up for the organization in the Headquarters and in the field offices	There is no separate staff sanctioned for the work related to vigilance. However the seniors with the assistance to their subordinates are normally disposing such cases.
2.	Preventive Vigilance activities during the period: i) No. of regular inspection conducted during the period: ii) No. of surprise inspections carried out during the period	4 2
3.	Surveillance and detection activities during the period i) Details of the areas selected for keeping surveillance ii) No. of persons identified for being kept under surveillance	All the areas where important productions are made. None
4.	Punitive activities (No. to be indicated against 4(i) to (x) where the appointment authority is other than the President i. No. of complaints/references received during the period ii. No. of cases in which preliminary inquiry was conducted iii. No. of cases where preliminary inquiry report were received iv. No. of cases in which charge sheets for major penalty were issued v. No. of cases in which charge sheets for minor penalty were issued vi. No. of person on whom major penalty was imposed vii. No. of persons on whom minor penalty was imposed viii. No. of persons placed under suspension ix. No. of persons against whom administrative action such as issuance of warning etc. was taken x. No. of persons prematurely retired under relevant provisions of rules.	Nil Nil Nil Nil Nil Nil Nil Nil Nil Nil

INDIAN INSTITUTE OF MASS COMMUNICATION

The Indian Institute of Mass Communication (IIMC) is an autonomous organization under the Ministry of Information & Broadcasting. The Institute, registered as a Society under the Societies Registration Act, 1860 (XXI of 1860), came into existence on August 17, 1965. It was established with the basic objective of teaching, training and undertaking research in the areas of journalism, media and mass communication.

As of today, apart from training officers of the Indian Information Service, the Institute conducts a number of Post-Graduate Diploma Courses in Print Journalism (English, Hindi, Urdu and Odia), Radio & T.V. Journalism and Advertising & Public Relations. The Institute conducts a Post-graduate Diploma Course in Development Journalism for middle-level working journalists from Asian, African, Latin American and East European countries, sponsored by the Ministry of External Affairs, presently under the ITEC, SCAAP and TCS of Colombo Plan Schemes.

A number of specialized short-term Courses, ranging from one week to four weeks, are also organized to meet the ever-growing training needs of communication professionals working in various media, publicity and operational outfits of the Central and State Governments, as well as in Public Sector Organizations. The Institute also collaborates with different national and international agencies in conducting training, seminars, workshops, etc. and in undertaking joint research projects.

In recent times, mass communication has undergone a paradigm shift and has emerged as a major area of activity greatly impacting the process of decision-making. It has rapidly acquired importance and prominence and has become a major attraction for students pursuing different academic disciplines. The Information Technology revolution sweeping the globe has significantly contributed to the expansion and changing contours of the mass media.

Accordingly, the Institute continuously evaluates and revises its course curricula so



Shri M. Venkaiah Naidu at the convocation ceremony of Journalism students in IIMC

as to effectively meet contemporary challenges thrown up by the fast-changing environment. This enables the effectiveness of the Courses being run by the Institute to be maintained, even in the changed scenario.

Through its continuous hard work over the half century of its existence and as a result of its excellent delivery mechanisms, the Institute has consistently retained the enviable reputation of a “Centre of Excellence” in the arena of communication teaching, training and research. It has consistently maintained rank among the top media institutes of the country in various surveys.

In order to streamline the academic functioning of the Institute and provide greater focus on emerging areas of mass communication, two new departments were established during the period namely Department of New Media and IT and Department of Short Term and Special Courses and Training.

Academic Activities from 1st April 2016 to 8th November 2016

Courses Conducted by IIMC

(i) Post-Graduate Diploma/ Diploma Courses

The process of admission to the following Post-graduate Diploma Courses for the Academic Year 2016-17 commenced with the publication of advertisements for the same in leading newspapers in the month of March 2016, the last date prescribed for the receipt of application forms being 10th May 2016. The PG Diploma/ Diploma Courses are:

- (i) Post-graduate Diploma Course in Journalism (Hindi) at Delhi
- (ii) Post-graduate Diploma Course in Journalism (English) at Delhi, Dhenkanal, Aizawl, Amravati, Jammu and Kottayam
- (iii) Post-graduate Diploma Course in Advertising and Public Relations at Delhi
- (iv) Post-graduate Diploma Course in Radio & TV Journalism at Delhi
- (v) Post-graduate Diploma Course in Journalism (Odia) at Dhenkanal
- (vi) Diploma Course in Urdu Journalism at Delhi



HMB Shri Venkaiah Naidu with Journalism students at their convocation in IIMC

A total of 4776 candidates applied for the Entrance Examinations for the above mentioned Courses. The course-wise breakdown of the 4776 candidates who applied for admission is: Hindi Journalism- 575, English Journalism -1410, Radio & TV Journalism - 1229, Advertising and Public Relations - 1496, Odia Journalism - 51 and Urdu Journalism- 15 and a total 4118 candidates appeared in the entrance examination.

The All India Entrance Examinations for the above courses (except for Odia and Urdu Journalism) were conducted on 29th May 2016. These Entrance Examinations for the first time were scheduled in 19 cities across the country. The Examinations were held at New Delhi, Ahmedabad, Lucknow, Patna, Kolkata, Guwahati, Bhubaneswar, Bangalore, Mumbai, Nagpur, Aizawl, Bhopal, Chennai, Jammu, Kochi, Raipur, Ranchi and Hyderabad. However, since only four candidates had opted for Srinagar, they were requested to shift to Jammu Campus for the purposes of the Examination. The Entrance Examination for the PG Diploma Course in Journalism (Odia) was held on 30th May 2016 at Bhubaneswar and for Diploma Course in Journalism (Urdu) was held on 30th May 2016 at Delhi.

The Examination results were declared on 27th June 2016. This was followed by Interviews/Group Discussions held on 2nd July 2016 at Bhubaneswar for Odia Journalism, from 4th, 5th and 7th July to 10th July 2016 for Journalism (English), 4th, 5th, 7th and 8th July for Journalism (Hindi), Radio & TV Journalism and Advertising and Public Relations at New Delhi and on 11th July 2016 for Urdu Journalism.

The admission process for the academic year 2016-17 was completed successfully and the sessions began at New Delhi and all Regional Campuses from 1st August 2016 with Registration and Orientation Lectures by distinguished persons from the Industry.

(ii) Indian Information Service Courses

Eleven Officer Trainees (OTs) of the Indian Information Service Group 'A' completed their nine months long Induction Training Programme at IIMC on 8th November 2016. During the period, the OTs were given classroom assignments, taken to field attachments and exposure visits to various organizations.

They were attached with the communication wing of Ministry of Finance in the second half of February for handling the communication



HMIB and HMSIB meeting with Officer Trainees of Indian Information Service 2014 & 2015 batch

and publicity needs in connection with the Economic Survey and Budget. IIS Group 'A' Probationers were also given the additional charge of facilitating the engagement with media in the Post-Budget Press Conferences and Talkathons.

The OTs underwent three weeks attachment at FTII, Pune and an exposure visit to the Media Units in Mumbai including PIB, Doordarshan and CBFC. They went on Bharat Darshan Study Tour for three weeks in which emphasis was given on rural and village visits. A week long exposure visit was organized to various units of Assam Rifles in Manipur and Meghalaya. For the first time, OTs were taken to Left Wing Extremism (LWE) affected areas in Chhattisgarh to understand the specific communication needs and challenges. The OTs underwent one week training at the Institute of Secretariat Training and Management (ISTM) on issues such as office procedures, finance and budgeting.

The OTs called on the Hon'ble President of India who addressed the them and articulated the critical role of Indian Information Service in the governance of the country. He said the skill of the officers would depend on how effectively they are able to communicate information.

During the course of the training, the OTs had the opportunity to interact with the Hon'ble Minister of I&B Shri M. Venkaiah Naidu and Hon'ble Minister of State for I&B Col. Rajyavardhan Rathore (Retd.) AVSM. Shri Naidu outlined the importance of taking communication meaningfully to rural areas and bring about change in people's lives through developmental programmes. He said Information was ammunition to fight social evils such as corruption, poverty, illiteracy and terrorism. Col. Rathore advised the officer trainees that there was a need to continuously learn and add value to their skills.

Ten IIS senior grade group 'B' OTs also underwent six months foundation training in "Communication and Media" at the Institute which ended on 13th June 2016. Both IIS

Group 'A' and IIS Senior Grade Group 'B' officer trainees attended a two day attachment with the NSG on 16th & 17th March 2016 in Delhi and Gurugram.

(iii) 65th Diploma Course In Development Journalism

The Convocation of the 65th Diploma Course in Development Journalism for Non-aligned & Developing Countries was held on 27th April 2016 and Diplomas were awarded by Col. Rajyavardhan Rathore (Retd.) AVSM, Hon'ble MoS for Ministry of Information and Broadcasting. Two countries, Argentina and Ukraine participated in this particular course for the first time.

The 66th Diploma Course in Development Journalism for Non-aligned & Developing Countries commenced on 1st August 2016 with 22 participants from 14 countries.

52nd Foundation Day:

IIMC celebrated its 52nd Foundation Day on 17th August 2016. Senior Journalist, Shri Rajat Sharma was invited to deliver the Foundation Day Lecture. Secretary, I&B and Chairman, IIMC Shri Ajay Mittal presided over the function. Cultural programmes, tree plantation drive, games and a walk by staff, students and faculty were the other highlights of the day-long event.

Convocation

The 49th Convocation to award Diplomas for all PG Diploma Courses for the year 2015-16 was held on 15th September 2016 at the IIMC. Shri M. Venkaiah Naidu, Hon'ble Minister of Information & Broadcasting, Urban Development, Housing & Urban Poverty Alleviation was the Chief Guest and delivered the Convocation Address. A total 340 students of different Post-graduate Courses were awarded their Diplomas, while students who excelled were also presented with Awards.

IIMC On Social Media

During the same period, IIMC made its presence on social media platforms: twitter, face book and YouTube, thereby establishing direct and quick interface with the public, students, alumni and media.

Reviving Golden Jubilee Lectures

Reviving Golden Jubilee Lectures at IIMC, Professor of International Communication and founder and Co-Director of India Media

Centre at the University of Westminster in London, Prof Daya Thussu, delivered a lecture on '*Communicating India's Soft Power: Buddha to Bollywood*' on 19th August 2016.

Short Courses Conducted During 1st April 2016 to 31st October 2016

The following short term courses were conducted at the Institute during the period:

Sl. No.	Name of Course	Date	Course Director	No. of participants
1	Media Communication Course for Officers & Staff Appointments/PRO/ Instructor	6th June to 24th June 2016	Prof. Vijay Parmar	15
2	Videography Course for JCO's and NCO's	6th June to 1st July 2016	Dr Anand Pradhan	15
3	Training Programme for Assistant Directors, Senior Assistant Directors for I&PR Department of Govt. of Karnataka	6th June to 17th June 2016	Dr Anubhuti Yadav	16
4	Media Communication Course for Senior Officer (Brig/Col/Equiv)	19th to 30th September 2016	Prof. Vijay Parmar	13

Plan Schemes

The Plan scheme "Upgradation of IIMC to International Standard" was included in the 11th Five Year Plan and approval was accorded for a total amount of ₹62.00 crores, out of which the Government grant support is pegged at ₹51.50 crores. The proposals of the scheme include upgradation of IIMC i.e. construction of additional floors on the existing main building and lecture block at the IIMC Campus, New Delhi, construction of new buildings on the vacant land at the IIMC Campus, New Delhi and construction of new buildings at the IIMC Campus, Dhenkanal, as well as the starting of four new Regional Campuses of IIMC in the states of Maharashtra, Mizoram, Kerala and Jammu & Kashmir from temporary premises to be

made available free of cost by the respective State Governments.

While all other Plan activities in Delhi and Dhenkanal have been completed, construction of new buildings on the vacant land at the IIMC Campus, New Delhi is still pending due to non-clearance of the building plans by various civic authorities. At present clearance is awaited from Ridge Management Board, Govt. of NCT Delhi.

Two new Regional Campuses at Amravati and Aizawl became operational from August, 2011 while two more Regional Campuses at Jammu and Kottayam became operational from August, 2012. All four new Regional Campuses are presently located in temporary premises provided by the respective State

Governments / Universities free of cost.

The Plan Scheme “Opening of New Regional Campuses of IIMC” was included in the 12th Five Year Plan and approved for an amount of ₹94.00 Crores, out of which the Government grant support is ₹90.00 Crores. Proposals under this scheme include construction of permanent campuses for the four new Regional Campuses of IIMC on land to be provided by the respective State Government free of cost.

For Aizawl Campus, IIMC had entered into MoU with CPWD for construction of buildings. The contract has been awarded and work had commenced in last week of September, 2015. The physical progress of works is 42 percent till 3rd October, 2016.

So far as IIMC Kottayam Campus is concerned, Government of Kerala has handed over about 10 acres of land at village Pampady, Kottayam Distt. to IIMC free of cost for setting up its Regional Campus in Kottayam. IIMC has entered into an MOU with CPWD for construction of buildings at Kottayam as deposit work. The work has commenced at the project site.

15.2 acres of land at Jammu has been handed over to IIMC free of cost on 24th May, 2016 by Govt., of J&K. The Project has been assigned to CCW (AIR) Ministry of I&B.

15 acres of land at Amravati has been handed over to IIMC free of cost on 29th June, 2016. Project for Amravati has also been assigned to CCW (AIR) Ministry of I&B. Pre- investment activities have been undertaken.

First Ever Public Health Journalism And Communication Programme In India

The Institute conducted a three month Certificate Course in collaboration with UNICEF, University of Oxford, Thomson Reuters Foundation and George Institute of Global Health (GIGH) on Critical Appraisal Skills Programme for Public Health Journalism and Communication (CASP). The programme provided budding journalists critical and research skills to appraise public

health issues in strengthening media’s ability to report and communicate in a balanced manner. 40 students of IIMC were awarded certificates for successfully completing the CASP.

Director General, IIMC, Sh. K.G. Suresh and CASP Coordinator Dr. Gita Bamezai, visited Oxford University, London for discussion with Oxford School of Public Health, Reuters International and other partners regarding experiences and proposed modifications for incorporation of CASP in the regular/short term courses or as a stand-alone educational offerings.

Research Projects

First-ever Communication Strategy for Empowering Panchayati Raj Institutions in India for the Ministry of Panchayati Raj (MoPR) was devised by IIMC.

IIMC is the Key resource Centre in capacity building in communication for the Ministry of Drinking Water and sanitation. A training project on Participatory Research for Effective Management of Drinking Water and Sanitation Programme was conducted by IIMC for officials of the MDWS.

National And International Partnerships

- IIMC and Kushabhau Thakre Patrakarita Avam Jansanchar Vishwavidyalaya, Raipur have entered into collaboration for educational, training and research activities in the field of journalism and mass communication. To facilitate this, Director General, IIMC, Shri K.G.Suresh visited the University and also met the Chief Minister of Chattisgarh. Following this, the Indian Information Service, Group ‘A’ Officer Trainees of 2015 Batch undergoing training visited the campus of the University in Raipur and participated in a session on effective communication.
- IIMC and Jordan Media Institute are in the process consultation for collaboration between the two institutes in the field of academics and training

- IIMC partnered with the East West Centre, Hawaii, USA for organizing the World Media Conference on 8-11 September, 2016 in Delhi.

Proposed New Courses

IIMC has renewed emphasis on Regional Language programmes to fill the skill gap requirement in Regional Language journalism. From the next academic session it has been planned to start Malayalam language journalism course from Kottayam Campus and Marathi language journalism course from Amravati Campus. The Diploma Course in Urdu Journalism from Delhi is being upgraded to the PG Diploma level.

IIMC has decided to introduce a short module on Community Radio to provide training on both basic technical aspects of setting up a Community Radio Station and also on content management for running a successful Station. Short term courses have been planned on : New Media, Public Health Communication, Still Photography and Videography, Creative Writing, Soft skills (Presentation and Communication Skills), Media Management, Newspaper Production, Creative designing, AD/PR/Corporate Communication, Disability Sensitisation, Gender Sensitisation, Communication/ Media Research, Media Tracking and Mapping, Radio and TV Jockey, Development Journalism, Rural Journalism, Business Journalism, Sports Journalism, Science Journalism, Parliamentary Reporting, Defense Reporting, Legal Reporting, Animation, Gaming, Digital Marketing and Advertising, E-governance, Data Journalism and Analytics. The Institute also plans Massive Open Online Courses in Media studies.

Other Initiatives

IIMC has always considered that overall development of its students is important. Taking care of their health is certainly a priority. Other than allopathic doctors the

IIMC has Homeopathic and Ayurveda doctors regularly visiting the campus. A Clinical Psychologist is also visiting the campus for student counselling. A yoga instructor has also been engaged to train employees and students.

The cleanliness of the Campuses is always on the top of the IIMC's agenda. Measures have been taken to keep the campuses clean and green both at Delhi and Regions. The Institute has also initiated a programme of tree plantation on birthdays of its employees, namely "Each one Plan one".

Communicator And Sanchar Madhyam

A new Editorial Board has been constituted under the leadership of DG, IIMC for IIMC's journals 'Communicator' in English and 'Sanchar Madhyam' in Hindi. For the first time Professionals from the field of Journalism have been included in the Editorial Boards of Communicator and Sanchar Madhyam. The frequency of the journals have been restored to quarterly and the new issues will soon be published.

Citizen's Charter & Grievances Redressal Mechanism

The New Citizen's Charter has been prepared as per the guidelines and placed on the IIMC Website. As per this Citizen's Charter, any citizen can address and seek redressal of his/her grievance pertaining to the Institute.

PRESS COUNCIL OF INDIA

Introduction

The Press Council of India is a statutory quasi-judicial autonomous authority mandated by the Parliament for the twin objective of preserving the freedom of the press and maintaining and improving the standards of newspapers and the news agencies in India exercising quasi-judicial functions over the authorities as well as the press person. It comprises of a Chairman and 28 members. While the Chairman has, by convention, been a sitting/ retired judge of the Supreme Court of



PM addressing at the Golden Jubilee Celebrations on the occasion of National Press Day by Press Council of India

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 (3 Lok Sabha and 2 Rajya Sabha) 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 performances of its functions under the Act that comprises of the fee collected by it from newspapers, other receipts and grants in-aid by from the Central Government. The Council is presently chaired by Hon'ble Mr. Justice Chandramauli Kumar Prasad.

For the financial year 2016-17, the Council has a total sanctioned budget of ₹738.00 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. Where the Council is satisfied, after inquiry, that 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 except by way of writ under relevant article of the constitution.

Complaint before the Council

The Press Council of India has achieved a major milestone by clearing all the backlog of cases for the first time in its history. There was large number of cases pending with the Council some of them dating back to several years of the past. A streamlined calendar was created with increased number of days and timings of sittings exclusively for hearing only. Though this put a tremendous strain

on the Council and its Members and the Secretariat, it helped in speedy clearance of mounting cases. As a result the Council has only 282 pending cases out of which 200 cases are those which have been filed after 1st April, 2016.

The Council accepted and adopted the following reports during the period under review:-

- (i) Report of FFT on murder of Shri Siwan, Bureau Chief, Hindustan Shri Rajdeo Ranjan.
- (ii) Report of FFT on murder of Shri Akhilesh Pratap Singh Yadav, Hindi Television Journalist in Chatra, Jharkhand
- (iii) Report of Sub-Committee on obscene/vulgar advertisements.

Suo-Motu Cognizance taken by the Council on the following matters

- (i) Suo-motu cognizance w.r.t restriction on media in Central University, Hyderabad
- (ii) Suo-motu cognizance w.r.t restriction on media in National Institute of Technology, Srinagar
- (iii) Suo-motu cognizance w.r.t threats to the journalists by Shri Vijaykanth, President, Desiya Murpokku Dravida Kazhagam(DMDK)
- (iv) Suo-motu inquiry into the murder of Siwan based Bureau Chief of Hindustan, Daily Shri Rajdeo Singh Ranjan.
- (v) Suo-motu inquiry into the murder of Shri Akhilesh Pratap Singh, Chatra, Jharkhand based journalist of Taza TV
- (vi) Suo-motu Order issued by National investigation Agency (NIA) to the media fo Manipur to produce documents/ article under Section 91 Cr.P.C.
- (vii) Suo-motu cognizance w.r.t killing threat to Shri Rajesh Singh, journalist, Dainik Jagran in

Biharsharif (Bihar).

- (viii) Suo-motu cognizance w.r.t attack on Shri Abhinav Ranjan, Photo journalist, Dainik Jagran in Ghaziabad (U.P.)
- (ix) Suo-motu cognizance w.r.t attack on Shri Dharamveer, TV journalist and vice president of Press club in Siddarthnagar (U.P.)
- (x) Suo-motu cognizance w.e.t attack on the office and printing press and media persons of Mathrubhumi, Kottakkal, Malappuram, Kerala
- (xi) Suo-motu cognizance w.r.t attack on Shri Santosh Kumar, Bureau Chief, Dainik Bhaskar by the Police in Bokaro
- (xii) Suo-motu cognizance w.r.t. attack on journalsits by the CRPF jawans.
- (xiii) Suo-motu cognizance w.r.t murder of Shri Kishore Dave, journalist in Junagarh (Gujarat)
- xiv) Suo-motu cognizance w.r.t assault on journalist photo by Tata Group of Companies Guards in Mumbai.

Press and Registration Appellate Board

Section 8C of the Press and Registration of Books Act, 1867 entrusts to the Press Council of India, the Appellate Jurisdiction over the Magisterial Orders of non-authentication of a Declaration under Section 6 or its subsequent cancellation under Section 8B of the said Act. The Board consist of a Chairman and another member to be nominated by the Press Council of India among its members. It has heard 17 appeals during the period.

National Press Day 2016

The National Press Day is celebrated every year and the subject was chosen for this year “Reporting from Conflict Area, a Challenge to Media”. The Golden Jubilee celebration of the Press Council of India was inaugurated by Hon’ble Prime Minister, Shri Narendra Modi. Hon’ble Mr. M. Venkaiah Naidu, Ministry



HMIB Shri M Venkaiah Naidu presenting awards at the Golden Jubilee Celebrations on the occasion of National Press Day

of Information & Broadcasting alongwith Col. Rajyavardhan Singh Rathore, Minister of State for Information and Broadcasting graced the occasion as Guest of Honour. The National Awards for Excellence in Journalism were also conferred on the Day in various segments out of the article received from all over the country and veteran Journalists

To mark the occasion a Souvenir on the above subject was released by the Prime Minister of India.

International Interaction/MoUs

An eleven member delegation of Press Council of India led by Hon'ble Chairman, Press Council of India Mr. Justice Chandramauli Kumar Prasad visited Bangladesh between September 26-29,2016 on the invitation of Chairman,Press Council of Bangladesh. During the visit, the delegation called on Hon'ble President, MD Abdul Hamid and

Minister for Information, MD Hasanul Haque Inu, M.P. and discussed the media scenario of both countries. The delegation had several rounds of bilateral discussions to co-operate in activities promoting peace journalism and to carry out journalism exchange programme and signed a joint statement. Further a MoU has been signed between Bangladesh Press Council and Press Council of India on 17.11.2016 for co-operation in field of Journalism and both Press Councils will interalia strive for visa free professional visit to each country by the accredited media persons. Similarly MoU with Nepal was renewed on 17.11.2016. Signing of bilateral agreements with Maldives and Srilanka are under process.

The delegation of Bangladesh Press Council, Sri Lankan Press Council, Nepal Press Council and Maldives Council visited India November 15-18, 2016 namely Justice Muhammed

Mamataz Uddin Ahmed, Mr. Koggala Wellala Bandula, Mr. Borna Bahadur Karki, respectively along with their delegation took part in the Press Day function held at Vigyan Bhawan, New Delhi and interacted with Hon'ble Chairman, Mr. Justice C.K.Prasad on November 17, 2016 along with Members of the Press Council of India. The Delegations also discussed on the draft Constitution, Rules & Regulations and Memorandum of South Asian Alliance of Independent Press Councils. The interaction was of mutual benefit and it agreed to take the deliberations in future interaction.

South Asian Alliance of Press Councils (SAAPC): Efforts for the formation of an organisation of South Asian nations are under consideration. A draft constitution is being considered by the respective countries.

Transparency Mechanism

- (i) The Secretary of the Press Council of India is the Chief Vigilance Officer of the Office. The Vigilance set up of the Council, is supervised by the Under Secretary (Admn.) who functions under the direct supervision of the Secretary (CVO) and Chairman of the Council. It conducted regular and surprise checks to prevent/ combat any corruption practices in the Secretariat.
- (ii) The grievance redressal mechanism is in place at the internal and external level which comprises of Director of Director of Grievances being the Secretary, PCI. Such general aggrieved public, who desires to meet the Director of Grievance in connection with their grievances, may do so on all Wednesday between 4.00 p.m. and 5.00 p.m. in the office. The staff related grievances are attended to by the Staff Grievances Officers of the Council being the Deputy Secretary.
- (iii) The Citizen's Charter of the Council is being updated.
- (iv) 25 applications under RTI, Act 2005 have been received and disposed of from April, 2016 to October, 2016.

- (v) Reservation policy of Government of India for SC/ST/OBC/PH etc. is being implemented in the Secretariat of the Council.

Promotion of Official language

The Council paid particular attention to the propagation of Hindi in its official use. Most of its staff already notified under Section 10(4) of the Official Language Rules, 1976 (as amended, 1987) are encouraged to work in Hindi. Regular meetings of the Council's Official Language implementation. During the period under review, Hindi Section organized two quarterly workshops for the benefits of its employees and two quarterly meetings of Rajbhasha Implementation Committee. Officials of the Council Secretariat were sent to various training programmes conducted under Hindi teaching Scheme.

To emphasise the use of Hindi, Hindi fortnight (Pakhwada) which was observed in the Secretariat of the Council from 14.9.2016 to 28.9.2016, the main function of Hindi Diwas was held on September 19, 2016. On this occasion, some documentary films "Kavi Pradeep" were shown in the Secretariat of the Council to mark the occasion. On this event, Hon'ble Chairman Mr. Justice Chandramauli Kumar Prasad delivered his message and expressed their views to promote use of Hindi in the Council. During the function, employees of the Press Council of India got cash prizes & certificates under 'Hindi Protsahan Yojana' for their valuable contribution in promoting use of Hindi language in the office practices and procedures via Hindi noting, drafting and typing. In addition, certificates were also given to concerned employees who performed well in Hindi typing training during the year 2015-2016.



President, Shri Pranab Mukherjee addressing at the inauguration of the Akashvani's Maitree Service in Bangla for listeners in Bangladesh, in Kolkata.

5

ACTIVITIES UNDER BROADCASTING SECTOR

OVERVIEW OF BROADCASTING SECTOR IN INDIA

- (i) The cable and satellite television market in India emerged in the early 1990s, spurred by major international events like the Gulf War and the growth of homegrown media companies. The industry has experienced rapid growth, with the number of subscribers increasing from just 0.41 million in 1992 to more than 175 million by the end of 2015. India today has a large broadcasting and distribution sector, comprising 892 television channels (as on 30.11.2016), 229 Permanent and 830 Provisional Multi System Operators (MSOs) registered with the Ministry of Information & Broadcasting, 7 DTH/satellite TV operators, 2 HITS operators and several IPTV service providers.
- (ii) The Television (TV) industry value chain consists of Content production, Broadcasting and Distribution segments. While the content production industry is unregulated, the broadcasting and distribution segments are regulated by the Ministry of Information and Broadcasting (MIB) and the Telecom Regulatory Authority of India (TRAI). As per the stipulated policy, while the satellite footprints of a large number of channels uplinked from abroad may be available in India, only such channels as are permitted by the MIB under the Uplinking policy guidelines and/or Downlinking Policy Guidelines can be distributed for public viewing by distributors. Depending on the revenue model adopted by the broadcaster, a TV channel can either be a Pay channel or a Free to Air channel(FTA). The pay channel revenue model envisages income from subscription revenues received from the distributors of TV channels as also

from the carriage of advertisements on their channels, whereas the FTA revenue model is dependent only on Advertisement Revenues. The distributors are required to enter into agreements with the pay TV broadcasters for distribution of the content over their networks on payment of an annual subscription fee. There are four kinds of permitted distribution platforms in India and they are the Cable Television services, the Direct-to-Home services, the Internet Protocol Television services and the Headend in the Sky services. There are about 892 permitted satellite private Television channels in India.

- (iii) Cable TV services in India are regulated as per the Cable Television Networks (Regulation) Act, 1995, the Rules made thereunder, and the Regulations, Orders and Directions issued by TRAI who is the Regulator for Broadcasting Services. While the Cable Act provides for registration of Cable Operators with the Postal Authorities no authentic government figures are available as to their actual number. The cable TV services value chain comprises four main supply side entities i.e. broadcaster, Multi System Operator (MSO), Local Cable Operator (LCO) and the end consumer. The broadcaster owns the content to be televised and received by the viewer. The broadcaster's role in the supply chain includes transmitting or "up-linking" the content signals to the satellite. The MSO's role is to downlink the broadcasters' signals from the Satellite, decrypt any encrypted channels and provide a bundled feed consisting of multiple channels to the LCO. There are around 6000 MSOs present in the Indian market today of which 1059 are registered with the Ministry of Information & Broadcasting. The MSO business is

dependent on the broadcaster for content and on the LCO for last mile connectivity and subscription revenue collection. MSO is required to have headend for downlinking of TV channels. The role of the LCO in the supply chain is to receive a feed (bundled signals) from the MSO and retransmit this to subscribers in his area through cables. Industry estimates that there are up to 60,000 local cable operators in the country. MSOs can also distribute signals directly to the consumers.

- (iv) The DTH services were permitted under the Policy Guidelines on DTH services issued by Government of India on 15.3.2001. The first DTH service provider operationalized its services on 2.10.2003 and the number of private DTH service providers has since grown to 6. In addition, Doordarshan is also providing DTH services on a free to air basis. A DTH service provider sets up an infrastructure to downlink the satellite TV channels uplinked by the Broadcasters, decrypts them wherever required, aggregates and bundles them, re-encrypts them, uplinks them via his earth-station to the satellite, for reception directly by the authorised subscribers through small roof top dish antennas and Set Top Boxes. As the satellite footprints are available on a pan India basis, the DTH services are an important means of distribution of News and Entertainment channels in remote and inaccessible areas. While the transmission of content over DTH is digital in form and therefore provides enhanced picture quality and a number of other value added service, the carriage of TV channels over DTH is constrained by limited satellite transponder capacity, and disruption of signal due to rain/bad weather.
- (v) Internet Protocol Television (IPTV) Services in India are regulated as per the 'Guidelines for provisioning of IPTV services' issued by MIB on 8.9.2008.

These guidelines provide for distribution of TV content even by eligible Telecom or Internet Service Providers over their network in addition to Cable operators by use of Internet Protocol. While the IPTV services provide digital content and interactive services, the growth of IPTV services is intimately linked with the penetration and growth of Broadband connectivity.

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 Uplinking in 2002 and Downlinking in 2005. These guidelines were further amended in December 2011. 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 (now raised to 49% vide FDI Policy of 2016).
- Largest Indian shareholder should hold 51% of total equity.
- Net Worth Requirements: ₹20.00 Cr. for first channel & ₹5.00 Cr. 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.

- Permission fee for uplinking of TV channels would be ₹ 2 lakhs per channel per annum.
- The applicant company can apply on the prescribed form 1 along with all requisite documents and processing fee of ₹10,000/-.

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 irrespective of its ownership, equity structure or management control which is aimed at Indian viewership.
- Net Worth Requirements: ₹ 5.00 cr for first channel & ₹2.50 cr. for each additional channel.
- Permission fee for uplinking TV channels would be ₹2 lakhs per channel per annum.
- 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 teleport 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% (now raised to 100% vide FDI Policy of 2016).
- Networth Requirements:
- For Teleports the net worth criteria would be uniform irrespective of channel capacity. The net worth criteria would remain ₹ 3 crores for the first teleport and ₹1 crore for every additional teleport.
- Permission fee for setting up of teleports would be ₹ 2 lakhs per teleport per annum.

- The applicant company can apply on the prescribed form 1 along with all requisite documents and processing fee of ₹10,000/-
- Permission for Teleport will be for a period of 10 years. Renewal of permission will also be done for a period of 10 years.

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: ₹5.00 cr. for first channel and ₹ 2.50 cr. 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.
- Permission fee for downlinking of TV channels uplinked from India would be ₹5 lakhs per channel per annum.
- Permission fee for downlinking of TV channels uplinked from abroad would be ₹15 lakhs per channel per annum.
- 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: ₹5.00 cr. for first channel and ₹2.50 cr. 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
- Permission fee for downlinking of TV channels uplinked from India would be ₹5 lakhs per channel per annum.
- Permission fee for downlinking of TV channels uplinked from abroad would be ₹15 lakhs per channel per annum.

Additional features of the amended guidelines:

- All TV channels would be required to operationalize their TV channels within a time frame of one year from the date of permission, for which Non-News and current Affairs channels will have to sign a Performance Bank Guarantee of ₹1 crore whereas News and Current Affairs channels will have to give a Performance Bank Guarantee for ₹ 2 crores. In the event of non-operationalization of the permitted channel within a period of one year, the PBG will be forfeited and permission cancelled.
- The period of permission/registration for uplinking/Downlinking of channels will be uniform at 10 years.
- Proposals of merger, demerger and amalgamation will be allowed under the provisions of Companies Act, after obtaining the permissions of the Ministry of I&B as per procedure.
- Permission for uplinking/downlinking of a TV channel will be for a period of 10 years. Renewal of the permissions of TV channels will be considered for a period of 10 years at a time subject to the condition that the channel should not have been found guilty of violating the terms and conditions of permission including violations of the Programme and Advertisement Code on 5 occasions or more. What would constitute a violation would be determined in consultation with the established self-regulating mechanisms.
- The channels operating in India and uplinked from India but meant only for foreign viewership should be required to ensure compliance of the rules and regulations of the target country for which content is being produced and uplinked.

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

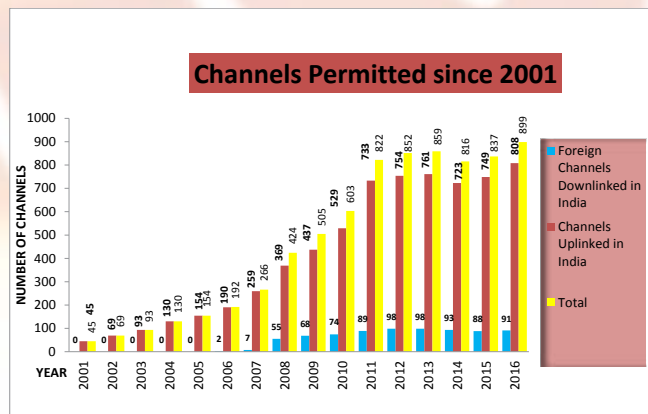
as prescribed in the Policy Guidelines for Uplinking and Downlinking. The applications are forwarded to the Ministry of Home Affairs for obtaining security clearance for the Company and its Board of Directors. The applications are simultaneously sent to the Department of Space/ Department of Revenue 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.

A. Growth of Television channels

- The first private satellite TV channel “Aaj Tak” was permitted in the year 2000. Since then the bouquet of private satellite TV channels in India has been expanding at a fast pace. Ministry has permitted 899 channels in India by 31st December 2016. Year-wise growth in number of TV channels permitted under uplinking (U/L) and downlinking (D/L) guidelines is shown below:

Number of Television Channels permitted by the Ministry

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

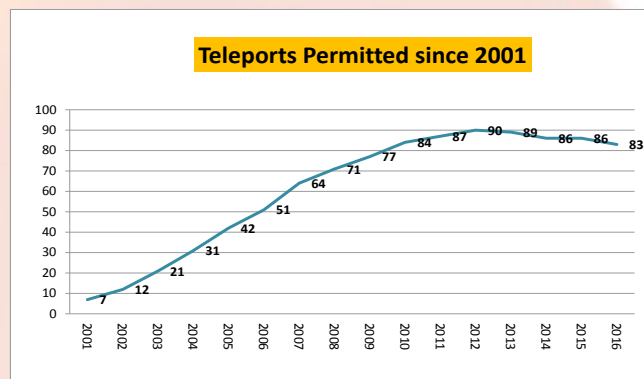


Category wise permitted Channels



B. Growth of Teleports

Number of Teleports permitted by the Ministry



III. New initiatives

A. Top Management Position:

The restrictions imposed under clauses 2.1.4 and 3.1.15 of the Uplinking Guidelines dated 05th December, 2011 and clause 1.10 of the Downlinking Guidelines dated 05th December, 2011 regarding appointment at top management position with minimum 3 years of prior experience in a media company (media companies) operating News/Non-News and Current Affairs TV Channels has been done away with.

B. Annual Renewal:

The broadcasters which hold valid permission for uplinking and/or downlinking shall not require to obtain Renewal Permission from the Ministry. The payment of annual permission fee 60 days before the due date will by itself be sufficient permission for

continuation of a channel for a further period of one year from the due date. All the TV channels and Teleports are likely to benefit from this decision provided the validity of 10-year permission is available.

IV. Bringing transparency and accountability

Open House Meetings

Open house meetings which are conducted on 20th 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's 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.

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.

(i) Review of Foreign Direct Investment (FDI) policy in Broadcasting Sector.

The FDI policy has been reviewed and as per Press Note No. 12 (2016 Series) of Ministry of Commerce & Industry, Department of Industrial Policy & Promotion, Para 5.2.7.1 and Para 5.2.7.2 is for Broadcasting Sector is as under:

Sector/Activity	Foreign Investment Cap	Entry Route
5.2.7.1.1 (1) Teleports (setting up of up-linking HUBs/Teleports); (2) Direct to Home(DTH); (3) Cable Networks (Multi System Operators (MSOs) operating at National or State or District level and undertaking upgradation of networks towards digitalization and addressability); (4) Mobile TV; (5) Headend-in-the Sky Broadcasting Service (HITS)	100%	Automatic up to 49% Government route beyond 49%
5.2.7.1.2 Cable Networks (Other MSOs not undertaking upgradation of networks towards digitalization and addressability and Local Cable Operators (LCOs).	100%	Automatic up to 49% Government route beyond 49%
5.2.7.2.1 Terrestrial Broadcasting FM (FM Radio), subject to such terms and conditions, as specified from time to time, by Ministry of Information & Broadcasting, for grant of permission for setting up of FM Radio stations	49%	Government
5.2.7.2.2 Up-linking of 'News & Current Affairs' TV Channels	49%	Government
5.2.7.2.3 Up-linking of 'Non-News and Current Affairs' TV Channels, Down-linking of TV Channels	100%	Automatic

(ii) 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.



HMIB Shri Venkaiah Naidu at the First Asia Pacific Broadcasting Union Dance Festival in Hyderabad.

(iii) 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.

V. Development of Integrated on-line portal solution for TV (INSAT) section

The Ministry of Information & Broadcasting is mandated to issue permissions for Uplinking/ downlinking of television channels in India as per the Policy Guidelines 2011. The Ministry provides a single window facility to the applicants as all necessary clearances are obtained by the Ministry. This involves large volumes of paper trails and transactions to be processed by the Department personnel. This often leads to delays in issuing the necessary licenses, loss of documents submitted, difficulty to monitor the channel

contents on a sustained and planned basis, leading to some levels of in-efficiency in the system. In order to streamline the process of application by agencies concerned and to enable both the Dept. officials and the applicant companies to monitor the status of their applications, it is proposed to develop a secure online portal that will enable all stakeholders to apply, monitor, manage and expedite the necessary process with minimal manual intervention. The project to develop an Integrated Online Portal solution for all processes involving grant of permissions/ registration/ license by Broadcasting Wing of Ministry of Information and Broadcasting has been assigned to BECIL on turn-key basis. Once implemented, this will provide speedy disposal of proposals and bring about more promptness and transparency in the system.

Content Regulation of TV Channels

Regulation of broadcast-content of Television channels has been a keenly debated issue. It has evoked concerns arising out of content having an adverse bearing on Indian ethos and cultural values, looking after the interests of women and children who are vulnerable to pervading impact of satellite television and the need for reconciling these concerns with constitutional freedom of speech and creative expression. The Ministry has already granted permission to 892 private satellite television channels, out of which 492 are non-news and current affairs channels and 400 are news & current affairs TV channels as on 30.11.2016. There has been a substantial growth in the regional language channels also in the past few years as the competition among Hindi and English channels is becoming tougher and the market is saturating. Though Direct to Home (DTH) services have also experienced rapid growth, the distribution of these channels is still by and large through the cable operators which are largely in analog mode and have limited carrying capacity. However, with the ongoing digitization of cable TV network, this capacity is expected to increase substantially.

Every broadcaster through various Policy Guidelines has been mandated to follow the Programme and Advertisement Codes as prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder.

The Programme and Advertising Codes as prescribed under the Cable Act have been made applicable to all video content provided through different broadcasting modes including IPTV service.

The nature of content-related cases dealt with in the Ministry mainly relate to obscenity, portrayal of women in bad taste, ill effects on children, false & defamatory news, advertisements of misleading nature, etc. In all such cases, appropriate action was taken by the Ministry as per the Cable Television Networks (Regulation) Act, 1995 and wherever necessary, Advisories, Warnings, Order for Apology Scroll, etc. were issued.

During the period 1.4.2016 to 21.12.2016, the Ministry issued Advisories, Warnings, and Orders to the channels as per details given below:

- i) 01 General Advisory – Advisory to news & current affairs TV channels regarding telecast of incidents related to Cauvery water dispute with due caution and restraint.
- ii) 09 Specific Advisories – TV channels were advised to adhere to the Programme & Advertising Codes.
- iii) 04 Warnings – Directing the channel to strictly comply with Programme and Advertising Codes.
- iv) 03 Orders – Channels were directed to go off air for varying number of days.

Inter-Ministerial Committee (IMC)

For regulation of content on Satellite TV channels, an Inter-Ministerial Committee (IMC) chaired by Additional Secretary (I&B) had been constituted, with representatives

from Ministries of Home Affairs, Law & Justice, Women & Child Development, Health & Family Welfare, External Affairs, Defence and a representative from the industry in Advertising Standards Council of India (ASCI), which gives its recommendations on whether a violation has taken place or not. The IMC has been re-constituted in the year 2011 by addition of a representative from the Ministry of Consumer Affairs, Food and Public Distribution to accord focused attention to consumer related issues. The IMC functions in a recommendatory capacity. The final decision regarding penalties and its quantum is taken on the basis of the recommendations of IMC. Ministry generally issues warnings or advisories or asks them to scroll apologies on their channel. Occasionally, the channels are also taken off air either temporarily for a limited period depending on the gravity of the violation.

Electronic Media Monitoring Centre (EMMC)

Electronic Media is a very powerful medium and can greatly influence public opinion. All developed democracies of the world regulate the broadcasting sector and the content being broadcast. So, in the light of public concerns, Electronic Media Monitoring Centre (EMMC) has been set up by the Government as a state-of-the-art facility with a view to monitor the content of (i) satellite TV channels w.r.t. violation of Programme and Advertising Codes enshrined under Cable Television Networks Regulation Act, 1995 and Rules framed there under and (ii) private FM channels w.r.t. license conditions and to protect its citizens from broadcast of undesirable content. EMMC has the technical facility to record and monitor the content of 900 channels, beaming over the Indian Territory, so that any violations of codes framed under the Cable Television Network (Regulation) Act, 1995 could be checked. Currently all the channels permitted by the I&B Ministry is monitored by EMMC.

Along with the monitoring of content, EMMC has been entrusted with the work

of processing of complaints received by the government; monitoring of live telecast of temporarily permitted events; monitoring of Compliance of the Directions/ Orders of the Ministry; round the clock monitoring of TV channels & compiling of daily news reports with comments and reactions; giving feedback to Ministries and Departments; special monitoring; SMS Alerts; providing information to IBF and BCCC; collation and distribution of the reports; support to the Scrutiny Committee and the Inter Ministerial Committee on violations; archiving etc.

The number of satellite TV Channels is continuously increasing in the country and threat of content violations is also increasing in the equal proportions. The strengthening of EMMC with well-equipped technologically modern facility was, therefore, felt to provide a meaningful tool to monitor and devise the remedial measures for the violations of the Codes enshrined in Cable Television Networks (Regulation) Act 1995 and rules framed there under.

To augment capacity and to achieve the objective of monitoring 1500 channels, a 12th Plan Scheme “Strengthening of Electronic Media Monitoring Centre” was approved for ₹90.00 crore for implementation during 2012-17. In addition, a centralized Monitoring mechanism in EMMC will also be set up for FM channels and Community Radio Stations (CRS).

State level and District level Monitoring Committees

In order to enforce the Cable Act and Rules at the State/District level, the Ministry issued order on 6.9.2005 for “Monitoring Committee for the Programmes and Advertisements telecast by Cable TV channels” at the State, District/local level. Subsequently, detailed guidelines were issued by this Ministry on 19.2.2008 providing for District level Monitoring Committee and State level Monitoring Committee. The composition of the District level Committee is as under:

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

Functions of the District Level Monitoring Committee:

- i) To provide a forum where the public may lodge a complaint regarding content aired over cable television and take action on the same as per procedure prescribed herein.
- ii) To review the action taken by Authorized Officers for enforcement of Cable Television Networks (Regulation) Act, 1995.
- iii) To immediately bring to the notice of State and Central Government if any programme is affecting public order or wide spread resentment in any community.
- iv) To keep a watch on content carried by cable television channels at local level and to ensure, through Authorized Officers, that no unauthorized or pirated channels are carried and local

news if aired by the cable television operator is restricted to information about local events and is presented in a manner which is balanced impartial and not likely to offend or incite any community.

- v) To monitor the availability of free to air channels and channels notified for mandatory carriage on the cable network.

The composition of State level Monitoring Committee is as under:

- (i) Secretary, Information & Public Relations of the State. - Chairman
- (ii) Representative of the DG of State Police - Member
- (iii) Secretary, Social Welfare Department of the State - Member
- (iv) Secretary, Women & Child Development of the State - Member
- (v) Representative of a leading NGO of the State working for women (to be nominated by Chief Secretary) - Member
- (vi) Academicians/ Psychologists/ Sociologists (one each to be nominated by Chief Secretary) - Member
- (vii) Director (Information) of the State - Member Secretary

Functions of the State Level Monitoring Committee:

- (i) To see whether District/Local Committees have been formed.
- (ii) To see whether they are meeting regularly.
- (iii) To see whether the authorized officers are effectively performing their duties

- (iv) To see how many cases are handled by them and what decisions are arrived at
- (v) To give suggestion/guidance to District/Local Level Committee.
- (vi) To take decision on the matters referred to it by District/Local level Committee.
- (vii) To collate data/information from District/Local Level Committee and forward it to Secretary, Ministry of Information & Broadcasting, Government of India.
- (viii) To recommend action and forward complaints against satellite channels (National Channels) to the Ministry of Information & Broadcasting through the Chief Secretary of the State in cases of violation of Government of India's orders on the Programme and Advertising Codes.

So far, Nineteen (19) States. viz, Arunachal Pradesh, Bihar, Chhattisgarh, Gujarat, Himachal Pradesh, Goa, Jammu & Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Mizoram, Rajasthan, Tripura, Uttarakhand, West Bengal & Sikkim have set up State level Committees.

Five (5) Union Territories, namely, Andaman & Nicobar Islands, Chandigarh, Daman Diu, Dadra & Nagar Haveli and Lakshadweep have also set up State level Committees.

So far as District level Committees are concerned, such Committees have been set up in 296 districts across India.

Self-Regulation in case of News Channels

News Broadcasters Association (NBA), as part of its self-regulation mechanism, has formulated a Code of Ethics and Broadcasting Standards covering a wide range of principles to self-regulate news broadcasting. They have set up a Two- Tier structure to deal with content related complaints. Complaints are dealt with at Tier I, by the individual

broadcasters at their level whereas, at Tier II, by News Broadcasting Standards Authority (NBSA), set up by NBA in 2008.

The object of the News Broadcasting Standards Authority includes entertaining and deciding complaints against or in respect of news broadcasters in so far as these relate to the content of any broadcast. The Authority is headed by a Chairperson who is a retired Judge of the Supreme Court and consists of eight other members comprising 4(four) eminent editors employed with broadcasters and 4 (four) persons having special knowledge and/or practical experience in the field of law, education, medicine, science, literature, public administration, consumer affairs, environment, human psychology and/or culture. The NBSA, is headed by Justice R.V.Raveendran, retired judge of Supreme Court. The other 8 members are:

Four Eminent Persons

- (i) Mr. Nitin Desai, Economist and Former Under Secretary General of United Nations
- (ii) Mrs. Vijayalaxmi Chhabra, former Director General of Doordarshan
- (iii) Ms. Leela K. Ponappa, former Ambassador and Dy. National Security Adviser.
- (iv) Dr. S.Y. Quraishi, Former Election Commissioner of India

Four Persons from Editor's Category

- (i) Ms. Manika Raikwar Ahirwal
- (ii) Mr. Hemant Sharma
- (iii) Mr. Rajiv Khandekar
- (iv) Ms. Navika Kumar

NBSA received and considered 1451 complaints from 2014 to July, 2016 which were received directly, from members, ECI and Ministry of I&B; NBSA passed 26 orders. It has also issued 1 Guidelines and 9 Advisories.

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

Indian Broadcasting Foundation (IBF) has set up a mechanism for self-regulation in case of non-news channels after consultation with the Ministry. As part of this, IBF has laid down Content Code & Certification Rules 2011 covering an entire gamut of content-related principles and criteria for television broadcast.

As part of this mechanism, a two-Tier based complaints redressal system has also been set up. At the Tier-I level, each Broadcaster shall set up a Standard and Practices (S&P) Department with a Content Auditor to deal with the complaints received for content aired on its channels.

At the Tier II, the Broadcast Content Complaints Council (BCCC) has been set up and made operational since 1.7.2011. The BCCC is a thirteen-member body headed by a retired Judge of the Supreme Court or High Court as its Chairperson and has four eminent members of society. The National Commissions are also represented in the Council which also has four broadcast members. In addition, the Council has two Special Invitees to help it deal with language complaints.

The BCCC is presently headed by Justice (Rtd) Mukul Mudgal. The details of other members of BCCC are as under:

Members : Eminent Persons

- (i) Dr. Ira Bhaskar, Professor of Cinema Studies
- (ii) Ms. Sharmila Tagore, Film Actor
- (iii) Ms. Arundhati Nag, Theatre Activist
- (iv) Mr. Wajahat Habibullah, Former CIC & Chairperson NCM & former IAS

Members : National Statutory Commissions

- (i) Dr. P.L. Punia, Chairperson, National Commission for Scheduled Castes (NCSC)
- (ii) Mr. Naseem Ahmad, Chairperson, National Commission for Minorities (NCM)

- (iii) Mr. S.K. Kharventhan, Member, National Commission for Backward Classes (NCBC)
- (iv) Ms. Stuti Kacker, Chairperson National Commission for Protection of Child Rights (NCPCR)

Broadcast Members

- (i) Mr. Sujeet Jain (Viacom)
- (ii) Mr. A. Mohan (Zee Network)
- (iii) Mr. Amit Grover (Discovery)
- (iv) Ms. Shobhna Bajaj (Turner)

Special invitee

- (i) Ms. Tara Murali, Eminent Conservationist and Architect

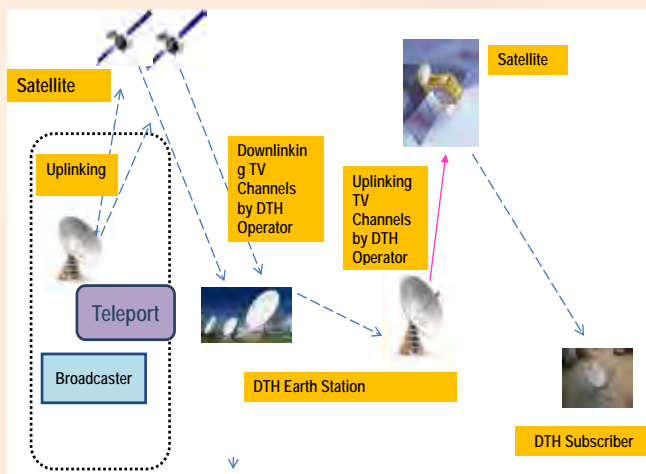
The BCCC received 16257 complaints during the period from 16th April, 2014 to 20th June, 2016. Out of which, decisions were taken in respect of 4376 specific complaints.

Self-regulation of advertisements on TV channels

With regard to regulation of advertisements on TV channels, the Code adopted by the Advertising Standards Council of India (ASCI), which is a self-regulatory body, has been incorporated in the Advertising Code stipulated in Cable Television Networks (Regulation) Act 1995 and Rules framed thereunder. ASCI has set up Consumer Complaints Council (CCC) to consider complaints in regard to advertisements. The CCC currently has 28 members; 12 are from within the industry and 16 are from the civil society like well-known doctors, lawyers, journalists, academicians, consumer activists etc. During the period April, 2015 to July, 2016 ASCI received and considered 2020 complaints against advertisement and 1271 complaints were upheld.

Direct To Home (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



DTH Transmission

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 (amended on 06.11.2007) issued detailed guidelines including application Forms and Licensing Agreement for operating DTH services in India. 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%. The Department of Industrial Policy and Promotion has liberalized the FDI Policy in electronic media vide Press Note No. 5 (2016

Series) dated 24.06.2016 for Broadcasting sector making Foreign Investment cap in DTH sector upto 100% (Automatic route). 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.



HMIB, Shri M. Venkaiah Naidu in a review meeting at DDK, in Vijayawada

The Doordarshan provides free to air channels on its DTH service (called Free Dish) 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.), Sundirect DTH (M/s. Sun Direct TV Pvt. Ltd.), BIG TV (M/s. Reliance BIG TV Ltd.), Airtel Digital TV (M/s. Bharti Telemedia Ltd.) and Videocon d2h Ltd (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

Sr. No.	DTH Operator	Date of permission	Transmission standard	Compression standard	Conditional Access Services (encryption)
1	Dish TV	16.9.2003 (Interim renewal granted till 31.03.2017)	DVB-S & DVS-S2	MPEG-2 & MPEG-4	Conax
2	Tata Sky	24.3.2006 (Interim renewal granted till 31.03.2017)	DVB-S & DVB-S2	MPEG-2 & MPEG-4	NDS
3	Sun Direct TV	28.8.2006	DVB-S	MPEG-4	Irdeto
4	Reliance BIG TV	24.5.2007	DVB-S	MPEG-4	Nagravision
5	Airtel Digital TV	10.9.2007	DVB-S2	MPEG-4	CISCO
6	Videocon d2h	28.12.2007	DVB-S2	MPEG-4	Irdeto & Cisco

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.

Since different DTH players have entered the market at different point of times, they have brought-in with them the contemporary advanced technology in the DTH market in India.

In view of the rapidly expanding DTH subscriber base, TRAI, with a view to protecting the interest of DTH subscribers, had in 2007, issued the Direct to Home Broadcasting Services (Standards of Quality of Service and Redressal of Grievances) Regulation, 2007, amended from time to time which essentially covers regulatory provisions relating to protection of the interests of DTH subscribers. The tariff order provides for protection of consumers against increase in prices. TRAI's regulatory measures enables DTH consumers to exercise their choice for acquisition of STB (outright purchase basis, hire-purchase basis and rental basis) as well as choose and pay for channels which they want to watch in DTH sector.

Internet Protocol Television (IPTV) Service

The Government on 08.09.2008 has put in place the policy on IPTV enabling another mode of distribution of 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.

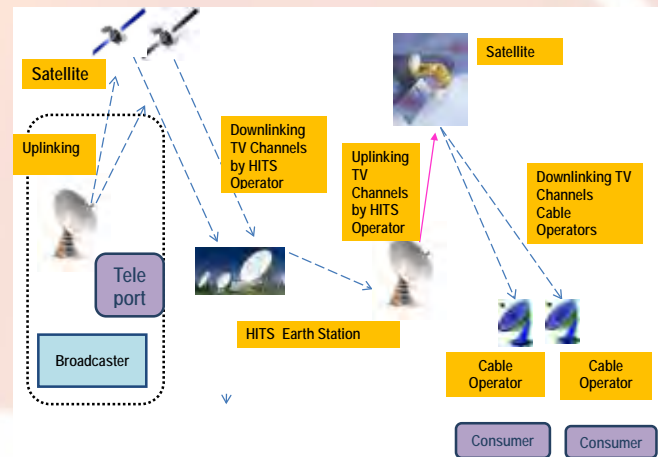
The policy does not require a separate permission for providing IPTV services for the defined Telecom and cable operators. However it requires a self declaration on the prescribed format to be made. The format for such a declaration has also been notified. Clause 5.6 of the Downlinking Guidelines has 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. 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.

HITS (Head-End In The Sky) Service



HITS Transmission

A new technology that has emerged in Broadcasting sector 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 speeds up the process of digitalization of cable services located in Non-CAS areas of the country. HITS 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 enables a subscriber to enjoy a wide choice of digital channels, better picture quality and value added services at affordable price. HITS provides greater channel capacity from the present limited capacity of channels placed in prime/non prime band. Though HITS policy has been a step in the right direction and is capable of bringing down the investments required at the level of the last mile operator thereby enabling further and deeper penetration of cable services into rural areas, because certain tariff and interconnection issues needed to be resolved it had not been able to take off. 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. The introduction of DAS will serve as a catalyst to the revival of the HITS services.

Status Of Cable TV Digitisation

i. Cable TV System in the Country

Cable TV forms the backbone of the broadcasting distribution industry. The cable industry has played a prominent role in the growth of the electronic media sector in the past 20 years. Despite the fast growth of the DTH services, cable services continue to dominate the distribution of TV channels as of today. This platform has a number of limitations due to analog nature of transmission.

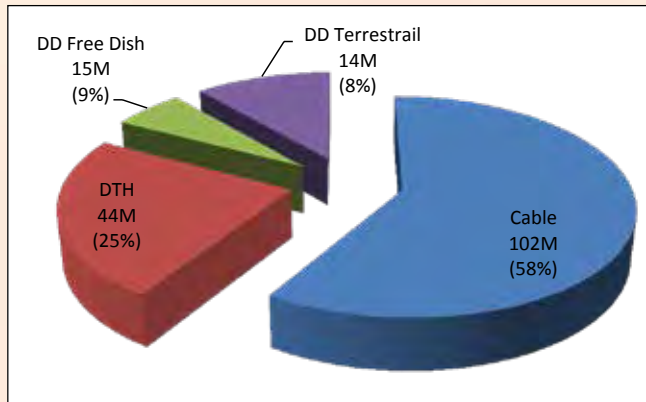
ii. Profile of the Broadcasting Industry

The cable TV service value chain comprises four main supply side entities i.e. broadcaster, Multi System Operator (MSO), Local Cable Operator (LCO) and the end consumer. Broadcaster generates the content to be televised which is received by the viewer. Broadcasters transmit or “up-link” the content signals to the satellite. MSOs downlink the broadcasters’ signals from the Satellite, decrypt any encrypted channel and provide a bundled feed consisting of multiple channels to the LCO. As per TRAI, there are around 6,000 MSOs operating in India. The MSO business is dependent on the broadcaster for content and on the LCO for last mile connectivity and subscription revenue collection. MSO is required to have head-ends for receiving TV signals. LCOs receive bundled signals from the MSO and retransmit this to subscribers in their area through cables. It is estimated that there are around 60,000 cable operators in the country.

iii. Nature of television distribution platforms

India is the world’s second largest TV market after China. India has 175 million TV

households with the following platform wise distribution as per FICCI KPMG Report 2016:



iv. Drawbacks of analog cable TV

The analogue cable television is afflicted with the following inherent drawbacks:

- Whereas the number of permitted satellite TV channels has gone beyond 700, the analog system is able to carry only 70-80 channels. This severely restricts the choice for the subscriber and denies the subscriber a large canvas of channels available in the broadcasting universe.
- The limited carrying capacity of the analogue system brings about a distorted business of television distribution, as broadcasters are forced to incentivize MSOs for carrying their channels by paying carriage fees
- The analog cable does not have the technological feature of facilitating a-la-carte (individual) selection of channels. This compels the customer to go by the bouquet of channels devised by a cable operator out of his own accord, restricting a say of the customer in selection of channels. Thus, the analogue regime is not customer friendly.
- Another severe technological limitation of the analogue services is lack of transparency as subscriber base is not accurately maintained and reported. This leads to under reporting of subscription revenue and the consequent concealment of tax revenues.

- The limited carrying capacities and lack of transparency distorts the business model for the broadcasters and increases their dependence on advertisement revenues and restricts scope for subscription revenues (65:35). Accordingly, for higher Television Rating Points (TRP) the channels often sensationalize the content on television.
- The quality of picture on analog cable depends on whether a channel gets carried in Prime Band or non-Prime Band.
- Cable operators are facing severe competition from Direct to Home (DTH) and IPTV services which are in a position to provide high quality content and value added services and unless they upgrade their services they will lose out business to new platforms.

v. TRAI recommendations

The Telecom Regulatory Authority of India (TRAI), in its recommendations dated the 5th August, 2010 on “Implementation of Digital Addressable Cable Systems in India” had, inter alia, recommended that digitalization with addressability be implemented on priority in cable TV services and, accordingly, recommended a time frame comprising four phases for switch over from analog system to the digital addressable system (DAS) in the cable TV sector.

vi. Benefits of digitization

Addressability means that the signals of cable operators will be encrypted. Signals can only be received through a Set Top Box after due authorization from the service provider, thus, enabling identification and maintenance of data base for each subscriber, to bring transparency and prevent piracy. Implementation of DAS would benefit all stakeholders. The key advantages of digitization for various stakeholders are as follows:

a. Consumer

- Consumers would be empowered to exercise a-la-carte selection to allow

individual channel selection and they will pay only for those channels they wish to watch depending up on their budget.

- The number of channels offered to the consumers will go from the present 70-80 channels to several hundreds. It will also enable them to watch a large number of high quality/high definition digital television channels giving them a better viewing experience.
- Like DTH and IPTV subscribers, the cable TV subscribers will also get improved quality of content and have access to various value added and interactive services like Electronic Programme Guide, Movie-on Demand, Video-on-Demand, Personal Video, Gaming, etc.

b. Cable Operators

Digitisation enables the cable operator to provide Triple Play which is carriage of voice; video and data i.e TV, Telephony, internet and IT enabled services. Bundling broadband with digital channels is a promising proposition and a significant differentiator from DTH. This would enable them to compete effectively with DTH services, increase their Average Revenue per User (ARPU) and enable convergence of Broadcasting and Telecom services. Broadband penetration in India will also increase through digitisation of cable TV services.

c. Broadcasters



Conference on Business Opportunities in Digital Terrestrial Transmission

The increased capacity would enable broadcasters to offer niche channels and HDTV (High Definition Television) channels. Increased subscription revenue would allow broadcasters to move away from TRP centric content, to conduct the business on an auditable subscriber bases.

d. Government

- Government's tax collection would match the actual market size.
- Transparency in subscriber's base would drastically bring down the losses that are caused to the Government by way of evasion of taxes.
- There would be enhanced generation of service tax revenue and entertainment tax through enhanced deployment of broadband and other value added services.
- The digital cable TV network is vital infrastructure for penetration of broadband through which the e-Government services of both Central and State Governments can be accessed

(vii) Amendment in the Cable Act for implementing DAS

In view of the recommendations of the TRAI, the Union Cabinet, in its meeting held on 13.10.2010, approved the Ministry's proposal for mandatory introduction of Digital Addressable Systems (DAS) in the cable TV services, which, inter-alia, covers a time frame and road map for implementation of digitalization with addressability on a pan India basis in cable TV services, leading to a complete switch off of analog TV services by 31st December, 2014. Cabinet also approved certain amendments in the Cable Television Networks (Regulation) Act, 1995 through promulgation of an Ordinance, namely, the Cable Television Networks (Regulation) Amendment Ordinance, 2011. The said Ordinance was promulgated on the 25th of October 2011. Subsequently the Cable

Television Networks (Regulation) Amendment Act, 2011 was brought into force w.e.f 31.12.2011.

(viii) Notification for Phase wise implementation of DAS

Ministry of Information and Broadcasting, in its Notification dated 11th November, 2011, laid down the phase wise schedule for digitization of the Cable TV Networks in India in four phases. The notified cut off dates are as indicated below:

Phase I	Metro cities of Delhi, Mumbai, Kolkata & Chennai	Originally slated for 30th June 2012. Modified to 31st Oct 2012
Phase II	38 cities (with population more than one million)	31st March 2013
Phase III	All other urban areas (Municipal Corporations/ Municipalities)	Originally slated for 30th Sept 2014 Modified to 31st Dec 2015
Phase IV	Rest of India	Originally slated for 31st Dec 2014 Modified to 31st Dec 2016

(ix) Implementation / Initiatives by the Ministry

Considering that digital switch-over of cable television networks is a massive exercise, it required involvement of all stakeholders, namely, Broadcasters, Multi System Operators (MSOs) and Local Cable Operators (LCOs) etc. It was also imperative that the necessary infrastructure was put in place to facilitate a seamless transition from analogue to digital. Ministry of I&B, which has the mandate to implement the digital-switch over, had taken following major initiatives to ensure that the transition effectively by the due date;

(a) **Task Force:** A Task Force was set up by

the Ministry under the chairmanship of Additional Secretary (I&B), comprising representatives from:

- Broadcasters
- MSOs
- LCOs
- CEAMA
- Consumer Forums
- Department of Telecom
- Department of Information Technology & Telecom Regulatory Authority
- State Governments

Task Force was meeting regularly on monthly basis to review the progress and take stock of the progress made.

20 meetings of Task Force for Phase-I and 6 meetings for Phase-II were held. 18 meetings have been held for Phase III & Phase IV so far.

- (b) Meetings with sub groups of national level MSOs, independent MSOs and LCOs: Separate meetings were held with these sub groups to take stock of the progress and to address their concerns.
- (c) **Training:** Considering that the task involved training and capacity building of local cable operators to facilitate the digital switch-over with least inconvenience to the consumers, Broadcast Engineering Consultants India Limited (BECIL) was asked to launch training programmes in batches to impart training to local cable operators. However, the response from cable operators was not very good. Thus BECIL did not continue with the training courses.
- (d) **Public Awareness Campaign:** A massive information and public awareness campaign in electronic as well as print media was launched with a view to making people aware of the transition and to address their concerns and queries.
- (e) **Toll Free Number 1-800-180-4343:**

A multilingual toll free number was 1800-180-4343 was made operational to address and clarify various queries of public at large.

- (f) **Website:** A dedicated website (www.DigitalIndiaMIB.com) was set up for the task.

(g) Interaction with State Governments

Considering that the role of the State Government is crucial to its implementation at the local level, discussions were held with State Governments to sensitize them about the issue and their crucial role in its implementation.



Website of Cable TV Digitisation www.digitalindiamib.com

For Phase II, Chief Secretaries were requested to nominate nodal officers for each of the 38 cities of phase-II for timely preparedness for transition to DAS. For Phase III & IV implementation State wise as well as district wise nodal officers were got nominated. Workshops/meetings were held with the nodal officers.

(h) Census data

Phase wise and city wise requirement of TVs for digitisation was taken as per Census 2011. Provision of 20% was added

for multiple TVs in houses and for TVs in offices/shops. This data was provided on the Ministry's website.

(i) Collection and analysis of STB's seeding data

For monitoring the progress of Phase I as well as Phase II, a comprehensive database was prepared by the Ministry, wherein details were gathered systematically from MSOs about the availability of STBs and their seeding progress. Data from DTH operators was also collected.

Initially data was collected on weekly basis but daily data was collected about a month before the cut-off dates for Phase-I & phase-II.

A Management Information System (MIS) was developed during the implementation of Phase III & IV, whereas all registered operators (MSO, DTH & HITS operators) were entering area wise seeding states of STBs. Access to the data was provided to the nodal officers also, so that they could review the progress in their State/ district.

(j) Field Teams

Intensive field visits were carried out by the BECIL and senior officials of the Ministry.

Visits were also made by the teams from the Ministry to the establishments of MSOs, LCOs and STB manufacturers.

Discussions were made with consumers, particularly in remote and slum areas to get a feedback on their requirements.

Considering large requirement of phase-II, All India radio and Doordarshan were asked to make a technical team in each of the 38 cities. These teams were visiting the establishments of the MSOs and feeding data to the Ministry regularly.

Similar arrangement was made during the implementation of Phase III and the AIR & DDn officials were asked to carrying out the inspection of headends of the registered MSOs.

(k) Meetings with nodal officers.

Regular meetings were held with the nodal officers of the State Govts.

(l) Amendment in Cable Rules to supply correct information in specified time

An amendment in Cable Rules was issued on 6th July 2012 making it obligatory for every MSO and LCO to give information as may be sought by Central or State Governments or authorised officers within such period and in such form as may be

specified.

MSOs and LCOs were required to confirm the correctness and truthfulness of the supplied information.

(m) Registration of MSOs

All Multi System Operators (MSOs) who want to provide cable TV services in digital are required to get registration from M/o I&B till 30.11.2016, 229 MSOs have been issued regular registration by the Ministry for operating in DAS notified areas. 830 MSOs have also been issued provisional registrations.

(x) Digitization Status: Phase I

Phase I of digitization was completed by 31st October, 2012. Out of the four metro cities planned to be digital, digitization has been near total in Delhi, Mumbai and Kolkata. Chennai is yet to undergo the digital transition due to several pending Court cases.

About 85 lakh cable STBs have been installed in Phase I cities. Maximum number of 34 lakh STBs were installed in Delhi, followed by 26 lakh in Mumbai, 22 lakh in Kolkata and 3.5 lakh in Chennai.

(xi) Digitization Status: Phase II

- Phase II was concluded by 31st March, 2013 in 38 cities spanning across 14 States and one Union Territory.
- Out of the above 38 cities the switch over is complete in 37 cities while in Coimbatore the work is in progress, due to court case.

Development of Indian CAS

A major impediment in design and development of domestic STBs was non-availability of Indian Condition Access System (CAS). DeitY had awarded this work to M/s BY Design India Pvt. Ltd., Bangalore and the same has since been developed and CAS would not only give further boost to the manufacturing of STBs in the country but also offer interoperability of STBs. Cable subscribers would be able to continue to use the same STBs even no change to service

provider. As per Deity, iCAS will be provided only to Indian STB manufactures for 3 (three) years. iCAS can be used for STBs of cable as well as DTH. It is learnt that Doordarshan is also planning to use iCAS embedded STBs for free dish service. It is also expected to be cost effective compared to imported CAS. The normal cost for imported CAS is about 2 or 3 dollars per STB. As per Deity, Indian CAS (iCAS) will be available at half a dollar to the STB manufacturers. So, there will be a saving of one and a half to two dollars per STB if domestic manufacturers use iCAS. It will give further impetus to the domestic STB manufacturers to produce and supply the indigenously manufactured set top boxes thereby achieving the goal of 'Make in India' and creating employment opportunities.

(xii) Impact Assessment

No formal impact assessment of the cable TV digitisation has been carried out, data has been collected from different stakeholders which indicates that the following major benefits from digitisation have started accruing:

i. Choice from large number of channels including HD channels:

In analog regime, cable system had a carrying capacity of 75 to 80 channels only. All these channels were of Standard Definition (SD) quality but the same cable in digital can not only carry up to 600-700 channels but even High Definition (HD) channels can be carried. From the data received from the MSOs it is observed that in Delhi, Mumbai and Kolkata on an average 300 SD and 20 HD channels are being carried by each MSO. Subscribers have choice to choose from these large numbers of channels.

ii. Ad Free and high quality channels:

Channels in the digital system are encrypted and a consumer can watch only those channels for which they have subscribed. Since digital system has capacity to carry hundreds

of channels, the Broadcasters are launching new high quality and even ad free channels which cable subscribers have starting subscribing on additional payment. This was not possible in analog regime.

iii. Quality of Picture and Sound:

In analog system picture and quality was not only poor but was also dependent on the band (VHF-1, VHF-2 or UHF) in which the channel was carried. In digital system quality is excellent being digital and is independent of the band of frequency on which the channel is carried by the MSO.

iv. Programme Guide:

In digital domain cable subscribers are getting the full access to programme guide and know what programme is currently being played and would be coming up at different times.

v. Grievance Redressal Mechanism:

As per Regulations by TRAI, it is mandatory for every MSO and his cable operator to have a Grievance Redressal Mechanism wherein a toll free number, web based system for logging and tracking the status of complaints and notification of nodal officers has been mandated. No such system existed in analog regime. Complaints can thus be addressed effectively in the digital system. TRAI has also provided a timeline for redressing the grievances of consumers in a time-bound fashion.

vi. Increase in ET & ST collection due to transparency:

Cable TV digitisation has brought transparency. It is not possible for a MSO or cable operator to under-declare the cable subscriber base. As indicated in the table below, the entertainment Tax collection data received from a state indicates that the ET collection in these states increased from Rs. 157 crores in 2012-13 to 358 crores in 2015-16.

CABLE TV DIGITIZATION

IMPACT ASSESSMENT OF ENTERTAINMENT TAX COLLECTION (₹ IN LAKHS)

S. No.	State(s)/UTs	Financial Years			
		2012-13	2013-14	2014-15	2015-16
1	Bihar	19.16	18.61	238.44	292.42
2	Gujarat	796.63	899.31	993.64	1091.12
3	Karnataka	238.88	528.59	1047.49	1224.1
4	Maharashtra	7525.03	7146.68	10545.96	11407.18
5	Mizoram	43.82	48.17	97.83	77.13
6	Rajasthan	-	1389.00	5145.01	10107.07
7	Uttar Pradesh	4775.08	5979.33	7869.06	8732.85
8	Uttarakhand	2312.5	2341.87	2525.74	2895.82
	Grand Total	15711.1	18351.56	28463.17	35827.69

vii. **Reduction in Carriage fee:** Since digital system has large capacity, MSOs are demanding channels from the Broadcasters to carry on their system and thus the amount of Carriage fee being charged by MSOs from Broadcasters have started coming down.

viii. **Increase in Subscription revenue:** Due to transparency in subscriber base in the digital system, the subscription revenue being received by Broadcasters from MSOs/LCOs is showing increase.

(xiii) PHASE III & IV

- **Requirements:** As per the Census 2011, total number of TV households in India is 117 million (11.7 crores)

Total TV Households in India (as per Census 2011) 11.7 crore

Total STBs/DTH required by adding 20% provision for multiple TV in houses and TVs in offices/shops 14 crore

Achievement in Phase I & II 3 crore

Balance to be covered in Phase III & IV 11 crore

- o Phase III – 4 Cr.
- o Phase IV – 7 Cr.

- As can be seen from above, Phases I, II & III together have led to about 7 crore i.e.50% of the Cable TV digitization i.e., out of a total of 14 crores STBs required, 7 crore STBs have already been installed.

- **Road-map for implementation of Phase III & IV:** The Ministry has set up a Task Force to steer the process of implementation of Phase III and Phase IV of Cable TV Digitization. The Task Force comprises representatives from various stakeholders including TRAI, Broadcasters, MSOs, LCOs, Nodal Officers from the States, consumer organizations, STBs manufacturers and DTH Operators etc., to oversee and monitor the digitization process in Phase-III. Task Force is meeting every month. So far, 18 meetings of the Task Force have been held. The following other initiatives have also been taken up by the Ministry to complete Phase III of digitization by the stipulated cut-off date of 31.12.2015:

- a) Publicity campaign have been initiated in electronic, print, social media and by SMS to apprise the consumers about the benefits of digitization and about the cut-off date. All major broadcasters and MSOs are also carrying video spots for the awareness of public.



Advertisement in all Newspapers on 11th July 2015



MIB's Public Awareness Campaign for DAS-III – courtesy IBF

- b) A meeting held with Resident Commissioners of States/UTs to sensitize them about digitization Scheme.
- c) All the State/UT Governments were requested to nominate State Level and District Level Nodal Officers. Three workshops of State level nodal officers were held in Delhi on 3.6.2015, 3.11.2015 and 20.6.2016.

- d) Sub-Groups meetings of the MSOs were also held after holding of meeting of Task Force, till July, 2015 after which MSOs were requested to attend Workshops held in various parts of the Country. This was done to participate interaction with both Ministry and the State Governments.
- e) Regional Units have been set up at 12 places i.e Delhi, Chandigarh, Lucknow, Ahmedabad, Bhopal, Shillong, Jaipur, Hyderabad, Pune Bhubaneswar, Bangalore and Patna for liaison work, collection of data and to monitor the progress of digitisation.
- f) Ministry has organized 11 Regional Workshops in the first round from July to Nov 2015 at Chandigarh, Lucknow, Ahmedabad, Bhopal, Shillong, Jaipur, Hyderabad, Pune, Bhubaneswar, Bangalore and Patna with State and District Level Nodal Officers to sensitize them about their role in the implementation of Cable TV Digitization. Registered MSOs were also invited in these Workshops. However, it was noticed that there were a thin attendance on the part of MSOs despite repeated requests and official communication.
- g) It would not be out of place to mention here that all the stakeholders particularly MSOs and LCOs are aware about digitization of cable TV since its inception from Phase-I and publication of Gazette Notification dated 11-11-2011. Therefore, they cannot plea that they were not aware of the cut-off dates of each Phases of cable TV digitization. More particularly, it is appropriate to state that for Phase-III of digitization an ample time of more than four years have already been given to all the stakeholders since with the Publication of first Gazette Notification on 11.11.2011 as the cut-off date for Phase-III was fixed as 30.09.2014 which was extended

to 31.12.2015 by another Gazette Notification dated 11.09.2014.

- h) To implement Cable TV Digitization a Scheme known as “Mission Digitization” one of the approved schemes of this Ministry has been approved with an outlay of Rs. 13.02 core to be executed through BECIL a Govt. Undertaking. Under the scheme 12 Regional Units have been set up to coordinate and facilitate the activities with stakeholders for implementation of DAS.
- i) In order to enable a comprehensive overview of the digitization process, the Ministry had internally called for monthly reports in the prescribed format wherein the data reporting to availabilities of STBs and their seeding, was to be provided by the registered MSOs. However, out of 189 MSOs registered at that time and called upon to provide the details, only 59 had responded. Further, the Ministry has developed a Management Information System (MIS) to collect and collate the data in the progress of seeding.
- j) Toll free (Multi-lingual) helpline No. 18001804343 has been made operational and consumer can ask queries in 8 languages. Near the cutoff date of Phase III, around 1000 calls were being received every day. About 300 to 400 calls are being received every day now a-day.
- k) 229 MSOs have been issued regular registration by the Ministry for operating in DAS notified areas. 830 MSOs have also been issued provisional registrations.
- l) Publicity campaign have been initiated in electronic, print, social media and by SMS to apprise the consumers about the benefits of digitization and about the cut-off date. All major broadcasters and MSOs are also

carrying video spots for the awareness of public.

- m) Ministry obtained list of LCOs from Broadcaster who have an Interconnection Agreement with them and issued advisories to 1027 LCOs to apply for MSOs registration for providing digital services in cable TV.

- **Involvement of the State and Union Territory Governments** is crucial for successful implementation of digitisation as District Magistrate or Sub-Divisional Magistrate or Commissioner of Police, within their local limits of jurisdiction, are authorised officers [Cable Television Networks (Regulation) Act 1995]. Authorised officers have to take action if any cable operator continues to provide analogue signals even after cut off dates (Sec 4A). Authorised officers have powers to seize equipment (Sec 11) and confiscation (Sec 12). State Governments also have to facilitate Right of Way (Sec 4B) to cable operators. Since State/UTs are integral part of the digitisation exercise, on the request of M/o I&B State/UT Governments have nominated State and District level nodal officers. State level nodal officers are the members of the Task Force constituted by the Ministry of Information & Broadcasting to steer the implementation of digitisation. Ministry of Information and Broadcasting has been requesting the Chief Secretaries and Administrators from time to time on these issues.

(xiv) Challenges faced in implementation of Phase III Cable TV Digitisation:

Unfortunately, just before the cut-off date, some MSO Associations and individuals moved various High Courts requesting for extension of cut-off date. On 30th Dec 2015, Telangana and Andhra Pradesh High Court granted 2 months’ extension. Sikkim High

Court also granted 3 months' extension on 31st Dec 2015. Keeping in view the orders passed by these courts, the Division Bench of Bombay High Court in WP No. 6903 of 2014 filed by Nasik Zilla Cable Operators Association relating to extending the cut-off date of Phase III of Cable TV Digitization, passed an order on 4th Jan 2016 stating that question of interim order does not arise in view of Apex Court judgment in the matter of Kusum Ingots & Alloys Ltd. This Ministry sought the opinion of the Law Ministry on the interpretation of this order and its applicability for implementation of digitization. The Law Ministry opined that the order passed by the Bombay High Court appears to have applicability across the country.

Thus, Ministry was unable to enforce the cut-off date of 31st Dec 2015 in the states whether there is litigation or not in the matter or an extension of cut-off date or not. As a result, despite the huge investment made by MSOs and other operators in digitization of their infrastructure, there is uncertainty in the market and analogue signals are still being transmitted by some operators in some areas. It would not have been proper for Ministry to direct the Broadcasters to switch off analogue signals in Phase III areas as it would have lead to contempt of court.

Total 61 cases were filed in various High Courts in the country. Ministry moved the Supreme Court on 16th Feb 2016 in view of different durations of extension of time granted by various High Courts to get the cases transferred to Apex Court or any other court. Hon'ble Apex court on 1st April 2016 was pleased to agree for transfer of all the cases or in future, any case on the same legal question to Delhi High Court. Accordingly, all the cases which were pending in various High Courts, have been transferred to Delhi High Court as per direction of Hon'ble Supreme Court vide its order dated 01.04.2016 in a Transfer Petition filed by the Ministry.

Out of 45 pending court cases transferred in Delhi High Court, most of the cases have been disposed off in the month of December

2016 with the remaining also to be decided favourably. The Phase III areas are therefore, expected to go completely digital very soon.

The available data indicates very positive inputs of digitisation in Phase I & Phase II areas. Digitisation will enable availability of high speed broadband access also though cable network to fulfil the mission of Digital India of the Govt. but the Digitisation of cable TV networks depends entirely on the industry stakeholders such as broadcasters, cable operators etc. Cable operators are legally mandated to transmit only digital signals and switch off analogue after cut-off date. The Ministry is a facilitator in this exercise and issues of concern are being addressed by MIB and TRAI through Task Force and by consultations with stakeholders. TRAI has issued Interconnections Regulations, Quality of Service Regulations and Tariff orders. Progress of implementation of provisions under these regulations is being monitored by TRAI. Issue of MSO registrations and provisions of the Cable TV Act/Rules are being managed and monitored by the Ministry.

The Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharti) 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. 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 also notified S.O 1489(E) dated 04.07.2012 and S.O.1957(E) dated 23.08.2012 giving the details of sporting events of national importance which inter-alia include cricket, and events relating to Tennis, Hockey and Football. further, the government notified S.O. 3264 (E) dated 22.10.2016 for mandatory sharing of sporting events of national importance with Prasar Bharati with respect to Cricket matches.

Policy Guidelines For Television Rating Agencies In India

Television Rating Points (TRPs) have been a much debated issue in India since the present system of TRPs is riddled with several maladies such as small sample size which is not representative, lack of transparency, lack of reliability and credibility of data etc. Shortcomings in the present rating system have been highlighted by key stakeholders that include Individuals, Consumer Groups, Government, Broadcasters, Advertisers, and Advertising Agencies etc. The Members of Standing Committee on Information Technology had also expressed concern over the shortcomings in the present TRP regime. In 2008, MIB had sought recommendations of TRAI on various issues relating to TRPs and the Policy Guidelines to be adopted for rating agencies. TRAI, in its recommendations dated 19th August 2008, had, inter-alia, recommended the approach of self-regulation through the establishing of an industry-led body i.e.the Broadcast Audience Research Council (BARC). The Ministry had constituted a Committee under the Chairmanship of Dr. Amit Mitra, the then Secretary General FICCI in 2010 to review the existing TRP system In India. The Amit Mitra Committee had also recommended that self-regulation of TRPs by the industry was the best way to go forward.

Since BARC could not operationalise the TRP generating mechanism, MIB sought recommendations of TRAI in August 2012 on comprehensive guidelines/accreditation mechanism for television rating agencies

in India to ensure fair competition, better standards and quality of services by television rating agencies. TRAI recommendations on Guideline for Television Rating Agencies were received on 11.9.2013. While supporting self-regulation of television ratings through an industry-led body like BARC, TRAI recommended that television rating agencies shall be regulated through a framework in the form of guidelines to be notified by MIB. It also recommended that all rating agencies, including the existing rating agency, shall require registration from MIB in accordance with the terms and conditions prescribed under the said guidelines.

Based on the recommendations of TRAI, comprehensive policy guidelines for Television Rating Agencies in India was issued by the Ministry on 16.1.2014. The Guidelines for Television Rating Agencies in India are designed to address aberrations in the existing television rating system in India. These guidelines are aimed at making the Television ratings transparent, credible and accountable. The agencies operating in this field have to comply with directions relating to public disclosure, third party audit of their mechanisms and transparency in the methodologies adopted. This would help to make the rating agencies accountable to stakeholders like the Government, Broadcasters, Advertisers, Advertising agencies and above all the people of this country.

Kantar Market Media Research which holds 51% equity in TAM Media Research has challenged the Policy Guidelines on Television Rating Agencies issued by the Ministry before Hon'ble High Court of Delhi . It challenged clauses 1.7(a) and 1.7(d) relating to cross holding restrictions and clauses 16.1 and 16.2 of the guidelines.

“16.1 These guidelines shall also be applicable to the existing rating agencies.

16.2 No rating agency shall generate and publish ratings till such time that they comply with the provisions of these guidelines. “

Hon'ble High Court in its interim order has stayed these provisions till final disposal of the case. The matter is presently sub-judice. M/s TAM Media Research and Broadcast Audience Research Council (BARC) have since applied for registration to the Ministry.

M/s Broadcast Audience Research Council applied for registration as a TRP agency on 03.11.2014. It has been granted registration as TRP Agency by Ministry of I&B on 28.07.2015.

M/s TAM Media Research Pvt. Ltd applied for registration as a TRP agency on 19.02.2014.

COMMUNITY RADIO

Overview:

Community Radio is an important third tier in broadcasting, distinct from public service and commercial media. It provides a platform to air local voices on issues concerning their lives. In the last few years, this sector has been growing slowly but effectively in India. Community Radio Stations (CRS) are essentially low power radio stations which are meant to be set up and operated by the local communities. CRS permissions in India are granted only to educational institutions, agricultural institutions and civil society Organisations, which are not-for-profit Organisations. CRSs are rooted in the local community, and are owned and managed by the community itself. This gives them a distinct advantage to focus on local issues concerning health, nutrition, education, agriculture etc. Moreover, the CR sector offers the powerful medium to marginalised groups to voice their concerns.

Furthermore, since the broadcast is in local languages and dialects, people are able to relate to it instantly. Community radio also has the potential to strengthen people's participation in development programmes. In a country like India, where every state has its own language and distinctive cultural identity, CRSs are also a repository of local folk music and cultural heritage. Many CRSs record and preserve local songs for posterity and give local artists a platform to

showcase their talent to the community. The unique position of CRS as an instrument of positive social change makes it an ideal tool for community empowerment. The policy guidelines for community radio and the list of CRSs currently in operation can be accessed at www.mib.nic.in.

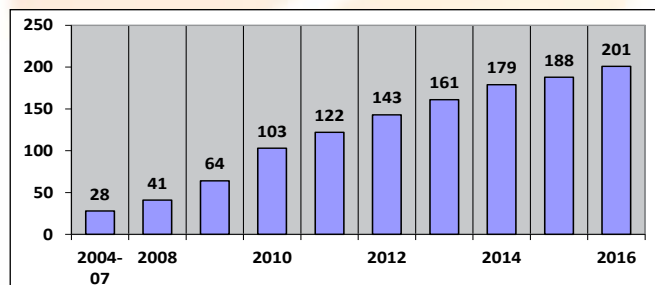
In December 2002, the Government of India approved a policy for the grant of permissions for setting up of CRSs to well established educational institutions. The guidelines were amended in 2006 to permit not-for-profit Organisations also in order to allow greater participation by the civil society on issues relating to development & social change. Currently there are 201 functional CRSs, 259 GOPA holders and 519 LoI holders.

Initiatives like simplification of the application methodology, improved transparency in processing of applications, quickening the pace of approvals, better coordination, enhanced awareness, enhanced synergy between stakeholders and involvement of other ministries in CR broadcast have laid a solid foundation for a meaningful growth of CR in India.

Status of CRS in India:

So far, Letters of Intent (LoI) have been issued to 519 applicants. Out of 519 LoI Holders, 259 have signed Grant of Permission Agreements (GOPA). About 250 applications are presently under consideration for permission to set up CRS.

So far, 201 Community Radio Stations have become operational in the country, out of which 76 are operated by NGOs, 110 by the Educational Institutions and 15 by SAU/ KVKs. Graphical representation of operational CRS is given below.



New Initiatives by the Ministry:

Grant for equipment: In its endeavour to promote the Community Radio Scheme and to encourage more organizations to set up CR stations, Ministry has decided to increase the maximum grant size for purchase of equipment from current 50% to 75% of the total estimated expenditure, subject to a ceiling of ₹ 7.50 lakhs. For North-Eastern states, maximum grant size shall be 90% of the total estimated expenditure, subject to a ceiling of ₹ 7.5 lakhs.

Grants for content creation: The grants will be provided to operational CR stations under the scheme “Supporting Community Radio Movement in India” for producing and broadcasting fresh programmes various themes. Maximum grant to a station for content creation will be limited to Rs. 10 Lakhs, spread over a period of 3 years @ ₹ 2350/- per hour of programme.

Capacity building of CRSs: A training need assessment has been carried out to arrive at needs of CRSs. Several rounds of discussion have been held with stakeholders on this issue. Finally, 5 themes have been identified on which CRSs capacity is to be built. An RFP has been drafted to invite proposals for capacity building of CRS. Recently, Indian Institute of Mass Communications (IIMC) has given in-principle approval for training some of the stations in various aspects of broadcasting like content production, technical knowledge and training of personnel, in some of the Left Wing Extremism (LWE) affected areas in the

country.

Study on effectiveness of CRS in India: To assess the effectiveness of Community Radio and its reach to the surrounding community, Ministry decided to conduct a listnership survey of the operational CR stations in the country. AMS Lucknow was selected to conduct the survey on behalf of Ministry. It was decided that sample size for the survey would be kept 19 stations (10% of then operational CR stations). These 19 CR stations were selected keeping in mind the geographical spread of CR stations and linguistic basis. AMS Lucknow has conducted the survey and submitted a draft report to Ministry. The final report is likely to follow soon.

Awareness Workshops on Community Radio: Awareness generation is crucial for the success of Community Radio Movement in India. Therefore, Ministry has been giving wide publicity to the Community Radio Scheme by organizing awareness workshops with various stakeholders These workshops have been successful in addressing issues concerning guidelines, application procedure, content and sustainability issues for CRS. During the Financial Year 2016-17 eight (8) awareness workshops are being organised at Bhopal, Udaipur, Jammu, Patna, Guwahati, Allahabad, Bengaluru and Raipur. The venues for the workshops are decided keeping in mind the geographical spread of CR stations and the participants of the workshops will be from districts where no CRS exists at present.



Photographs of Community Radio Awareness Workshop at Patna (21-22 Dec. 2016)

Content sharing platform of CRS: EK duniya anEK awaaz (EDAA) www.edaa.in is a web based free and open content and knowledge exchange platform for Community Radio broadcasters, government departments and other IEC material producers. EDAA portal enables sharing of radio programmes among Community Radio stations. Ministry is supporting this platform through

financial support for manpower for content management.

Currently, portal has repository of more than 11,000 audio clips and radio programme in 29 different languages/dialects. 110 Community Radio Stations have uploaded their programmes on various themes like women empowerment, health, Panchayati Raj, sanitation, drinking water etc.



Photographs of Community Radio Awareness Workshop at Bhopal (3-5 October, 2016)

FM DIVISION

The Major Initiatives / Policies of FM Division is Expansion of FM Radio network in the country through Private Agencies.

- FM Radio sector was opened up for private participation for the first time in the country in July, 1999 (Phase-I). FM Phase-I scheme met with limited success and only 21 channels in 12 cities could be operationalised. The FM Phase-II scheme launched in 2005 provided for expansion of Private FM Radio in Cities with a population of 3 lakh and above



Secretary, Ministry of Information & Broadcasting, Shri Ajay Mittal visiting the studios and other sections of the All India Radio (AIR), in Kolkata

along with the State capitals (even if the State Capitals had population of less than 3 lakhs). Under Phase-II 243 private FM channels came into operation in 86 cities including 21 channels migrated from Phase-I.

- It was felt that there was still unmet demand for FM Radio in many cities that could not be covered by Private FM Radio broadcasting in Phase-II. Therefore, Government, on 25.07.2011 announced FM Phase-III scheme with the objective to expand private FM Radio in all cities with population of one lakh and above besides 11 border cities in Jammu & Kashmir, North Eastern States and Island Territories having population less than one lakh. Under FM Phase-III 839 new FM radio channels in 294 cities are to be awarded through ascending e-auction process, to be held in batches.
- Ministry conducted e-auction for the first batch of Private FM Radio Phase-III in 2015 and received revenue of ₹1103.51 crore (upto October, 2016) from winners of 96 channels in 55 cities. Result of one channel in one city has been withheld pending security clearance from MHA.
- Government also received revenue of Rs.1616.20 crore as Migration fee (upto November, 2016) upon migration of 225 Phase-II FM Radio channels to FM Phase-III regime. Migration of 4 Ph-II channels is withheld due to pending security clearance from MHA while migration of 4 channels is pending due to Court cases.

Highlight of the year

NIA for e-auction of the 2nd batch of Private FM Phase-III channels for 266 channels in 92 cities comprising 227 FM channels in 69 new cities and 39 unsold channels in 23 cities of first batch was issued on 20.06.2016. Applications received from 15 companies were sent to MHA for security clearance and to empaneled CAs for examination of net worth, shareholding pattern etc..

The Application were than examined by Application Review Committee (ARC) which rejected the application of one company (M/s Agrani Homes) as they failed to submit EMD. Thus there are only 14 companies remaining in the fray for the 2nd batch e-auction. M/s C-1 India Pvt. Ltd., e-auctioneer and auction adviser to the Ministry of I&B provided training to the applicant companies on 14.10.2016 at the National Media Centre, Raisina Road, New Delhi. Subsequently, Mock auction was conducted on 21st and 24th October, 2016 to familiarize the bidders with the Auction Rules and bidding methodology to be applied and followed during the e-auction. The e-auction began on October, 27, 2016 and concluded on 14.12.2016. 66 channels in 48 cities were provisionally sold at a cumulative winning price of ₹ 200.24 crore against their aggregate reserve price of ₹ 188.85 crore. The frequency allocation stage was conducted on 14.12.2016. After completion of second batch, Ministry will take action to auction remaining cities of Phase-III.

FDI+FII limit in a private FM radio broadcasting company has been increased from 26% to 49% through Govt. route as per DIPP Press Note 12 (2015) dated 24th November, 2015.

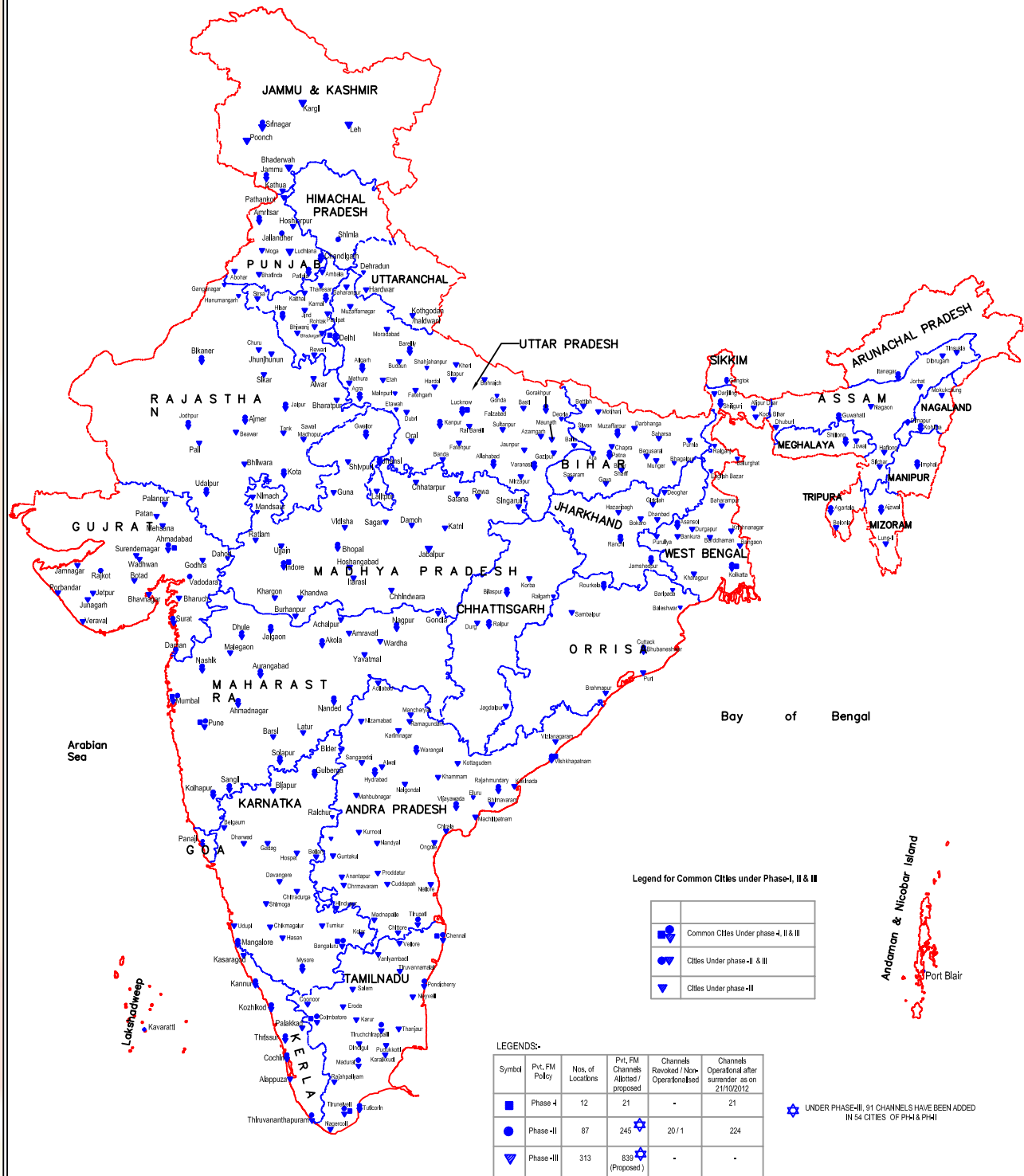
Map on Private FM Radio

A map annexed here shows the cities where private FM Radio channels are operational in cities covered under FM Phase-I and Phase-II schemes. It also shows the cities proposed in FM Phase-III scheme.

Revenue accruals to Government

During the financial year 2016-17 Government has earned Rs.134.41 crore (approx.) upto 13.1.2017 as annual license fee from Private FM channels. The total revenue earned by the Government by way of One Time Entry Fee, Migration Fee and Annual License Fee from Private FM Radio broadcasting in the country since 2000 is ₹ 5005 crore (approx.) upto 13.1.2017.

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



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



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PRASAR BHARATI

The Prasar Bharati (Broadcasting Corporation of India) is the public service broadcaster in the country with All India Radio (AIR) 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.



Minister of State Shri Jitendra Singh delivering Sardar Patel Memorial Lecture 2016 at National Media Centre

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 to 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.

The Corporation is governed by the Prasar Bharati Board, which comprises of a Chairman, an Executive Member (also known as Chief Executive Officer), a Member (Finance), a Member (Personnel), six Part-time Members, representative of the Ministry of Information & Broadcasting and the Director Generals 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 tenure of three years and holds office up-to 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.

The composition of the Prasar Bharati Board (as on 11.1.2017) is as follows:

1) Dr. A. Surya Prakash	Chairperson
2) Vacant	Executive Member
3) Shri Suresh Chandra Panda	Member (Personnel)
4) Shri Rajeev Singh	Member (Finance)
5) Ms. Jayashree Mukherjee, Addl. Secretary	Representative of M/o I&B
6) Shri Muzaffar Ali	Part Time Member
7) Shri Anup Jalota	Part Time Member
8) Shri Sunil Alagh	Part-time Member
9) Shri Ashok Kumar Tandon	Part-time Member
10) Shri Shashi Shekhar Vempati	Part-time Member
11) Smt. Kajol	Part-time Member
12) Smt. Supriya Sahu, Director General: Doordarshan	Ex-officio Member
13) Shri F. Sheheryar, Director General: All India Radio	Ex-officio Member

Organizational Structure:

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 delegate to him.

Two Director Generals head the Directorate General of All India Radio (AIR) 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.

Activities of International Relations Division of Prasar Bharati

Major activities (2016-17)

- (i) Conducting seminars/conference/symposia/summits relating to various broadcasting issues in India
- (ii) Sending delegations abroad to attend trainings, seminars, symposia, summits, etc. relating to various broadcasting issues at International levels.
- (iii) Arrangements under MoU with foreign broadcasting relating to:
 - (a) Exchange of programme contents, co-production of programmes,
 - (b) Training of personnel,
 - (c) Participation in significant cultural, economic, political and social events, festivals and competitions,
 - (d) Carriage of Doordarshan channels for foreign viewership, etc.

Memorandum of Understanding (MoU)

During the year (2016-17), the Memorandums of Understanding (MoUs) were signed with the Public Broadcasters of Kyrgyzstan, Tajikistan, and UAE for cooperation and collaboration in the broadcasting sector in the areas of mutual interest. Adequate steps were taken for implementation of various provisions of MoUs/CEPs between the countries in consultation with Doordarshan and All India Radio.

Apart from this, a joint understanding between DD News and CCTV News content Co. Ltd.; China signed on 30.08.2016 for the news-exchange and news-alignment.

Exchange of Programme/Content Exchange under the provisions of MoU

As an outcome of the meeting held between Ambassador of India in Beijing, Member(Pers), PB and CCTV, China in April 2016, CCTV sent 2 Hard Discs containing sports programmes. Programme-exchange between Prasar Bharati and CCTV, China has taken place particularly in view of the visit of Hon'ble

President to China during 24th May -27th May, 2016. As many as three documentaries received from CCTV, China were telecast on DD Sports. Another documentary received from CCTV, China titled "Laughing Meat Balls" was telecast on DD Bharati channel on 23rd May, 2016. A hard-disk containing four high-quality programmes of Doordarshan has also been sent to CCTV, China for telecast on 20th May 2016. Most content-exchange takes place on gratis basis and no revenue is earned or expenditure is incurred.

As part of the MOU between the two organizations, 5 DD channels (DD News, DD Bharati, DD Urdu, DD India & DD Sports) are available to Canadian audience. It is operating on a revenue sharing basis from subscription. ATN, Canada is transporting the 5 streams from DDK Delhi to Canada at their cost.

MBC has shortlisted 10 Doordarshan programmes for telecast on MBC i.e. "Gora", "Yeh hai India meri jaan", "Spectacular India", "Forts of India", "Shrikant-Story of love", "values and struggle", "Kashmakash Zindagi Ki", "Peecha Karo", "Aakhir Kon", "Ek Lakshya and Beti ka Farz". MBC has also sent some programmes to Doordarshan for telecast i.e. *Anjoria (3 programme), Rangsaaz (3 programme), Mati Banal Sona, Satrangji and Sanskriti Sarovar.*

VVIP visits during the year

The delegations from Romania, Turkey, China, Turkmenistan, Kyrgyzstan and Tajikistan visited Prasar Bharati in order to sign MoUs and to exchange views on the subject of mutual interest and boost the bilateral relations.

An official delegation of Turkish companies, led by the Istanbul Chamber of Commerce & Tourism, attended FICCI FRAMES 2016 here, to promote collaboration in cinema and television sector between India and Turkey. The Turkish Delegation is very encouraged with the initial response at the three-day conclave and Turkey is predicting content exports of \$20 Million to India

by 2018, Ambassador of Turkey to India, Burak Akcapar said in a statement. Turkish delegation had borne the entire expenditure.

A 16 member Chinese Media Team visited DD News on 14.10.2016 and interactive meeting took place with DG:DD, DD News higher officers, followed by a tour of newsroom, studios and other facilities of DD News.

Ms. Deepa Chandra, ADG(P), DG:DD participated as a jury in the International documentary film Festival (TRT Documentary days) held in Istanbul from 12-16 May, 2016.

A delegation of Prasar Bharati headed by Member (F), PB participated in the 53rd Asia-Pacific Broadcasting Union General Assembly and associated meetings 2016 in Bali, Indonesia.

Asia Pacific Broadcasting Union (ABU) and AIBD activities

ABU, Prasar Bharati and Govt. of Telengana jointly organized the first ABU International Dance Festival during 13-16 January 2017 in Hyderabad, India. More than 10 countries participated in this event.

AIR is one of the founder members of ABU and has contributed a lot in its various technical activities to promote the development of broadcasting in Asia Pacific region. During the 53rd Asia-Pacific Broadcasting Union General Assembly held in Bali, Indonesia, Director General, Doordarshan was elected as the Vice President of ABU for a 3 years term. Doordarshan was re-elected as a member of ABU Technical Bureau & All India Radio also re-elected as a member of ABU Programme Bureau.

AIR Producer bagged ABU 'Community Service Announcement Award' for 'Diary of a Tiger' during this event. The announcement aims to raise the awareness of tiger extinction.

Prasar Bharati is also very active in the activities of AIBD. NABM (T) has conducted several training courses for participants from Asia-Pacific region on behalf of AIBD.

List of International events in which Prasar Bharati participated during the year 2016-17

Sl. No.	Name of Events	Period	Place/Country
1	4th ABU Song Festival	24-26 April 2016	Beijing, China
2	101st ABU Mid-year Administrative Council Meeting	20-21 May 2016	Nadi, Fiji
3	13th Asia Media Summit-2016 and Pre-summit Workshop	22-26 May, 2016	Incheon, South Korea
4	ABU Radio Drama Workshop	25-29 July, 2016	Colombo, Sri Lanka
5	AIBD General Conference and Associated Meetings	25-27 August, 2016	Tehran, Iran
6	Coverage of 31st Olympic Games	August 2016	Rio-de Janeiro, Brazil
7	Pre-dispatch inspection of 5 Nos. of FM Combiner System	08-19 August, 2016	Kilsyth Victoria, Australia
8	ABU-ROBOCON-2016 International Contest	19-23 August 2016	Bangkok, Thailand
9	AIBD/BIRTV/CITV Technical/ Programme Exchange Projects	23-28 August, 2016	Beijing, China
10	International Broadcasting Convention (IBC)-2016	08-11 September, 2016	Amsterdam, Netherlands
11	UNICEF's Critical Appraisal Skills Programme (CASP)	18-22 September, 2016	Oxford, U.K
12	Conduct training programmes for MBC Staff in Mauritius	26-30 September, 2016	Mauritius
13	4th Regional Workshop on OTT & IBB Technologies Services for Media	27-30 September 2016	Kuala Lumpur, Malaysia
14	Participation in the EBU New Radio Day	13-14 October 2016	Madrid, Spain
15	53rd ABU General Assembly & Associated Meetings	18-26 October, 2016	Bali, Indonesia
16	DVB Asia 2016 Conference & Exhibition	29.11.2016 to 01.12.2016	Thailand, Bangkok
17	AIBD/ABU Regional Workshop of Local-to-Global News coverage	5-7 December, 2016	Kuala Lumpur, Malaysia
18	Pre-dispatch inspection of 7 Nos. of 20 KW VHF FM Solid- State MOSFET Technology based Broadcast transmitter and associated equipments	12-21 December, 2016	Padova, Italy
19	ASEAN Media Exchange Programme	11-19 December, 2016	Cambodia and Indonesia
20	In-country News Workshop supported by ABU	19-24 December, 2016	Bhutan
21	Pre-dispatch Inspection of 10 kW UHF Super turnstile Antenna system	11-20 January 2017	Kilsyth Victoria-Australia

DOORDARSHAN

From an experimental service in 1959, Doordarshan has grown over the years to become one of the leading TV organizations in the world, which has not only expanded its network across the length and breadth of the country, but has also kept pace with new technological developments in TV broadcasting.

Organizational Structure

Doordarshan is headed by the Director General who is responsible for policy formulation, planning and development, infrastructure and technology development, budgetary planning and control, human resource development; overseeing operation and maintenance activities, etc. Four Zonal Offices located at Delhi, Mumbai, Kolkata and Chennai look after project & maintenance activities in their respective zone. Another Zonal office setup at Guwahati is presently looking after maintenance activities in North-Eastern states. Each Zonal office is headed by Additional Director General (Engg). The various Doordarshan establishments are – Doordarshan Kendras (Studio Centres), High

Power Transmitters (HPTs), Maintenance Centres, Low Power Transmitters (LPTs) & Very Low Power Transmitters (VLPTs). Maintenance centres look after clusters of LPTs and VLPTs.

The Ever-Expanding Network

Doordarshan presently operating 34 satellite channels and has a vast network of 67 Studios and 1416 Transmitters of varying power providing TV coverage to about 92% population of the country. In addition, Doordarshan provides Free-to-Air DTH service.



Shri Ajay Mittal, Secretary, Ministry of I&B and Ms. Supriya Sahu, DG, Doordarshan interacting with DD Team after successful broadcast of 68th Republic Day

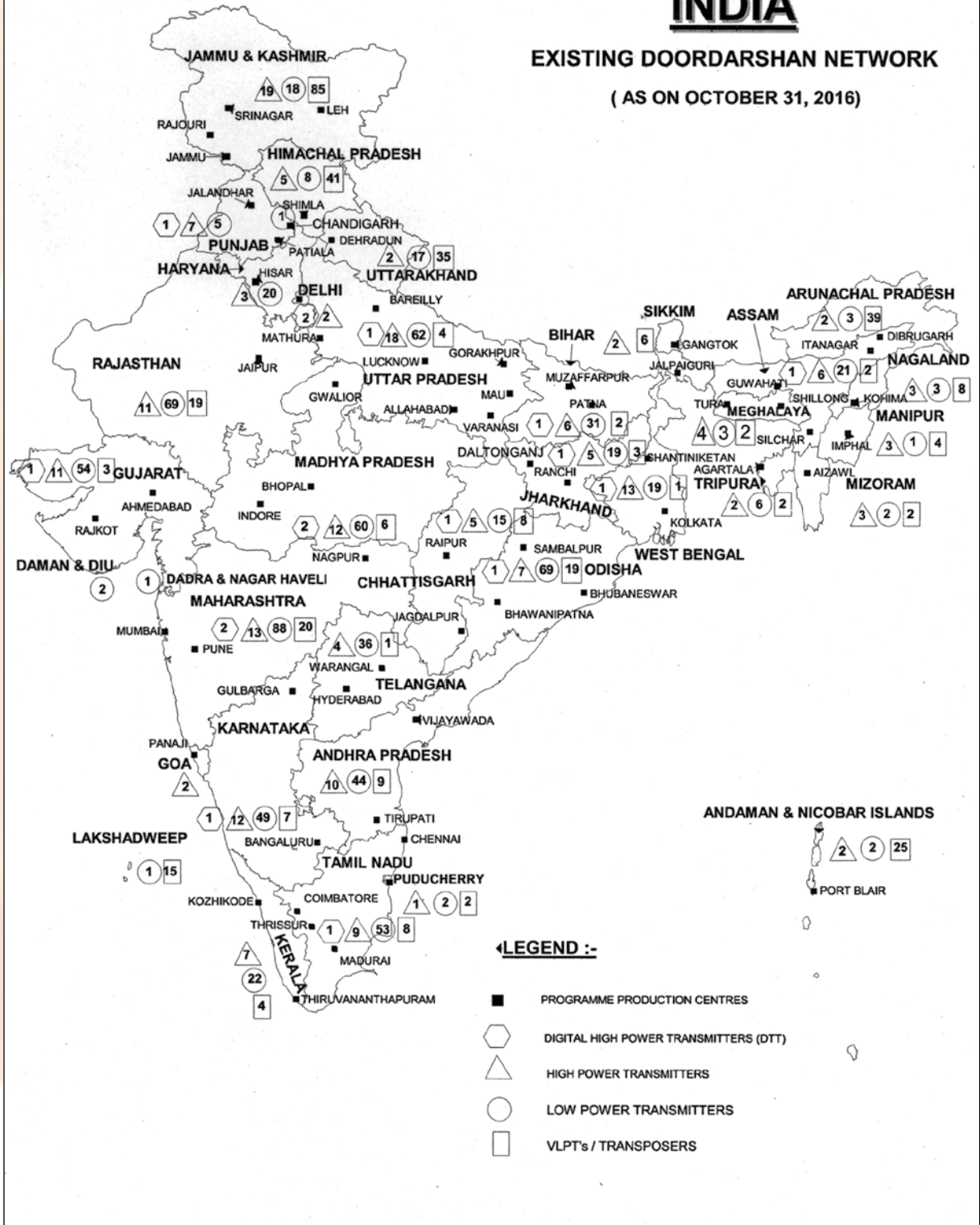


A dance performance from CTC Phillippines at the first ABU International Dance Festival on 15 th January, 2017 at Hyderabad.

INDIA

EXISTING DOORDARSHAN NETWORK

(AS ON OCTOBER 31, 2016)



Satellite channels

All India Channels (6)	DD National	DD News	DD Sports
	DD Bharati	DD Urdu	DD Kisan
Regional Channels (16)	DD Malayalam	DD Chandana	DD Yadagiri
	DD Podhigai	DD Sahyadri	DD Girnar
	DD Odia	DD Kashir	DD North East
	DD Bangla	DD Punjabi	DD Rajasthan
	DD Bihar	DD Uttar Pradesh	DD Madhya Pradesh
	DD Saptagiri		
State Networks (11)	Himachal Pradesh	Jharkhand	Chhattisgarh
	Haryana	Uttarakhand	Tripura
	Mizoram	Meghalaya	Manipur
	Arunachal Pradesh	Nagaland	
International Channel (1)	DD India		



HMIB Shri Venkaiah Naidu inaugurating the First Asia Pacific Broadcasting Union Dance Festival in Hyderabad

Programme Production centres

Doordarshan has 67 Studio centres spread over the country, including 17 major Studio centres at state capitals, a Regional Production Centre at Guwahati and 49 other Studio centres located at various cities (Annexure-I State-wise list of Studio Centres).

Terrestrial Transmitters

Doordarshan has 1416 transmitters of varying power, installed across the length and breadth of the country.

Service	HPTs	LPTs	VLPTs	Transposers	Total
DD National transmitters	138	728	351	14	1231
DD News transmitters	73	78	17		168
Other transmitters (DTT/Digital)	17				17

In terrestrial mode, DD National Channel coverage is estimated to be available to about 92% population of the country. Terrestrial coverage of DD News Channel is estimated to be available to about 49% population (Annexure-II: Number of State wise transmitters).

Free-to-Air DTH

Doordarshan launched its Free-to-Air DTH service “DD Free Dish” (Earlier DD Direct+) in December, 2004 with a bouquet of 33 TV channels. Capacity of DTH Platform was subsequently augmented to 59 TV channels. DTH signals can be received anywhere in the country (except Andaman & Nicobar Islands) with the help of small sized dish receiving units. For A&N Islands, DTH service in C-band with a bouquet of 10 channels was started with effect from September, 2009. Upgradation of Doordarshan’s DTH Platform “DD FREE DISH” from 59 to 104/112 channels was completed in December, 2014. Presently, 80 TV channels are available on DTH platform. While implementation of ICAS (Indian CAS) is underway (Annexure-IV: Details of DD Free Dish channels as on 10.11.2016).

DD: NATIONAL - the Flagship Channel

- DD: National Channel is the largest terrestrial network in the world. It covers about 92.6% population and 81% land area of the country. The channel is a healthy mix of entertainment, information and education. It is available in terrestrial mode from 05.30 a.m. till midnight. In the satellite mode it is available round the clock.
- Doordarshan procures content through various notified schemes such as Self-Finance-Commissioning (SFC), Revenue Sharing Mode (RSM), Advertisement Funded Programme (AFP) as approved in the 123rd Board Meeting. Doordarshan is planning to introduce new system of acquiring good quality of programme by introducing New Content Acquisition Scheme from 2016-17 which is expected to fetch good revenue and also may help to take Doordarshan to the fore front among GEC channels.
- Doordarshan Directorate has set up a National Resource Exchange Pool(NREP) with the purpose of creating a common store house of important programmes created within the networks which have common value for Kendras in different linguistic regions through dubbing and subtitling. NREP is meeting the software requirement of regional channels/DD channels and earning revenue.
- Components/programmes on Swachh Bharat Mission and Swasth Bharat Mission have been undertaken and telecast on DD-National/Regional Kendras.

Live Programmes

- All major national events like Republic Day, Independence Day Celebration, President’s and Prime Minister’s addresses to the Nation, important Parliament debates, Question Hours of Lok Sabha and Rajya Sabha, Sports events like SAF Games, Rio Olympics, International Events like Prime Minister Visit Abroad



Coverage by Doordarshan on the occasion of Republic day in New Delhi

- and UN Conference, etc. are covered and telecast on DD National.
- Birth Anniversaries/Death Anniversaries of important personalities- are telecast on DD-National during the period. Programmes for vigilance awareness and Rashtriya Ekta Diwas have also been telecast on Doordarshan.
- Doordarshan made elaborate arrangements with ISRO for live telecast of launch of GSAT-16 Communications Satellites.
- Socially relevant special programmes e.g. Healthy India, Pulse Polio Campaign, Anti cancer, Leprosy, Tuberculosis, Dengue, Swine Flu and other health related issues, Special Campaign for primary Education for all, AIDS, consumer education, Road Safety, free legal aid to weaker section of the society, girl child programme like Beti Bacho, Beti Padhao, etc. are covered and telecast on DD National.
- DD-National has been completely rebranded with (i) new programmes and (ii) iconic old serials made by reputed film makers.
- Education Component contributions is made from varied sources such as Indira Gandhi National Open University (IGNOU), University Grant Commission (UGC), Central Institute of Educational Technology (SIET)/NCERT, Vigyan Prasar.



The production team at work in the outside broadcast van of DD

Narrow-Casting

Doordarshan has been telecasting agriculture extension programme to address specific local issues related to the lifestyle of the people residing in the coverage areas. Narrow-casting

by Doordarshan, which started in 2000 initially involved 12 LPTs and is now extended to 179 transmitters from 36 Kendras.

The project has three tier approaches

- (i) On the National channel: The Agriculture programmes are telecast six days week. (Monday to Saturday), between 6.30 am to 7.00 am.
- (ii) On 18 Regional channel: State specific Agriculture programmes are telecast five days a week (Monday to Friday), for a duration of 30 minutes in the respective Regional Language of the state on State Network, from 5.30 pm to 6.00 pm (Due to change of National Telecast Timing).
- (iii) In Narrowcasting mode (36 Kendra's): Area specific information, produced once a week is being telecast 5 days a week (Monday to Friday), in the evening through PGFs and Regional Kendra's over 180 transmitters across the country, covering more than 140 districts across the country.

The programmes are produced on varied subjects such as in Agriculture, Horticulture, Animal Science, Dairy, Fisheries, etc. programmes also includes information on the weather, Mandi Bhav on a pan-India basis, MSP (Minimum Support Price), information provided by DAC and Ministry of Agriculture.

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

Task at Hand

- Intensive study of market and competition- Study by Doordarshan was conducted on how private channels acquire Feature Films for telecast on their channels. A meeting was also held with regional Film Producers on acquiring of Regional Films for its telecast on regional Doordarshan Kendras.

- Measures taken for revision of Film Guideline 2007 which was amended in 2011
- Rationalization of slots :-
 - HBN dropped being loss making proposition
 - Serialized Bioscope-Film to be shown in one go
- Preparation of Regional Film Guidelines pending for more than 10 years being expedited
- Committees for Short listing and Grading of Feature Films to be revamped
- Retro Film Mela based on different theme will be organized from January, 2017 to March, 2017.

DD NEWS

Doordarshan News (DD News) is the only terrestrial-cum- satellite, multi- lingual news channel in the country. The news channel has been successfully discharging its responsibility to give balanced, fair and accurate news by carrying different shades of opinion and without sensationalising the same.

DD News channel was launched on 3rd November, 2003 by converting DD Metro into a 24-hour news channel. DD News terrestrial reach is 49% by population and 25% by area of the country.

DD News, from its headquarters at Delhi is currently producing news content in Hindi, English, Urdu and Sanskrit languages apart from two exclusive bulletins for hearing impaired. 18 hours of LIVE TRANSMISSION per day include telecast of more than 40 news bulletins in these languages. Over and above, DD News has 30 Regional News Units (RNUs) as well, spread across the states which also telecast news of specified durations in the regional languages.

Three Metro RNUs (Regional News Units) of DD News are also producing daily News capsules which are aired on DD News under the caption Metro scan. The channel

also telecasts three sports bulletins and two business shows daily, and a number of current affairs programmes. All important newsworthy issues are discussed with the experts in the daily discussion programmes.

Special programmes on the channel include those on Health, Youth Issues, Cinema, Art & Culture, Flagship schemes, Employment Opportunities, International Events, Market Developments and programmes on social issues.

News Gathering

In DD News, news inputs are received from across the country, including remote areas, through the latest satellite based technologies, together with DSNG Vans/OB Vans, and through file internet/cellular mobile based technologies, such as TVU Backpacks and File Transfer Protocols (FTP). DD News collects majority of its news from the following sources:

- Own Correspondents in HQs and RNUs
- Stringers and part-time correspondents
- Agencies (PTI, UNI, Reuters, ANI)
- International partners (eg. other national broadcasters, Asiavision)

Correspondents are regularly sent out from Delhi and RNUs to cover news events and developmental and human interest stories in different parts of the country. It has been sending correspondents to cover VVIP visits abroad, launch of mega flagship programmes, general and state elections and such other major happenings.

Major recent initiatives

Restructuring the format and content of the channel is a significant and customary activity at the DD News. Several new programmes have also been introduced in the recent past. Some of the highlights are:

- **Swachhta Samachar:** 5 minutes special bulletin on all weekdays at 6:50 PM with its repeat next day 7.55 am, introduced in October, 2016. This includes important news stories, people's initiative and feature stories related to Swachh Bharat

Abhiyan along with a Swachhta Tip.

- **Additional Bulletin for Hearing Impaired:** Special 5 minute bulletin daily for Hearing Impaired in English at 10:55 AM.
- **Khabar Jaldi Jaldi:** This 4-minute news show has important news items in a news capsule form, covering major national, international, business and sports news.
- **5 Minutes Flash 15:** This 5-minute news show has 15 important news items in a news capsule form, covering major national, international, business and sports news. It runs more than 8 times a day.
- **Vaarta Sanskrit Samachar:** This daily news bulletin of 10 minutes duration in Sanskrit covers all the important news.
- **Economy Today:** New Special half an Hour programme focusing on daily happenings in the field of economy, finance and flagship programmes of Govt. and major initiatives like War on Black Money etc.
- **India First:** Special half an Hour show on strategic affairs on Monday and Friday.
- **Do Took:** Special half an Hour show on burning political issues on Monday and Wednesday.

Technical Infrastructure

The 24x7 News channel has, at Delhi, its national newsroom and three studios. The newsroom works round the clock. Newsroom operations have been upgraded with the state of the art Quantel Automation System and Servers having non-linear video edit features at the Editors' Desks. For satellite based news gathering from different parts of the country, there are 16 DSNG vans stationed in different states. Over and above, mobile-connectivity based backpack equipments are deployed in places when / where DSNG vans are not available or cannot be deployed.

DD News produces bulletins for other sister channels. Five bulletins in Hindi/English of 15 minutes duration are being produced

daily by DD News for DD National Channel. DD News also produces 10 LIVE bulletins and news scrolls for DD Urdu. With the launch of Kisan channel, DD News is supporting it with two news bulletins airing news of interest to farmers.

DD News shares, free of cost and without its logo, feed on major happenings and exclusive coverages whenever it is felt that a social or public purpose is being served by sharing the feed. Other channels also often patch to DD News for live coverages of major events, especially PM's events.

DD News on New and Social Media

The News Channel, apart from its new website, has presence on social media, which includes a Face book page, Twitter handles in Hindi and English and a YouTube channel. The website of DD News can be accessed at www.ddinews.gov.in or www.ddinews.com. A new look website with video viewing facility was launched in September, 2013 and is being refurbished and made more user-friendly. Entire facilities are being looked after by a specialized and dedicated New Media Cell.

The English Twitter handle of DD News @DDNewsLive was launched in January, 2013 and is being followed by more than 12 lakh people, and the number is growing. A new Twitter handle in Hindi language @DDNewsHindi was started in January, 2014 and already has more than two lakh followers.

A dedicated YouTube Channel <http://www.youtube.com/ddnews> was launched in February, 2013. The YouTube channel has logged more than 2.7 crore views/hits and has over 1.25 lakh subscribers.

DD News Mobile App has been enabling the people to access the news and current affairs at their fingertips. It has facility for live bulletins, latest news and popular videos. More features are being added in stages. New version of this app will be launched soon.

Also, DD News can be accessed through the following means:

- Website

- Mobile app
- YouTube channel
- NIC's live cast channel: <http://webcast.gov.in>

Regional News Units

Considering the incapacity of any centralized agency in dealing with the regional and local level needs of a country as vast as ours and its people in being informed, educated and entertained in their own languages, DD News has set up, over the years, 30 Regional News Units/Bureaus spread across the country. These RNUs, operating out of the regional Doordarshan Kendras, are established mainly in State headquarters. These RNUs broadcast over 129 news bulletins and 8 current affairs programmes in 22 languages/dialects in a single day with a combined broadcasting time of more than 27 hours per day. The latest Regional News Unit was set up in Vijayawada and operationalised in September 2014 following the bifurcation of the State of Andhra Pradesh. States of Sikkim and Uttarakhand as well as all Union Territories other than Chandigarh do not have their own RNUs.

DD BHARATI

DD Bharati was launched on 26th January 2002 and re-launched in November 2012 as a channel dedicated to Art & Culture with pre-determined time slots for Music, Dance, Art & Crafts, History, Heritage, Science, Energy, Environment, Traditions, Festivals and Personalities of India and the World. Number of music, literature and culture based programmes/serials like Mera Studio Mera Mehamaan by renowned cartoonist Sh. Sudheer Tailang, Meghdoot by Kathak Guru Ms. Uma Sharma, Nachyo Bahut Gopal of Sh. Amrit Lal Nagar, Nagar Katha, Navras etc. had already been commissioned.

Future Plans

DD Bharati is planning to earmark the slot for selected Art films in the fix point chart of best directors such as Satyajit Ray/ Bimal Roy/ Mrinal Sen/ Ritvik Ghatak, and other

eminent films like Ardhsatya, Aakrosh, Chakra, Ankush etc.

The programmes and documentaries on eminent personalities such as famous and great Writers, Poets, Freedom fighters and others of the different regions as well as the special programmes on festivals and other occasions will be produced for DD Bharati. Some of the proposals are:

- A serial on Shaheed Bhagat Singh's life (23 episodes).
- Serial on great writer Vimal Mitra's stories like Neelnesha Bonshodhor, Lojjahoro, Jenana Sambad, Putul Didi, Amrutyu, Milonanto, Dori, Rekjon Mohapurush, Rani Saheba, Gharonti, Satashe Srabon, Ashukaka, Nimaontrito Indranath, Amir o Urboshi.
- A serial on life of Swami Vivekanand.
- Conducting audition through singing of only GA RE GA SA RE GA MA
- Devotional Songs & Folk Music, Folk Dance of India

DD: URDU

DD-Urdu Channel was launched by Hon'ble Prime Minister on 15th August 2006. Later on the channel became 24x7 with effect from 14th November 2007.

Presently DD-Urdu is producing more than 8 to 9 In-House Programmes, like Mubahisa, Duniya Mere Aage Yeh hai India, Taleem Aur Rozgar, Yaadain, Yaadon ke Dareechaiy Se, Bholaye Na Bane, Aina-E-Mazi, T.V Reports, Mushaira and other ENG Coverages including special programme on Festivals and Anniversaries. Besides 10 News Bulletins, DD-Urdu telecast live Events like Independence Day, Republic Day, President and PM broadcasts to the Nation, National & International Conferences and events including International Film Festival of India. DD- Urdu telecast 3 Feature Films per week on Wednesday, Friday & Saturday and 10 News Bulletins daily.

Important and prominent personalities from all walks of life, including Former Indian diplomats, Educationist, Social workers, literary personalities, Intellectuals and Common people have been invited to participate in the programmes not only in Delhi but also in other cities of the Country. Prominent among these events are Jashn-E- Begum Akhtar, A Realty Show, Anchored by Anu Kapoor and Pinaz Masani, organized in Lucknow, Hyderabad, Kolkata, Mumbai and Delhi. Other Important Events before the invited audience are Mushairas, Sufiana Kalam and Qawwalis, etc.

Present Status of the commissioned programmes

At the initial stage, out of 580 recommended Proposals, 164 Commissioned Proposals were selected for production. Each Proposal was recommended for 13 Episodes. The current status of these 164 proposals is as follows:-

Break-up of 164 Serials assigned to producers in first list

Assigned commissioned serials	-164
Programmes Received, Final payment made & Telecast	-135
Serials with 50% advanced released	-08
	(Committed liabilities for 2016-17)
Proposals for which agreement has not been executed by DDK Delhi	-02
Proposals Withdrawn	-14
Proposal Shifted to second List	-04
Proposal on hold	-01
Total Proposals (First List)	-164

DD-INDIA

Doordarshan opened its window to the world by launching its international channel on 14th March, 1995. The Channel, initially known as DD-World was renamed DD-India on 2002. DD-India carries News bulletins, Features on Topical Events, Entertainment Programmes, Feature Films, Music and Dance, Serials, Documentaries, News and Current Affairs, Events and Tourism.

DD-India shifted from GSAT-10 to INSAT 4-B for wider reach and footprints in India subcontinent. DD-India programmes are reaching 38 countries of the world through submarine cable, satellite and DTH platforms. It is available in the country on Cable by most MSOs and DTH platform on Tata Sky. Transmission of DD-India is tapeless. A strategy for further expansion of its distribution and to have global footprint is underway. A total number of 572 spots were telecast on DD-India during the period. A sponsorship agreement for 07 programmes is in pipeline. Now DD-India has new logo and channel ID. Important live events and programmes featuring Prime Minister, President & VIP, Parliament etc. were taken live on DD-India.

DD SPORTS

Sports Channel of Doordarshan was launched on 18/03/1999. The transmission of the channel was extended to round the clock from June 2000. Some salient features of DD Sports are:

- DD Sports is the only Free to air Sports Satellite Channel in India.
- Doordarshan has launched “Cash outflow” scheme in 2005 and revised in 2016 for coverage and telecast of Sporting events on Doordarshan by charging the Sports Federation, Association and Organizers a minimum amount as cash flow.
- DD Sports acquired important Sports programmes from different Rights Holders from time to time for telecast.
- The Major Sporting Events like Olympic Games are shown on DD Sports round the clock during the games period. The other important National Championship of different Sports events are also telecast on DD Sports.

In Pipeline

- (i) National Games at Goa
- (ii) All India School Games organized by School Sport Promotion Foundation
- (iii) Road Race Championship

DD KISAN

DD Kisan was launched on 26/05/2015 from CPC (Central Production Centre): Doordarshan. This is the first channel dedicated to India's agriculture and its farmers. DD Kisan not only makes farmers aware of government policies, decisions but also bridges the gap between them. DD Kisan celebrated its first anniversary on 26th May 2016, by organizing a special LIVE event. The event was attended by special invitees from Prasar Bharati, Doordarshan and eminent agricultural scientists. The event included cultural events across the country and felicitations were made to successful farmers and agricultural scientists. LIVE streaming of DD Kisan through mobile and computer was launched by the Chairman Prasar Bharati.

Regional Language Satellite Channels

DD Sahyadri

Sahyadri Channel started throughout India via Satellite from 15th August 1994. Its transmission was extended to round the clock from 05th April, 2000. It is available on Terrestrial Support from 6.00 AM to 9.00 AM and from 3.00 PM to 8.00 PM on all days except Sunday and on Satellite Mode it is available round the clock. DD Sahyadri is very active in Social Media. It has its own website www.ddsahyadri.in, facebook page <https://www.facebook.com/ddsahyadri.in>, and a YouTube Account <https://www.youtube.com/user/ddsahyadri>. Social Media is actively used for programmes promotions and connecting with viewers.

DD Girnar

The Satellite Regional Language channel DD-11 in Gujarati was started on 01.10.1993 by up linking from Delhi and the same service started up-linking locally on 15.08.1994. 24 Hours Transmission on Regional Satellite Language Service started from 01.05.2000 and DD-Girnar became a Brand Identity from 02.10.2007. The Tagline of the channel is “Aapni Sanskruti, Aapni Olakh”.

DD Podhigai

Regional Language 'Tamil Satellite Channel – Podhigai' started functioning on the Pongal day i.e., 15.1.2001 with round the clock transmission. Considering the genre of programmes telecast it is coined as 'infotainment Channel'.

DD-Yadagiri

After division of combined Andhra Pradesh into two States i.e; Andhra Pradesh and Telangana, Doordarshan Saptagiri channel was renamed as DD-Yadagiri at Hyderabad and DD-Saptagiri retained the same name at Vijayawada and they started functioning from 27.09.2014. DD-Yadagiri was given tag line of Sumadhuram -Sumanoharam.

DD Saptagiri

DD Saptagiri Channel was dedicated to Andhra Pradesh people by Union Rural development Minister Mr. M. Venkaiah Naidu and Andhra Pradesh Chief Minister Mr. N. Chandrababu Naidu on 27-09-2014.

DD Bangla

Launched on 20th August, 1992 DD Bangla became 24 hours channel from 1st January, 2000. Collaborative Non-Linear Post Production facility in HDTV format have been on 15th April, 2013 .

DD Punjabi

DD Punjabi is 24 hours non-stop channel which is seen widely in India and other countries where the footprints of satellite INSAT 4B are available. It is also available on DTH platform on Satellite GSAT 15. Language Wise Break up of this channel is as follows:- Punjabi-99.16%, Hindi-0.79%, Urdu-0.05%. DDK Jalandhar contributes 99.45% of programmes and other Kendras contribution is 0.55%.

The 24 hours transmission of DD-Punjabi is divided into 7 parts under the titles Morning Transmission, Sajjri Saver, Day Transmission, Khirki (Afternoon show), Regional Transmission and Evening Transmission & Night Transmission. Revenue

earned by DD-Punjabi during 2016-2017(up to 24/10/2016) is ₹ 4,88,50,701/-.

DD Kashmir

The "DD Kashmir" Channel was launched on 26th January 2000 with fourteen and half hours of transmission per day. This was later converted into a 24 hour channel from 15th March 2003.

This is primarily a satellite channel having terrestrial support of 30 transmitters providing coverage to about 77% of the population in the Kashmir Region. The programmes of the DD Kashmir are up-linked from the Doordarshan Kendra at Srinagar. These are also available throughout the country and can be accessed to with the help of cable network. This channel also forms part of the bouquet in 'DD Direct Plus' service launched by DD and formally inaugurated by the Prime Minister on 16th December, 2004.

The languages include, Balti, Dogri, Gojri, Kashmiri, Ladakhi, Pahari, Punjabi, Sheena and Urdu. A series of programmes aimed to counter the false propaganda launched from across the border are also aired. Eight such programmes are produced and telecast every week on the themes and content identified by the Ministry of Home Affairs and Military Intelligence Directorate of the Army. The Programme telecast by Kashmir Channel comprises both-in-house productions and commissioned programmes.

DD-Odia

DD-Odia started on 2.10.1993 and was made a 24-hour channel from 01.04.2001. Commercial earnings of the Kendra (in rupees) 2016-17 (upto Sept.'2016) is ₹1,46,20,875.00.

DD Malayalam

DD Malayalam from its inception in 1985 has made its presence felt across the length and breadth of the country. The Kendra has programme production facilities at Thiruvananthapuram, Thrissur and Calicut and a network of terrestrial transmitters across the State.

DD Chandana

DD Chandana is the Kannada language Satellite Channel launched on 15th August, 1994 supported by Doordarshan studios in Bangalore and Gulbarga, it became round the clock satellite channel in 2000 and its coverage expanded to more than 30 countries from 24th March, 2003. Kannada-98.76%, Urdu, Kodava, Konkani & Tulu-1.24%. Revenue earned during 1st April 2016 to 31st October 2016 is ₹ 2, 78, 25,186/-.

DD North-East

DD North-East was commissioned on 01-11-1990 and finally launched on 15th August, 1994. It became 24 hours channel from 27th December, 2000. Programme Production Centre (PPC) (NE), DDK, Guwahati is the platform from where Doordarshan is offering uninterrupted programme service round the clock. Coverage area of DD North-East (DD-13) is extended to all the seven North-Eastern States and also Sikkim which has now come under the network of PPC (NE). This channel is also available on various DTH platforms such as DD Direct Plus, Videocon DTH, Tata Sky, etc. Commercial Earning of PPC (NE), DD, Guwahati from April'2016 to October'2016 is ₹ 16, 32,712.00/- (net amount).

DD: Rajasthan

DD: Rajasthan, a 24x7 Hindi Regional Channel came into existence on 1st August, 2013 and formally started telecasting programmes from 15th August, 2013. This 24 hour channel telecast programmes of different genres, keeping in view tastes and needs of audience of the state. DDK, Jaipur has archived around 750 programmes of various genres like music and dance, documentaries, features, telefilms and tele-plays. Out of these programmes 525 programmes have been dubbed on the DV format / Optical Disc being telecast on DD-Rajasthan. DD-Rajasthan also telecast weekly/fortnightly programme in Rajasthani, Sindhi, Urdu and Sanskrit language.

DD: Bihar

“DD-Bihar” (24x7 Regional Satellite Channel)

has been launched w.e.f 01.05.2013 expanding its horizon across the country.

DD: Uttar Pradesh

DD Uttar Pradesh, a 24x7 Hindi Regional Channel came into existence on 16th August 2013. Previously it was only available on Terrestrial Network. This 24 hour channel covers genres like folk music, Light music, play, talk show, quiz and some archival programmes. Revenue earned during 2016-17 (23 Oct) ₹ 391.29 Lacs. 08.00 hrs. Programme origination from 14:00 to 20:00 is repeated in 2*8 hrs cycle excluding news and commercials which go on air once. 15:00 to 19:00 hrs programme is common on DD UP Satellite and DD Terrestrial service excluding Sunday.

DD: Madhya Pradesh

DDK, Bhopal launched 24 hrs telecast service through satellite and was renamed DD: Madhya Pradesh on 25th June 2013. PGF: Gwalior and PGF: Indore produce programmes for telecast on DD: Madhya Pradesh. Kendra offers programmes in variety of formats like live phone-in, serials, telefilms, variety shows, concerts, poetic symposiums, quiz & features. Besides Hindi; the programmes in local dialects like Malwi, Bundeli, Bagheli and Nimari are also included in the bouquet.

Developmental Activities During 2016-17

Digitization

Doordarshan has taken up establishment of 63 digital high power TV transmitters in 11th & 12th Five year plans. Out of these, sixteen (16) Digital High Power Transmitters (HPTs) (DVB-T2) were commissioned on 25.02.2016 at the following places.

- | | | | |
|----------------|---------------|---------------|---------------|
| 1. Delhi | 2. Mumbai | 3. Kolkata | 4. Chennai |
| 5. Guwahati | 6. Patna | 7. Ranchi | 8. Cuttack |
| 9. Lucknow | 10. Jalandhar | 11. Raipur | 12. Indore |
| 13. Aurangabad | 14. Bhopal | 15. Bengaluru | 16. Ahmedabad |

Installation of Digital transmitters is underway at Hyderabad, Srinagar & Thiruvananthapuram. Doordarshan has planned to setup 44 digital HPTs by the end of 2018(Annexure-III : Locations of 40 digital HPTs approved in 11th Plan and 23 digital HPTs approved in 12th Plan).

Work on full digitization of 39 Studio centres (8 analog studios & 31 partially digitized studios) in various parts of the country is underway too.

High Definition Television (HDTV)

Keeping abreast with the latest technologies, Doordarshan has undertaken implementation of HDTV production and transmission capabilities. This will help Doordarshan offer the discerning viewers a video resolution 5 times higher than the traditional Standard-Definition TV systems, besides offering Crystal clear and noise free picture; more realistic colours; wide screen picture and more viewing realism.

The HDTV projects under implementation are:

- (i) Multi Camera Studio Production facilities in HDTV format at CPC, Delhi.
- (ii) Collaborative Non-Linear Post Production facility in HDTV format for DD Kisan channel at CPC, Delhi.
- (iii) HDTV transmitters at Delhi, Mumbai, Kolkata and Chennai .
- (iv) HDTV Studios at DDK Chennai & DDK Kolkata.

Modernization, Augmentation and Replacement

As part of modernization and augmentation of its network, Doordarshan has embarked upon the following major projects which are under different stages of implementation.

Terrestrial transmitters

- (i) Replacement of ageing High Power Transmitters with new HPTs in Punjab & Rajasthan.
- (ii) Setting up of 5 HPTs (10 KW) in J&K for expansion of terrestrial coverage.

Studios

- (i) A full-fledged Studio that is complete with the latest production and post- production facilities along with an Earth Station to uplink programmes is operational at Dehradun, Uttrakhand.
- (ii) Multi-Channel Automated Play-back facility at CPC, Delhi is underway for transmission of 24 - hour Doordarshan channels.

12th Plan of Doordarshan

Doordarshan's 12th Plan scheme **"Broadcasting Infrastructure Network Development"** approved at an outlay of ₹1893.14 crore including ₹1,215 crore for continuing schemes and ₹678.14 crore for new schemes is under implementation. Main thrust areas in the 12th Plan include expansion of DTH, expansion of HDTV, digitization of Doordarshan network, modernization of Doordarshan's Studios, Transmitter and Satellite broadcast equipment.

Sub-Scheme wise breakup of 12th Plan (New Schemes) :

1. Expansion of DTH

Upgradation of DTH platform for transmission of 250 TV channels

2. High Definition TV

HDTV Studio at Kolkata & Chennai

3. Digitization of Doordarshan network

- i. Setting up of Digital HPTs at 23 places.
- ii. Digitization of archives: Augmentation of facilities at Central Archives, Delhi & Regional Archives.

4. Modernization, Augmentation and Placement of Studios and Transmitter equipment

- i. Modernization of CPC and Kendras
- ii. Upgradation of facilities at News Headquarter Delhi

5. Modernization, Augmentation and Replacement of Satellite Broadcast equipment

- i. Upgradation of 13 Earth stations, replacement of Earth station equipment
- ii. Construction of 2 Earth station buildings

6. Infrastructure augmentation and Miscellaneous works

- i. Strengthening of security related and other infrastructure.
- ii. Staff quarters at Chandigarh

7. New media technologies / Alternate delivery platforms

Live streaming of DD channels & delivery through internet on consumer devices.

8. OFC connectivity

Linking of selected DDKs through OFC network

Above projects are at various stages of implementation

Training

The National Academy of Broadcasting and Multimedia, NABM [formerly known as Staff Training Institute STI (T)] is the premier training academy of Prasar Bharati. Today, it has emerged as the leading institution to impart training in the field of Radio and Television production, post-production and broadcasting, besides a great training hub for broadcasters in the Asia-Pacific region.

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 NABM Delhi, NABM Bhubaneswar, RABM Shillong and RABM Thiruvanthapuram. Special courses like Executive Development Programme for Senior Officers of DD & Workshop on Stress Management have been conducted. About 839 engineering officers have been imparted training in 54 training courses conducted during April 2016 to October 2016 and 05 training courses have been proposed to be conducted till December 2016.

In addition, training is provided by the equipment manufactures at their work place. About 342 engineering officers have been trained / proposed to be trained during current financial year against various A/Ts by the equipment manufacturers for new equipment being inducted in the network.

International conferences/ ABU Workshops

The following International conferences/ ABU workshops during 2016-17 (till October, 2016) were attended by Doordarshan officials

- (i) ABU Technical Bureau Mid-Year Meeting from 12.04.2016 to 13.04.2016 in Kuala Lumpur, Malaysia.
- (ii) Workshop on Enhancing DTT Broadcasting & Asia Media Summit from 23.05.2016 to 26.05.2016 in Incheon, Korea. The summit was organized by AIBD in collaboration with its partners & international organizations.
- (iii) Broadcast Asia 2016 from 31.05.2016 to 03.06.2016 in Singapore.
- (iv) International Broadcasting Convention (IBC), 2016 from 08.09.2016 to 13.09.2016 in Amsterdam.
- (v) ABU General Assembly 2016 from 20.10.2016 to 26.10.2016 in Bali, Indonesia.

Doordarshan Commercial Service

Doordarshan Commercial Service (DCS) is an independent wing to co-ordinate all the commercial activities being performed at the Headquarters, Doordarshan Kendras, Marketing Divisions and DCD towards sale of airtime as well as collection of revenue from agencies/clients/producers. DCS is responsible for framing of Commercial policies and updating of rate card as per inputs received from Marketing Divisions and regional Kendras, with the approval of Prasar Bharati Board.

This wing allows registration and accreditation status to various advertising agencies and

interact with them for selling of air time. Rules and policies in this regard are framed and reviewed from time to time in the changing market scenario. Year wise Net Revenue (in Rs. crore) earned by Doordarshan is as follows:-

S.No.	Year	Net Revenue in ₹ crore (including Service Tax)
1	2013-14	1139.92
2	2014-15	989.74
3.	2015-16	856.61
4.	2016-17 (upto 31.10.2016)	459.85

Development Communication Division (DCD)

Keeping in view the communication needs of Government Departments/ Ministries/ PSUs, Development Communication Division (DCD) established in March, 2001 to function as a single window marketing division and a production house with innovative development communication model. Development Communication Division provides as a single window facility for:

- Marketing of Doordarshan airtime and production capability
- Consultancy and customized media planning
- Production of programmes in countrywide stations in regional languages; and
- Feedback and research surveys to the clients.
- DCD telecast Sanitation campaign ‘Swachh Bharat’ in collaboration with the Union Ministry of Drinking Water and Sanitation which is an ongoing campaign on DD.
- ‘Gaon Vikas ki ore’ a 52 episode series on rural Development is also being telecast from National and 34 Regional Channels and now has been extended for fresh 52 more episodes.
- Police Parakram –Ministry of Home Affairs in recognizing the supreme sacrifices

made by the Police Martyrs, Doordarshan is airing half an hour series titled, ‘Police Parakram’.

- Various new campaigns i.e Accessible India Campaign, Elderly health Campaign of Ministry of Social Justice, Anti-tobacco, Chikungunya, Dengue, Immunization and Breast feeding of Ministry of Health and Family Welfare, Incredible India of Ministry of Tourism and Income Declaration Scheme & GST of Ministry of Finance have been telecast during the year 2016-17.
- Mission Indradhanush Spots, new scheme of Ministry of Health and Family Welfare for child vaccination and ‘Jago Grahak Jago’ of Ministry of Consumer Affairs has been launched on Doordarshan. DCD also telecast spots on Flagship campaigns of Govt. of India as well as on minority welfare and spots on activities for benefit of disabled persons.
- During the year 2016-17 (up to 31.10.2016) Net revenue earned by DCD is ₹144.88 Crore.

DD-Archives

AIR and DD under the ambit of Prasar Bharati (India’s Public Service Broadcaster) is operating 218 radio stations and 67 DD Kendras producing audio & audio visual programmes over several decades pertaining to eminent leaders, great scholars, artists, historians, sports and other events, etc. Also manuscript, Journals, photographs, brochures of yesteryears are available with AIR & DD.

DD Archives has been entrusted with the task of digitization of content and preserving it for its timeless use. Being the oldest television broadcaster, DD Archives has to put up with innumerable media formats from legacy tapes to digital format. DD Archives is in the process of converting Umatic, BCN, Ampex Beta tapes to DVC Pro50 format and later to LTOs. So far 22,733 Hrs. of content has been transferred from legacy tapes to

digital tapes. During 1st April 2016 to 30th November 2016 over 2440 Hrs. of content has been digitized.

Doordarshan Archives is privileged to have recordings of eminent leaders, great scholars, artists, historians, sports cine personalities, etc.

To make the old recordings available to masses, DD Archives provides these recordings at nominal rates through its mobile display/ sale counters. DD Archives also releases DVDs of heritage recordings for discerning audiences. DD Archives has released close to eighty nine DVDs so far, two DVDs were released in the last year on two living legends, identified with the rich tradition of Indian classical music. One DVD encompasses the life and teachings of eminent kathak dance Guru Pt. Birju Maharaj and other on veteran Bharatnatyam danseuse Ms. Komala Varadan. These DVDs are available on payment basis at all Kendra of Doordarshan and Akashvani, through a permanent kiosk at Delhi Haat and also online at- prasarbharatiarchives.co.in – is the part of our new marketing strategies to reach out discerning audience and to make available these DVDs for them. In purview of the same, a Web Based Library Management System common for both AIR and DD has been developed. It is primarily applied for archiving of enormous quantity of valuable information regarding Audio-visual contents, photos and documents of Doordarshan and All India Radio. Digitisation work of old magazines, journals and books of All India Radio, viz. Indian Listeners, Akashvani, etc. is in progress.

DD Archives has earned ₹18,47,420/- from 1st April 2016 to 30th November 2016, out of which ₹1,64,564/- through sale of DVDs and ₹1,82,856/- through sale of archival footage.

Recently DD Archives has published two coloured catalogues and brochures of available DVDs along with brief descriptions.

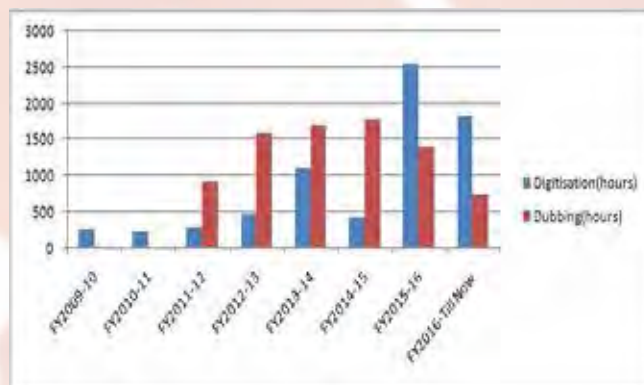
DD Archives makes its footage available to viewers on payment basis and facilitates free of cost preview to genuine scholars.

DD Archives also provides software to other

channels after repackaging of its old content. At present six programmes are being provided to DD National per week. Some other DD Channels have also requested for more similar content. Besides preserving digitised content, DD Archives also prepares metadata of the digitised content. At present over 40,000 metadata has been created of which over 25,000 entries are available online.

Under National Resource Exchange Pool (NREP) scheme, DD Archives provides digitised content to other Doordarshan Kendras / offices on request. During 1st April 2016 to 30th November 2016 over 2065 hrs. digitized content was provided under NREP. The digitising process is likely to take a major boost in the days to come since advance level digitisation will start functioning from DDK, Kolkata as well.

Graphic presentation of progressive details of DD Archives-



Media Publicity Division (MPD)

- Media Publicity Division of the Directorate is a small composite unit which undertakes Media and Publicity activities. All forms of communication, advertising, direct mailers, Press Release, Press Conferences, etc. are undertaken for publicizing the activities and programmes of Doordarshan.
- Publicity efforts have been stepped up giving a boost to the ongoing programmes being telecast as well as upcoming programmes. The Media and Publicity Division has been upgraded with Addl. Director General heading the Division.

- Electronic Programme Guide (EPG) of the six national channels and regional channels is also furnished by the team to NDTV, which is then shared with the Cable and DTH operators, across the length and breadth of the country. Organizing Press Conferences on timely subjects like MOU signings, major achievements and developments issuing Press Releases and maintaining positive media relations is also been taken care of.
- The publicity plan of the show include radio, print and outdoor creativity. The various advertisements regarding Time Slot, DTH, Employment are also executed on regular basis by the Division.

**Implementation of the Judgements/Orders of CAT from
1st December, 2015 to 15th November, 2016**

S.No.	Media Units/ section DG: Doordarshan	No. of Judgments/ orders received from CAT during 2015-16	No. of Judgments/ orders implemented during 2015-16	Being Implemented/ Challenged
1.	S-1	25	25	-
2.	S-1(A)	08	04	4 being implemented
3.	S-II	11	11	-
4.	S-III	08	06	2 being implemented
5.	S-1V	02	00	2 challenged
6.	SCOR	01	01	-
7.	Vigilance	06	06	-
	Total	61	53	08

Progressive use of Hindi in DG: Doordarshan

To ensure the compliance of the Official Language policy and instructions relating to the progressive use of Hindi, there is a separate Hindi Section in the Doordarshan Directorate. This section reviews the position relating to the progressive use of Hindi in the Directorate and its subordinate offices and make all efforts to promote the progressive use of Hindi.

The main activities of the section during the year 2016-17 (till date):-

- All documents under Section 3(3) of the Official Language Act 1963 were issued in bi-lingual form and all letters received in Hindi were replied to in Hindi.
- To review the position of the compliance of the Official Language policy in the Directorate, two meetings of the Official Language Implementation Committee were held. One meeting of the committee is scheduled to be organized in December, 2016 and the other in March, 2017.
- Hindi workshops were organized from time to time to create awareness among the officers/employees regarding Official Language. In addition to this one workshop on official language inspection was also organized in which officers of different offices were invited.
- Hindi Month was organized from 01st to 30th September, 2016 and various competitions were held during this period.
- Committee of Parliament on Official Language inspected 6 Doordarshan Kendras/offices during the year. Drafting

& Evidence Sub Committee also inspected the Directorate during the period under report.

- (vi) A Regional Official Language Conference of the head of offices of DDKs/DMCs/HPTs situated in 'B' region is proposed to be held in December 2016 at Mumbai.
- (vii) During the period 26 DDKs/DMCs/HPTs were inspected and review reports prepared.

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 April, 2016 to March, 2017 Audience Research Unit contribution is as follow:

- Analysis and reporting of BARC TVR on weekly basis.
- Preparation of annual report of Prasar Bharati for 2015-16 and Ministry of I&B for the year 2016-17.
- Training programmes on BARC, BMW software organised for Audience Research & programme personnel.
- Monthly monitoring of Doordarshan.

Doordarshan Kendras (Studio Centres)

State/UT	Location
Andhra Pradesh	Vijayawada, Tirupati
Arunachal Pradesh	Itanagar
Assam	Dibrugarh, Guwahati, Guwahati (PPC), Silchar
Bihar	Patna, Muzaffarpur
Chhattisgarh	Jagdalpur, Raipur
Goa	Panaji
Gujarat	Ahmedabad, Rajkot
Haryana	Hissar
Himachal Pradesh	Shimla
Jammu & Kashmir	Srinagar, Jammu, Leh, Rajouri
Jharkhand	Ranchi, Daltonganj
Karnataka	Bangalore, Gulbarga
Kerala	Kozhikode, Thiruvananthapuram, Trichur
Madhya Pradesh	Bhopal, Indore, Gwalior
Maharashtra	Mumbai, Nagpur, Pune
Manipur	Imphal
Meghalaya	Shillong, Tura
Mizoram	Aizawl
Nagaland	Kohima
Odisha	Bhubaneswar, Bhawanipatna, Sambalpur
Punjab	Jalandhar, Patiala
Rajasthan	Jaipur
Sikkim	Gangtok
Tamil Nadu	Chennai, Coimbatore, Madurai
Telangana	Hyderabad, Warangal
Tripura	Agartala
Uttar Pradesh	Allahabad, Bareilly, Lucknow, Gorakhpur, Mau, Varanasi, Mathura
Uttarakhand	Dehradun
West Bengal	Kolkata, Shantiniketan, Jalpaiguri
A & N Islands	Port Blair
Chandigarh	Chandigarh
Delhi	Delhi, Delhi (CPC)
Puducherry	Puducherry

Annexure-II

Doordarshan Network (as on 01.11.2016)

Sl. No.	State / UT	No. of transmitters													
		Primary Channel (DD 1)					News Channel (DD News).				DD I transmitters relaying Regional programmes during entire duration of transmission				DTT
		HPTs	LPTs	VLPTs	Trp	TOTAL	HPTS	LPTS	VLPTS	TOTAL	HPTS	LPTS	VLPTS	TOTAL	
1	Andhra Pradesh	7	38		1	46	3	6		9			8	8	
2	Arunachal Pradesh	1	3	39		43	1			1				0	
3	Assam	4	20	1	1	26	2	1		3				0	1
4	Bihar	4	29	2		35	2	2		4				0	1
5	Chhattisgarh	4	15	8		27	1			1				0	1
6	Goa	1				1	1			1				0	
7	Gujarat	7	51			58	4	3		7			3	3	1
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	67	1	85	5	3		8	4	8	17	29	
11	Jharkhand	3	17	2		22	2	2	1	5				0	1
12	Karnataka	8	47			55	4	2		6			7	7	1
13	Kerala	4	20			24	3	2		5			4	4	
14	Madhya Pradesh	8	60	6		74	4			4				0	2
16	Maharashtra	8	78			86	5	10		15			20	20	2
17	Manipur	2	1	4		7	1			1				0	
15	Meghalaya	2	3	2		7	2			2				0	
18	Mizoram	2	1	2		5	1	1		2				0	
19	Nagaland	2	2	6	2	12	1	1		2				0	
20	Odisha	5	62		1	68	2	7	2	11			16	16	1
21	Punjab	4	4			8	3	1		4				0	1
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	1
25	Telangana	3	36			39	1			1			1	1	
26	Tripura	1	5	1	1	8	1	1		2				0	
27	Uttar Pradesh	11	53	3		67	7	9	1	17				0	1
28	Uttarakhand	1	15	33	2	51	1	2		3				0	
29	West Bengal	8	17			25	4	2		6	1		1	2	1
30	A.&N. Islands	1	1	19		21	1	1	6	8				0	
31	Chandigarh		1			1				0				0	
32	Dadar & Nagar Haveli		1			1				0				0	
33	Daman & Diu		2			2				0				0	
34	Delhi	1				1	1			1				0	2
35	L'Dweep Islands		1	1		2			7	7			7	7	
36	Puducherry	1	1	1		3		1		1			1	1	
	Total	132	720	259	14	1125	73	78	17	168	6	8	92	106	17
	Total No. of transmitters					1416									

Annexure-III

List of digital HPTs

Sl. No.	State/ UT	(Approved as part of XI Plan)		Approved as part of XII Plan – 23 Nos
		Phase I – 19 Nos.	Phase II – 21 Nos.	
1	Andhra Pradesh		Vijayawada	Tirupati
2	Arunachal Pradesh			Itanagar
3	Assam	Guwahati*		
4	Bihar	Patna*		Muzaffarpur
5	Chhattisgarh	Raipur*		Jagdalpur
6	Gujarat	Ahmedabad*	Surat	
			Vadodara	
			Rajkot	
7	Haryana			Hissar
8	Himachal Pradesh		Kasauli	Shimla
9	Jammu & Kashmir	Srinagar		Jammu
10	Jharkhand	Ranchi*		Jamshedpur
11	Karnataka	Bengaluru*	Mysore	Shimoga
				Dharwad
12	Kerala	Thiruvananthapuram	Kochi	Kozhikode
13	Madhya Pradesh	Bhopal*	Gwalior	
		Indore*		
14	Maharashtra	Mumbai*	Nagpur	Ambajogai
		Aurangabad*	Pune	
15	Manipur			Churachandpur
16	Meghalaya			Shillong
17	Mizoram			Lunglei
18	Nagaland			Mokokchung
19	Odisha	Cuttack*		Balasore
20	Punjab	Jalandhar*	Amritsar	
21	Rajasthan		Jaipur	Barmer
				Bundi
22	Sikkim			Gangtok
23	Tamil Nadu	Chennai*	Kodaikanal	Rameshwaram
24	Telangana	Hyderabad		
25	Tripura			Agartala
26	Uttar Pradesh	Lucknow*	Kanpur	
			Varanasi	
			Allahabad	
			Agra	
			Bareilly	
27	Uttarakhand		Mussoorie	
28	West Bengal	Kolkata*	Kurseong	Asansol
			Krishnanagar	
29	Delhi	Delhi*		

*Commissioned

Annexure-IV

Brief details of DD Free Dish channels as on 10.11.2016

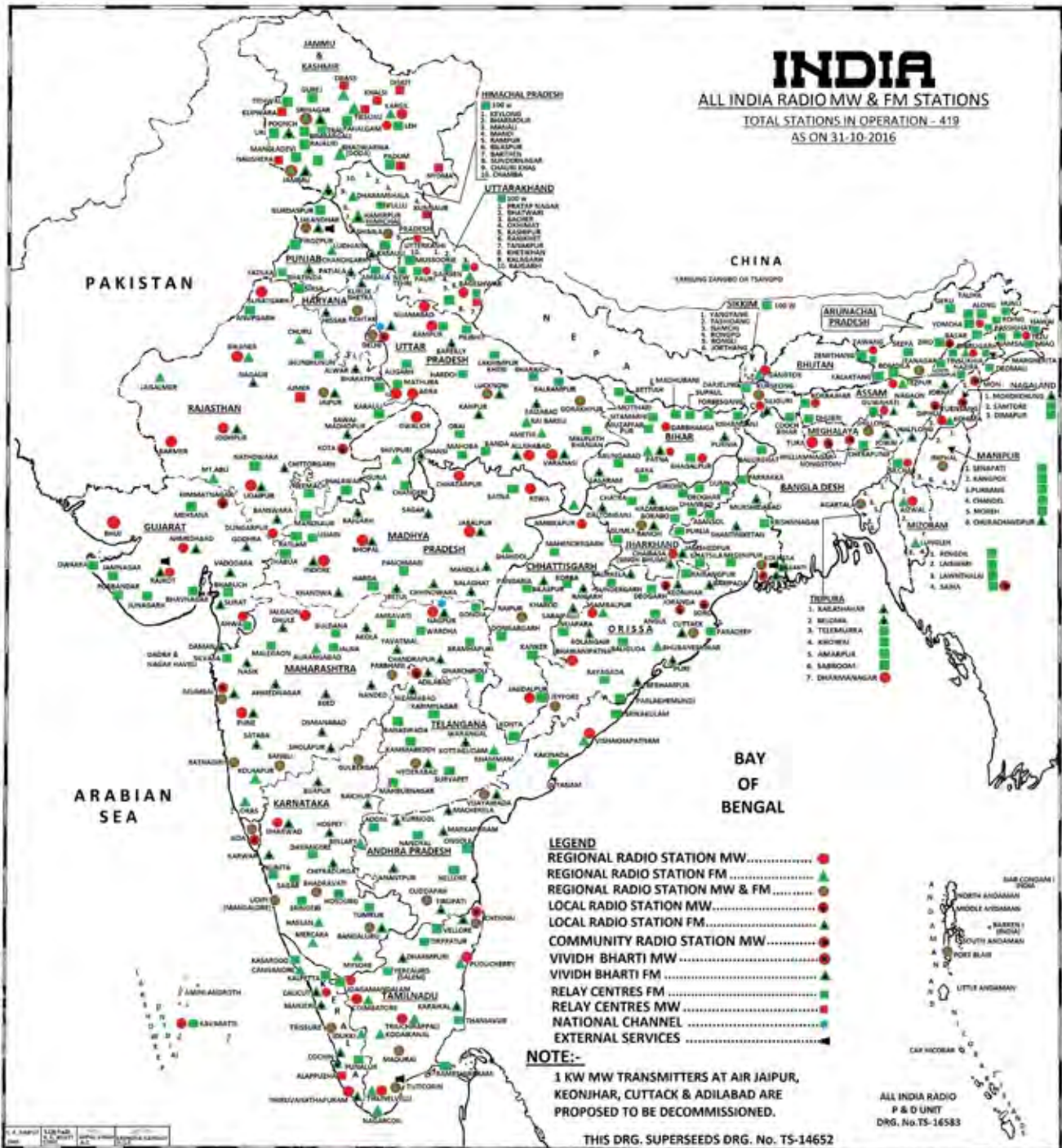
Frequency 11090 MHZ, S.R. 29.5 MSPS, FEC 3/4 GSAT -15	Frequency 11170 MHZ, S.R. 29.5 MSPS, FEC 3/4 GSAT -15	Frequency 11470 MHZ, S.R. 29.5 MSPS, FEC 3/4 GSAT -15	Frequency 11510 MHZ, S.R. 29.5 MSPS, FEC 3/4 GSAT -15	Frequency 11550 MHZ, S.R. 29.5 MSPS, FEC 3/4 GSAT -15
TV Channels				
1. DD -1	17. DD Rajasthan	33. Naaptol Blue	49. Big Magic	65. Manoranjan Movies
2. DD News	18. DD Oriya	34. DD Urdu	50. Sanskar	66. Movie House
3. DD Sports	19. DD Podhigai	35. Cinema TV	51. 9XM	67. Vision TV
4. DD Kisan	20. DD Punjabi	36. DD Saptagiri	52. Teleshop	68. Star Utsav Movies
5. DD Bharati	21. DD Sahyadri	37. India TV	53. India 24x7	69. Russia Today
6. DD Bangla	22. DD Yadagiri	38. Aastha TV	54. Star Utsav	70. Zee Anmol Cinema
7. DD Chandana	23. DD Malayalam	39. Manoranjan TV	55. Zee Anmol	71. 9X Bajao
8. DD Girnar	24. Lok Sabha	40. News Nation	56. Masti	72. RT Movies
9. DD Kashir	25. Rajya Sabha	41. Sony Pal	57. B-4U Music	73. Zee News
10. Maha Movie	26. Vaa Movies	42. Dabanng	58. Dillagi	74. India News HD
11. Astha Bhajan	27. Dangal	43. Rishtey	59. News State Uttarakhand/ Uttar Pradesh	75. 9X Jalwa
12. B-4U Movies	28. Bhojpuri Channel	44. Sony Mix	60. News 24	76. Rishtey Cineplex
13. WOW Cinema	29. DD Bihar	45. Home Shop 18	61. Sony Wah	77. Vision TV Shiksha
14. India News	30. DD North East	46. DD MP	62. Aaj Tak	78. MTV Beats
15. IBN 7	31. DD UP	47. Enterr 10	63. ABP News	79. Fakt Marathi
16. Big Magic Ganga	32. Sadhna National	48. APN News	64. Chardikla Time TV	80. Chitrapat Marathi
Radio Channels				
1. AIR VBS	9. AIR Gujarati	17. AIR Kannada	25. AIR Ragam	
2. AIR Telugu	10. FM Rainbow	18. AIR Bangla	26. FM Rainbow Bengaluru	
3. AIR Marathi	11. AIR Punjabi	19. AIR Hindi	27. AIR Urdu	
4. AIR Tamil	12. FM Gold	20. AIR N.E.	28. AIR Oriya	
5. AIR National	13. Radio Kashmir	21. FM Rainbow Chennai	29. AIR Malayalam	
6. FM Rainbow Kolkata	14. AIR Lucknow	22. Gold Marathi	30. AIR Assamese	
7. AIR Vijayawada	15. AIR Patna	23. AIR Jaipur	31. AIR FM Gold Chennai	
8. Test 108	16. AIR Bhopal	24. AIR FM Rainbow Mumbai	32. AIR FM Gold Kolkata	

INDIA

ALL INDIA RADIO MW & FM STATIONS

TOTAL STATIONS IN OPERATION - 419

AS ON 31-10-2016



ALL INDIA RADIO

Facts at a Glance

1. Broadcasting Centres:	419
a) Full-fledged Stations with Studios:	219
i) Local Radio Stations:	87
ii) Stations with Studios other than LRS	127
iii) Community Radio Stations:	5
b) Relay Centres	200
(Including 194 Nos. of 100 W FM Relay Centres)	
Total Stations:	419
d) AIR Stations having FM Transmitter (s):	386
e) Vividh Bharati Centres:	37
f) Transmitting Centres for	
External services:	11
g) Recording Studio:	1 (Bhubaneswar)
2. Number of Transmitters:	608
a) Medium Wave	145
b) Short Wave	48
c) FM	415
Total Transmitters:	608
3. Broadcast Coverage	
	By Area (%) By Population (%)
By Primary Grade Signal (MW + FM)	92.00% 99.20%
By FM Signal Only	34.00% 47.00%
By MW Signal only	90.65% 98.40%
4. Captive Earth Stations	32
5. Studios	222
6. RNU	46
7. AIR's DTH Channels	24
8. Live steaming Channel	13

Engineering

A. Growth of Network & Coverage

All India Radio is one of the largest broadcasting networks in the world. At the time of independence there were six Radio Stations and 18 Transmitters (6 MW & 12 SW) which covered 11% population and 2.5% area of the country.

By 31st October, 2016, AIR network has grown to 419 stations and 608 transmitters (145 MW, 48 SW & 415 FM) which provide coverage to 99.20% of the population spread over 92.00% area of the country. This includes 194 nos. of 100 W FM transmitters installed for localized coverage of about 8-10 km radius.



Inauguration of Maitree Channel on 23rd Aug 2016

B. Highlights of the Activities during the year:

1. Effective from 01.4.2016 to 31.10.2016, the number of stations has increased from 418 to 419 and number of transmitters has increased from 606 to 608.

(a) New Stations/ Transmitters commissioned during the year:

● Basanti : 100W FM Transmitter.

(b) Transmitter commissioned at existing station during the year:

Kavaratti	Repl. of existing 1 KW by 10 kW MW Tr.
Suratgarh (Rajsthan)	Repl. of existing 300 kW MW Tr. by 300 kW MW DRM Tr.
Jalandhar (Punjab)	Repl. of existing 300 kW MW Tr. by 300 kW MW DRM Tr.
Sasaram (Bihar)	Repl. of existing 6 kW FM Tr. by 6 kW FM Tr.
Balurghat (West Bengal)	In place of existing 100 W FM Tr. by 10 kW FM Tr. Installed and commissioned.
Murshidabad (West Bengal)	Repl. f existing 6 kW FM Tr. by 6 kW FM Tr.
Bhawanipatna (Odisha)	5 kW FM Tr. DD Site (Relay Station).

(C) Other activities.

- Etawah (Uttar Pradesh): Demand Draft of ₹34,01,260/- deposited to O/o DC, Etawah and process of acquisition of land is being carried out for setting up of 10 KW FM Transmitter with limited studio facility..
- Demand Draft of ₹17,18,000/- deposited to O/o DC, Ratlam (Madhya Pradesh) and process of acquisition of land is being carried out for setting up of 10 KW FM transmitter with limited studio facility.

2. Stations/Transmitters technically ready: Following stations are technically ready for commissioning:

1. Dehradun, Uttarakhand 10 kW FM Transmitter with Studio facility
2. Longtherai (Tripura) 5 kW FM Transmitter with Studios facility
3. Kota (Rajasthan) 1 kW FM Transmitter

4. Amritsar (Punjab) 20 kW FM Transmitter
5. Chautan Hill (Rajasthan) 20 kW FM Transmitter
6. Darjeeling (West Bengal) 10 kW FM Transmitter with Studio facility
7. Silchar (Assam) 5 kW FM Transmitter with Studios facility
8. Silchar (Assam) Stereo Studio facility
9. Kohima (Nagaland) Stereo Studio facility

3. Digitalization Scheme:

Projects completed & under implementation during the year:

- (i) Replacement of 33 Nos. of old MW Transmitters by new DRM MW Transmitters at existing Stations:
 - 20 kW (6 Nos.): All the transmitters have been installed & commissioned.



HMIB Shri M. Venkaiah Naidu lighting the lamp at Akashwani Annual Awards Ceremony, in New Delhi. MoS Col. Rathore, CEO, Prasar Bharti & DG, AIR are also seen

- 100 kW (11 Nos.): All the transmitters have been installed & commissioned.
 - 200 kW (10 Nos.): All the transmitters installed & commissioned.
 - 300 kW (6 Nos.): All the transmitters installed & commissioned.
- (ii) Replacement of 3 Nos. of SW Transmitters by DRM SW Transmitters:
- One 500 kW DRM SW Tr. at Bangalore has been installed and taken into regular service.
 - 02 Nos. of 100 kW DRM SW Transmitters procured for Kingsway (Delhi) are now to be installed at Kingsway (Delhi).
- (iii) 100 W FM Transmitters at 100 locations for extending FM coverage in uncovered rural and semi urban areas (at existing AIR/LPT sites of DD):
- Transmitters installed at all places.
- (iv) Replacement of old FM Transmitters at remote & border areas at 34 locations (27 Nos. of 06 kW & 07 Nos. of 10 kW) with same power and 6 Nos. of 1 kW MW Transmitter by 10 kW FM Transmitter:
- All 13 Nos. of 10 kW transmitters have been installed.
 - 27 Nos. of 6 kW FM transmitters have been installed & taken into service.
- (v) New 1 kW/5 kW FM Tr. at 24 places:
- 1 kW FM transmitter (12 Nos.) & 5 kW (12 Nos.) have been installed and many of them have been taken into service.
- (vi) Digitalization of 98 Studios:
- Automation software, server, storage with back-up have been provided at 48 stations.
 - For remaining 50 stations, action has been initiated.
- (vii) Digitalization of Archival facility:
- Setting up of Archival facility at Delhi, Chennai, Mumbai, Kolkata & Hyderabad has been completed which includes digitalization & restoration work stations with database server & storage.
- (viii) Augmentation of existing RNUs (44 Nos.) and Creation of New RNUs (7 Nos.):
- Augmentation work completed at all the places.
 - Out of 7 new RNUs to be created, work completed at 3 places (Jodhpur, Sambalpur & Rajkot). At remaining 4 places (Poonch, Vishakhapatnam, Darbhanga & Passighat) - hardware has been provided & software is being provided.
- (ix) Digital Studio Tx. links (127 Nos.):
- Equipment received in zonal office godown.
- (x) New Captive Earth Stations (5 Nos.):
- Supply, Installation, Testing & Commissioning (SITC) order for 5 New Captive Earth Stations at Dehradun, Silchar, Tiruchirapalli, Madurai & Dharwad has been placed.

4. Special Package for J&K (Phase-III):

- The scheme includes setting up of 4 Nos. of 10 kW FM Transmitters. Three transmitters are being installed at three new locations. Sites have been acquired for these locations at Green Ridge (Uri Sector), Himbotingla (Ladakh Region), Patni Top (in place of Natha Top) (Jammu Region) and civil works are in progress. The 4th transmitter is to be installed at existing TV site at Naushera.



Launch of additional Gojri news bulletin from Jammu on 10th November 2016

- For procurement of 10 kW FM Transmitter & associated equipments- Transmitters have been received in zonal office godown. SETC of 50 M tower work has been completed.
- In addition to above, 4 Nos. of 100 W FM Transmitters at Kargil, Dras, Tiesuru & Padam have already been commissioned for providing FM coverage to these areas.

5. North-East Special Package (Phase-II):

Special Package for expansion & improvement of AIR services in North East and Island Territories is under implementation. The Package includes:

i. 1 KW FM Stations – 19 Nos:

1. Arunachal Pradesh : Roing (under diversion from Anini), Bomdila, Changlang, Daporjio, Khonsa
2. Assam : Karimganj, Lumding, Goalpara
3. Manipur : Ukhrul, Tamenglong
4. Meghalaya : Cherrapunjee
5. Mizoram : Tuipang, Chemphal, Kolasib
6. Nagaland : Wokha, Zunheboto, Phek
7. Tripura : Udaipur, Nutan Bazar

New sites were required for setting up the 19 Nos. of new FM stations. The tedious process of acquisition of sites at these places through respective state government delayed the scheme.

- 17 sites out of 19 acquired. Sites/ building etc. at Tamenglong & Roing (under diversion from Anini) are yet to be acquired.
- Transmitters installed at 15 places i.e. at Goalpara, Udaipur, Nutan Bazar, Kolasib, Tuipang, Lumding, Champhai, Changlong, Khonsa, Cherapunjee, Daporjio, Wokha & Phek, Bomdila and

Karimganj. Work for remaining 02 places is in progress.

- One site at Tamenglong (Manipur) yet to be identified.
 - A suitable site at Anini (Arunachal Pradesh) was not found and now the scheme is being considered for relocating to Roing (Arunachal Pradesh).
- 100 W FM relay transmitters at 100 places:** Transmitter installed at 96 places and under installation at 2 places. Two transmitters diverted.
 - Chinsurah:** 1000 kW MW Tr. (Replacement of existing 1000 kW MW Tr.) – Transmitter installed and commissioned.
 - Digital Satellite New Gathering Systems (3 Nos)** – Equipment procured and deployed.
 - Strengthening of Zonal Office at Guwahati-**

- Construction of Permanent Office accommodation at Guwahati completed.
- Construction of Staff Quarters for NE Zone (38 nos.) has also been completed.

6. New Initiatives under 12th Plan:

(1) New FM Transmitters with Limited production facility: 11 Places

- 10 kW FM Transmitter (9 nos.) [Kakinada (A.P.), Muzaffarpur (Bihar) at TV Site, Ratlam (M.P.), Rewa (M.P.) at AIR Site, Krishnanagar (W.B.) at TV Site, Ludhiana (Punjab) Bundi (Raj.) at TV Site, Etawah (U.P.), Meerut (U.P.)] :

Sites for new stations at Meerut (UP), Etawah (UP) & Ratlam (MP) has been acquired from the State Governments. Purchase order for procurement of 10 kW FM transmitters (9 Nos.) has been placed. [At Ludhiana, an interim setup of FM Transmitter at BSNL premises has already been commissioned]

- 5 kW FM Transmitter (2 nos.) [Alappuzha (Kerala), Amethi (U.P.)]:

Purchase order for procurement (2 Nos.) of 5 kW FM transmitters has been placed.

[At Amethi, an interim setup of 5 kW FM Transmitter at DD Site has already been commissioned]

(2) Additional Channel with FM Transmitter : 7 Places

- (i) 20 kW FM Transmitter - 4
[Delhi, Kolkata, Mumbai, Chennai]
- (ii) 10 kW FM Transmitters - 3
[Kanpur (U.P.), Vijaywada (A.P.) Panaji Goa]

Order placed for procurement of 20 kW FM transmitters (4 Nos.) and purchase order for procurement of 10 kW FM transmitters (3 Nos.) has been placed.

(3) Setting up of 100 W FM transmitters at existing LPT/HPT DD sites (100 locations)- The scheme is under review.

A proposal for installation of 100 Nos. of 1 kW FM transmitters at existing LPTV sites in place of 100 Nos. of 100 W FM transmitters has been submitted to PB Secretariat.

(4) Replacement/upgradation of old FM transmitter by FM Transmitters at 77 places

Order placed for procurement of 20 kW FM transmitters (3 Nos.), 10 kW FM Tr. (63 Nos.) & 5 kW FM Tr. (11 Nos.).

(5) Replacement of old MW transmitters by FM transmitters at 6 places.

- Kinnaur (H.P) - Replacement of 1 kW MW Tr. by 1 kW FM Tr.
- Joranda (Odisha) - Replacement of 1 kW MW Tr. by 1 kW FM Tr.
- Soro (Odisha) - Replacement of 1 kW MW Tr. by 1 kW FM Tr.
- Almora (Uttarakhand) - Replacement of 1 kW MW Tr. by 1 kW FM Tr.
- Ootacamund (Tamil Nadu) - Replacement of 1 kW MW Tr. by 10 kW FM Tr.
- Mathura (Uttar Pradesh) - Replacement of 1 kW MW Tr. by 10 kW FM Tr.

Purchase proposal for procurement of 10 kW FM transmitters (2 Nos.) has been sent to FAC for concurrence. Tender for 1 kW FM transmitters (4 Nos.) have been received.

(6) FM Broadcasting setup with DD along Indo-Nepal Border: 8 Places:

- The scheme has been revised and exact



Aakashvani Annual Award-2012-13 on 15th Nov-2016

places will be intimated later. some of the sites offered by MHA have been visited by officer deputed FM design section.

- In addition to this, production facility is also proposed at Lakhimpur Kheri and uplink facility at Gorakhpur & Kurseong at existing locations subject to availability of funds within the approved outlay.

(7) Studios.

(i) Digitalization of 29 Studios:

The equipment like Digital hand held recorder and Phone-in-console received at sites. Technical bid of OB Mixer is under evaluation. Specifications for AC plants have been finalised.

(ii) Refurbishing of 6 AIR studios:

Project note issued, DTE sanctioned for Refurbishing of studio.

(iii) Creation of Archival facility at Guwahati:

Detailed project note for setting up of Regional Archive centre at Guwahati is under finalisation.

(8) Connectivity:

(i) Replacement of 2-pole to 4-pole Feeds & Dishes at 24 places.

(ii) Replacement of Single Channel Per Carrier (SCPC) by Multi Channel Per Carrier (MCPC) - 32

Satellite Connectivity Division of DG: AIR is in process to implement this scheme.

(9) Strengthening of Training facilities

Training facility at Delhi & Bhubaneswar are being modernised as per approved plan allocation.

(10) Strengthening of Research & Development

R&D department of AIR has taken up initiative to develop SDR, DRM receiver, interactive radio services, remote control of AIR transmitters etc. Scheme for development of FM antenna has also been entrusted to R&D department.

(11) Broadcasting on alternate platforms

Live streaming of AIR programme has been started with 8 channels which is planned to be extended to 20 channels.

7. Activities of IT Division: Major recent happenings and achievements during the year are as follows:

(1) Live streaming of the FM Rainbow, FM Gold, Urdu and Vividh Bharati have been supplemented with following nine additional popular channels of AIR:

(i) Gujarati

(ii) Malayalam

(iii) Punjabi

(iv) Marathi

(v) Bangla

(vi) Tamil

(vii) Telugu

(viii) Kannada

(ix) Raagam

(2) As part of the Human Resource Information System (HRIS) software being developed, a module for "Basic Data entry" module has been deployed to capture the basic data of all the employees of Prasar Bharati. The data entry for this module has already been initialized.

(3) Mobile apps for the Apple iOS, Windows and Android platforms have been launched by the name and style of "All India Radio Live".

(4) DDO, Software for use of Cash Section, DG: AIR has been installed successfully.

(5) A Telephone directory has been developed and implemented. It is linked on AIRNET homepage by the link "Contacts". All offices of PB, AIR offices/ Stations/ HPT's and Doordarshan offices/Kendra's/HPT's/DMC's can update their contact details.

(6) A training was arranged in collaboration of NABM, Delhi, for the newly recruited EA's, in the field of software programming.

(7) Migration process for email (Domain: air.

org.in) to NIC servers has been initiated.

- (8) Provision of radio on web through CDN, has become inevitable for delivery of AIR's audio content effectively through quality live streaming. Specifications for the CDN platform have been finalized.
- (9) Software for monitoring of Receipts and Payments has been demonstrated and to be launched after imparting trainings scheduled for April 2016.
- (10) A basic structure of the PRASARNET has been developed. Applications and modules are being developed.

8. Activities of 'AIR Resources':

AIR Resources was established in May'2001 with the aim to generate revenue through the sharing of Prasar Bharati resources/ infrastructure. Prasar Bharati has vast reserve of infrastructure in the form of land, building, tower, transmitters, studios, DTH platform, satellite up-link/ down-link facilities, training facilities etc. Prasar Bharati also has vast reserve of expertise in the planning, system-design, installation, testing/commissioning and operation & maintenance of broadcasting setup.

Prasar Bharati has shared Infrastructure viz. land, building and tower on rental basis with Private FM Broadcasters under the Phase-I and Phase-II schemes of the Ministry of I&B at 85 cities where 243 FM channels have been allocated to Private FM Broadcasters and is in under process to share Infrastructure facilities with Private FM Operator under Phase-III scheme.

Prasar Bharati has also shared tower, building and land on rental basis with 76 Mobile service providers at 46 cities for mounting their GSM/CDMA/WLL antenna on FM/TV/STL Towers and BTS Equipment for their mobile service operations.

Under Phase-III Scheme, migration of 152 channels has been done from Phase-II to

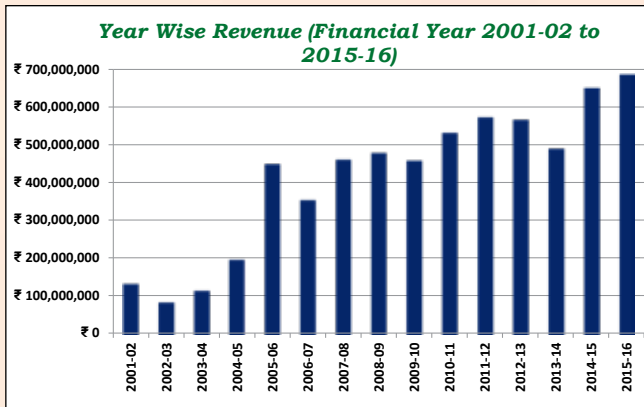
Phase-III. Prasar Bharati has also signed Infrastructure Agreement with 87 fresh LOI holders under Batch – I of Phase III scheme as the scheme is divided into III batches i.e. Batch-I, Batch-II and Batch – III.

AIR Resources is also generating revenue by providing training to engineering/ Diploma students (AIR & Doordarshan Stations) on weekly/monthly fee basis.

AIR Resources was also earning revenue by a joint venture agreement with IGNOU for operation & maintenance of Gyanvani FM transmitters at 37 places in India. Efforts are being made to restart IGNOU at the earliest.

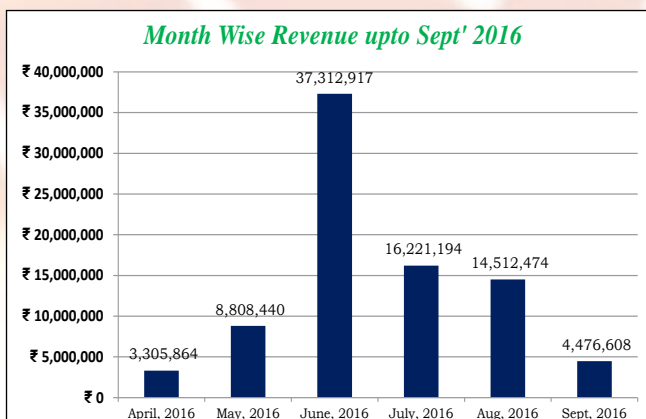
AIR Resources has been generating revenue right from the year of its inception (2001-02). The Progressive revenue generated from 2001 – 2002 to till 2015-16 is ₹ 5,54,98,77,664/- and as tabulated below:

Sr. No.	Period	Amount in ₹
01	2001-2002 (AIR Resource started May 2001)	₹13,38,25,000/-
02	2002-03	₹8,38,59,900/-
03	2003-04	₹11,50,20,500/-
04	2004-05	₹19,70,19,300/-
05	2005-06	₹45,04,49,781/-
06	2006-07	₹35,50,67,009/-
07	2007-08	₹46,14,36,834/-
08	2008-09	₹47,97,29,427/-
09	2009-10	₹45,89,81,599/-
10	2010-11	₹53,22,84,545/-
11	2011-12	₹57,39,84,778/-
12	2012-13	₹56,72,03,504/-
13	2013-14	₹49,08,72,113/-
14	2014-15	₹65,01,43,374/-
15	2015-16	₹68,67,74,419/-
	TOTAL	₹6,23,66,52,083/-



The revenue generated during the current financial year till September'2016 is ₹8,46,37,497/- and the expected revenue, AIR Resources is likely to earn by Infrastructure sharing of Prasar Bharati may range from 55 crores to 60 crores approximately. The graphical representation of the revenue earned during the current financial year from Apr'2016 onwards, month wise is given below:

Sr. No.	Period	Amount in Rs.
01	April'2016	₹ 33,05,864/-
02	May'2016	₹ 88,08,440/-
03	June'2016	₹ 3,73,12,917/-
04	July'2016	₹ 1,62,21,194/-
05	August'2016	₹ 1,45,12,474/-
06	September'2016	₹ 44,76,608/-
	TOTAL	₹ 8,46,37,497/-



9. National Academy of Broadcasting & Multimedia (Tech.)

The National Academy of Broadcasting & Multimedia (Tech.) is a premier training academy in the field of Radio and Television broadcasting. Academy primarily imparts training to officers and staff of All India Radio & Doordarshan in various areas of broadcasting at Delhi and Bhubaneswar. Regional Academy established at Shillong and Mumbai to further help in strengthening & supplementing the training activities at regional level augment the training facilities.

The academy at Delhi was established in 1948 and has since grown into a centre of excellence for technical training in electronic media. For quality training academy is well equipped with state of art Television & Radio Transmission, Production & post production setup. A well-organized library, a fully equipped Computer Centre, Conference Hall & Computer Networking Lab with advanced multi-media equipment and broadcast related jigs are part of the Academy.

The Academy conducts training courses not only for departmental candidates but also imparts international training programs on emerging broadcast technologies. It is continuously expending its activities beyond India by regularly organising international training programme for Asia - Pacific region in collaboration with Asia - Pacific Institute of Broadcasting Development (AIBD) Malaysia & Asia- Pacific Broadcasting union (ABU). Further realising its emerging role, recently ABU has also nominated ADG, NABM in its training panel. Beyond this NABM has been developing as training hub for broadcasters of neighbouring friendly countries.

The academy is also conducting faculty development training program for the Lecturers/HODs of various polytechnics under Institute of Research Development and Training, Directorate of Technical Education. Under summer training programs for Engineering Students, the academy provides an opportunity to students for developing an understanding about Radio & television



HMIB Shri Venkaiah Naidu at Golden Jubilee Celebration of AIR Kalburgi on 11th Dec.2016

broadcasting technology. Regular training program & workshops are also planned at different field offices.

Departmental competitive examinations for promotions in the subordinate Engineering cadres are also conducted by the academy.

The regional academy also conducts training courses as per their approved training calendar for the engineering and programme personnel of All India Radio & Doordarshan.

10. Research Department, AIR & Doordarshan:

Research Department of All India Radio & Doordarshan being a premier national R&D organization involved in research and development activities in the field of Sound and TV Broadcasting, since its inception, to incorporate latest state-of-the-art technologies in the network. The primary objective of the department is to assist the broadcasting network in the country by way of developing systems/sub-systems which are not readily available and also by playing key role in inducting new services and new technologies to maintain Indian Broadcasting at par with International standards. In addition, a number of studies and research programmes are also undertaken as part of international activities associated with ABU, EBU, CBA, ITU etc. from time to time.

Design & Development of “SMS based Remote control and Monitoring(Telemetry) of VLPT’s & 100 watt FM Transmitter, Development of DTH Radio & DVB-T2 Radio, Propagation studies & surveys on VHF and UHF band, regular acoustic material testing and evaluation, regular activities of IMRC Todapur are some of the highlights of prestigious projects/activities undertaken during the year.

All India Radio Projects/Activities

A) Telemetry System Group

1. Advance Telemetry System for Medium Wave Transmitters

- To introduce IT Technology in Telemetry of Broadcasting transmitters, R&D is working on a project namely development of Advance Telemetry system.
- Comprehensive study is in progress to understand the technology.
- A Web based Telemetry System has been developed and tested in the lab and further experimentation is in progress to develop the full-fledged advance telemetry system.
- R&D is also keeping a vigil on latest development in field of IP based technologies which pertains to sound broadcasting.
- Canopy has been procured & installed at AIR, Rohtak.

2. Provision of Remote Monitoring and Control (Telemetry) System for MW/ FM Transmitters under I.O.F. Scheme.

2.1 AM Telemetry System for Medium Wave Transmitters (I.O.F)

- A detail drawing with some modification which used in installation of Telemetry System at stations for easiest way.
- Two Nos. of power supply for Signal conditioning Unit were fabricated with all its wiring, test point and LED etc., then after fitted in the signal conditioning Unit.

- All card of one signal conditioning unit were tested and it fitted in unit with mother board and tested in circuit.
- Installation and commissioning of AM Telemetry System completed at 5 AIR Stations viz. Chhaterpur, Tirunelveli, Ambikapur, Rohtak and Thiruvananthapuram. The system is working properly at all places. The System operations (control and monitoring) have been tested in R&D also.
- One No. of junction box got fabricated and wired for interconnection between transmitter parameters, auxiliary units and signal conditioning unit.
- One No. L.T.RMS unit fabricated and tested.
- Transducers like temperature, Humidity, LTRMS and smoke detector calibrated for their proper value display.
- Testing and wiring of all parts/equipments has been completed for installation at AIR, Brahmavar.

2.2 FM Telemetry System for FM Transmitters (I.O.F)

- Installation, testing and commissioning of FM Telemetry System at AIR, Rohtak has been completed.
- One Nos. Modified Unit has been designed and fabricated for FM Telemetry for R&S Make FM Transmitter has been installed.

3. SMS Based Remote monitoring for 100 watt FM Transmitters

- R&D has already developed a system to provide this facility for 100 Watts BEL Make FM Transmitter.
- The basic system developed in the laboratory is tested for performance which was found to be satisfactory.

(B) Antenna lab

In antenna lab, work on the Project 'Development of High Power 20KW to 40 KW FM Transmitting Antenna' is

in progress. Most of the equipment has been procured. Civil work is completed. Till today the equipments costing ₹73.3 lakhs has already been procured. Following activities were carried out.

- The design work of 20 KW to 40 KW high powers FM antenna using RF Coaxial splitter (Rigid line) for 4 bay & 6 bay cross V antenna is in progress.
- Procurement of basic material, connectors etc. are in progress.
- The project is delayed due to scarcity of technical manpower.

(C) Propagation Lab

Propagation lab is one of the oldest laboratories of Research Department, established to carry out field strength measurement & other propagation related studies on broadcast signal. This lab has carried out propagation studies on RF Signal radiated by Terrestrial Transmitters of AIR & Doordarshan located in different part of the country & also have prepared technical reports which are very useful for SMS & Planning division. The lab has performed following activities:

- 1) Regular monitoring of DRM transmission in Full DRM/Simulcast / Multicast mode.
- 2) Reception survey of DELHI 'A' (819 kHz), HPT AIR Transmitter in the month of April-15 in simulcast DRM Transmission mode.
- 3) Reception Survey of Bangaluru, HPT, AIR Transmitter in the month of June-15 in simulcast & Pure DRM Transmission mode.
- 4) Reception Survey of 20kW, HPT MW AM-DRM Transmitter (Delhi-C) at Mall Road (Multi channel) in Pure DRM Transmission Mode.
- 5) Reception survey of 10kW HPT AIR Transmitter (FM Vividh Bharti) has been completed.

(D) Acoustic Group

Research Department of All India Radio and Doordarshan has vast R&D experience in the field of acoustic engineering. The acoustic laboratory is continuously engaged in carrying out various acoustic measurements of AIR & DDK stations, testing and evaluation (NRC, STC, FIIC etc) of acoustic materials in accordance with existing national and international standards. Further up-gradation of Acoustic measurement infrastructure is in process under plan project.

1. Testing of Acoustic Materials

Testing of various Acoustical Materials carried out in the acoustic lab are given as under:

The Acoustic lab has been carrying out various acoustic measurements of acoustic materials with existing national and international standards. Acoustic measurement in respect of following private firms, were made on payment basis.

1. M/s Fibretex India Pvt . Ltd.
2. M/s Armstrong World Industries (India) Pvt .Ltd.
3. M/s. Earcons acoustic building system.
4. M/s Bharat steel rolls.
5. M/s Earcons Acoustic Building System.
6. M/s Aerostone Building Product Pvt. Ltd.
7. M/s Earcones Acoustic Building System.
8. Dexune Acoustic Soft Fibre Tiles
9. Saint Goblin India Pvt. Ltd.
10. Kool Pack & Allied Industries (H. P.)
11. absound overseas

Demonstration was given to Engg. Students during summer vacations & also to trainees of Induction course for newly recruited PEx./Trax/EA's of AIR& DD.

(E) DRM Lab

The study, design and development of indigenous DRM Receiver is in progress. During the period of report, efforts were made to find out integrated circuit compatible to DRM signal reception. So far few manufacturers are available in the market but their chips are not readily available in the market.

(F) DTH/DVB-T Lab

DTH Receiver, DVB-T2 Radio receiver and RF Splitter have been developed in the lab. DTH Radio proto type model with front panel display of various channels has been shown in the BES Expo 2016. The performance of this receiver is found to be satisfactory. Further study on DVBT-2 Receiver/modification is in progress.

(G) DTH Signal Monitoring Lab

R&D has established a complete set up to monitor DD Must Carry Channels on various private DTH platforms. Presently, Twenty five channels are being monitored on six private DTH platforms. The monthly report is being sent to Doordarshan Directorate for onward submission to Prasar Bharti and I&B Ministry.

(H) International Monitoring & Receiving Station, Todapur, New Delhi

International Monitoring & Receiving centre situated at Todapur, Inderpuri, New Delhi, is engaged in carrying out broadcast signal monitoring of MW, SW, FM and DTH signal carrying internal and external services of AIR. The activities going on are as below:

1. FREQUENCY CHECKING OF MF & HF TRANSMITTERS OF ALL INDIA RADIO

- (a) Carried out monitoring of all SW & MW transmitters, viz. Kingsway, Khampur, Aligarh, Bangalore, Chennai, Panaji, Mumbai, Chinsurah(SPT), Rajkot(SPT), Jalandhar(HPT), Tuticorin(HPT), which carry external, internal and Vividh Bharti services of All India Radio with the following objectives:-

- (i) Performance of the transmitters i.e. breakdown, modulation, distortion, cross talk, excessive frequency deviation etc.
 - (ii) Checking the correct scheduling of programme and their technical quality. carried out monitoring of regional Short wave transmitters located at Lucknow, Bhopal, Hyderabad, Jaipur, Shimla, Gangtak, Srinagar, Leh, Jammu, Chennai and Mumbai.
- (b) Carried out monitoring of AIR DRM transmitter (MW & SW) both analog mode and digital mode transmission from Kingsway-Delhi-C (2 channel), Khampur-DKH-17(2 channel), Bangalore-BL-1(2 channel), Foreign DRM service from Radio New Zealand Int., Radio R-Romania Int., KBS world Radio, Radio Australia, NHK world Radio-Japan, BBC Radio, Vatican Radio, Voice of Nigeria Radio which carries Indian programmes.
- (c) Three days special watch observed on HF schedule of All India Radio for co-channel and adjacent channel interference (+) & (-) 5Hz. This watch was observed in the beginning and middle of HF schedule.
- (d) Kept watch on most Northern Indian medium wave channels of All India Radio from the point of undue interference emanating from foreign broadcasting stations during the night time.
- (e) Frequency deviation measurement carried out for about 50 Nos. various Frequencies including both medium wave and shortwave transmitters.

2. CLEAR CHANNEL WATCHES AND IDENTIFICATION OF INTERFERENCE OF SHORTWAVE CHANNEL OF ALL INDIA RADIO

Clear channel watches and identification of interfering stations of All India Radio channels carrying internal, external, Vividh Bharati,& regional SW services were carried out regularly. The observations from these watches were used for taking remedial action. Special

monitoring of various channels was carried out for arriving at a decision before finalizing each seasonal aerial/frequency schedule for programme finalization on Republic Day, Sports, National events, VVIP broadcasts and other important events. During the year special watches and VVIP transmission monitoring were carried out as per details below:-

S. No.	Details of watches	No. of occasions
1	VVIP broadcast transmission	13 days
2	Special watches (196 different frequencies)	67 days

3. MONITORING OF RN CHANNELS / FM CHANNELS

Monitoring of all “C” band RN channels of INSAT-4B originating from Broadcasting House, New Delhi. These channels were monitored round the clock on hourly basis daily. The abnormalities observed regarding the quality and contents of programme were communicated to Broadcasting House, New Delhi in real time for taking immediate necessary action and the report emailed.

Monitoring of all the regional RN channels thrice daily for overall performance and report emailed.

4. D.T.H. RADIO MONITORING

Regular monitoring of 21 Nos of D.T.H. Radio channels were carried out an hourly basis daily. The abnormalities observed were communicated to concerned stations and DTH-DD immediately for taking necessary action and the report emailed.

5. MONITORING OF THE TRANSMISSIONS OF FOREIGN ORGANISATIONS

Technical monitoring of the transmissions of countries beamed towards India was carried out regularly on a reciprocal basis. Periodic reports were prepared and sent to respective broadcasting organizations by email.

6. RECEPTION REPORTS FOR FOREIGN BROADCASTING ORGANISATIONS

S.No.	Name of Foreign Broadcasting Organization	Number of Monitoring		Number of frequencies monitored in a month (approx)
		Per day	Per Month	
1	Deutsche Welle (Germany)	Daily - 26	30	780
2	Pakistan Broadcasting Corporation	Daily - 5	30	150
3	Radio New zealand International	Daily - 1	30	30
4	Radio Austria International	Daily - 1	30	30
5	International Radio Portugal	Daily - 1	30	30
6	Radio Vatican	Daily - 8	30	240
7	China Radio International	Daily - 26	30	780
8	Nigeria Broadcasting Corporation	Daily - 3	30	90
9	Iran Radio	Daily - 9	30	270
10	Italy	Daily - 1	30	30
11	Radio Kuwait	Daily - 2	30	60

7. PERIODICAL REPORTS

S.No.	Title of Report	Period	Forwarded to
1	Abnormal operation monitoring of transmitters 43 Nos daily (184 frequencies)	Weekly	Concerned station, respective zonal CEs, SMS Division of All India Radio (by email)
2	Hourly Audio Quality monitoring of all RN channels of INSAT- 4B	Weekly	HQ and SMS Division of All India Radio, DG: AIR:
3	RN Channel Audio quality monitoring of the Regional Networking Centers of All India Radio	Weekly	HQ and SMS Division of All India Radio, DG: AIR: Directorate.
4	FM monitoring of two transmitters (DELHI) on hourly basis daily.	Weekly	Pitampura and SMS Division of All India Radio, DG: AIR: Directorate.
5	DTH Radio monitoring on hourly basis of 21 transmitters daily	Weekly	Up linking station, concerned zonal office, & SMS Division of All India Radio , DG: AIR
6	Technical monitoring reports of transmission of other foreign Broadcasting Organization	Fortnightly	12 countries and SMS Division of All India Radio Directorate.
7	Three day special watch of HF schedule for co-channel and adjacent channel interference	Half yearly	SMS Division of All India Radio, DG: AIR: Directorate.
8	Clear channel watches	As and when required	SMS Division of All India Radio, DG: AIR: Directorate.
9	Statement on the field strength measurement and modulation percentage of MW transmitters	As and when required	Concerned station, respective zonal CEs, SMS Division of All India Radio, DG: AIR: Directorate.
10	Frequency deviation of about 36 Nos of All India Radio transmitters	As and when required	Concerned station, respective zonal CEs, SMS Division of All India Radio, DG: AIR: Directorate.
11	Monitoring of 13 Regional Shortwave transmitters (when shortwave schedule revised)	Half yearly	SMS Division of All India Radio, DG: AIR: Directorate.

Plan Project at IMRC

Research Department has already planned to equip IMRC with state of art & cost effective automated system of broadcast monitoring. In addition to the schedule monitoring & Reporting works at IMRS Todapur the following works are in progress / completed are as mentioned below :-

- (i) Installation of new D/G set at newly constructed D/G room is completed and DG set is working satisfactorily.
- (ii) Oscilloscope (two nos.), signal generator & Field strength meter procured under 11th plan project are required to be installed in control room only after completion of CCW work.
- (iii) Communication receivers (Four nos.), DRM Test Receivers, Computers with Appropriate software are required to be procured and installed.
- (iv) 2 nos of C-band RN-Terminal (with PDA) installed at IMRS Todapur.

I) Other plan Projects

- Multimedia Broadcast in satellite and Terrestrial

It has been decided in budget meeting on 10.9.2015, design section of Directorate will review the scheme jointly with all concerned (ADG(NZ)/ADG(R&D).

- Performance Measurement of State-of-the-Art cost effective antenna for Medium Wave Transmitter. (CFA)

Dropped in last year, budget meeting.

OTHER ACTIVITIES

- (i) Training to the Engineering Students during the Year
 - Research Department has imparted hardware and software training to the students of engineering institutions as a part of their curriculum and collected revenue also.
 - Presentation cum demonstration arranged for trainees for induction training course

for newly recruited PEX/TREX/EA (AIR/DD)

Programme Activities

Live Broadcast

- Live broadcast, of the inaugural session of 3rd Asia Ministerial Conference on tiger conservation from Vigyan Bhawan, New Delhi on Tuesday, 12th April, 2016 from 3.55 p.m onwards.
- Live broadcast of the function of the launching of National Agriculture Market (NAM) by the Hon' ble Prime Minister, Shri Narendra Modi from Vigyan Bhawan, New Delhi, on Thursday, 14th April, 2016 from 6.25 p.m onwards,
- Live broadcast of the 63rd National Film Awards presentation ceremony from Vigyan Bhawan, New Delhi on Tuesday, 03rd May, 2016 from 5.50 p.m. onwards.
- Live broadcast of the function on Defence Investiture Ceremony - Two from Rashtrapati Bhawan, New Delhi on Saturday, 7th May, 2016 from 11.25 a.m onwards.
- Live broadcast of a programme "Ek Nai Subah", organised on the occasion of completion of two years of Union Government, from the lawns of India Gate, New Delhi on 28th May, 2016 from 4.55 p.m, onwards.
- Broadcast of a special live programme incorporating speech of Hon' ble Prime Minister Shri Narendra Modi to the joint session of United States Congress on 8th June, 2016.
- Live broadcast of the Mass Yoga Demonstration function held in Chandigarh on the occasion of International Yoga day, 2016 on Tuesday, on 21st June 2016.
- Live broadcast of the inaugural function of Akashvani Maitree, the Bangla Channel of the External Services Division of All India Radio and the launching of Multi-Media Bangla Website by the Hon'ble

President of India Shri Pranab Mukherjee at Rabindra Sadan Auditorium, Kolkata on Tuesday, 28th June, 2016.

- Live broadcast, of the presentation of national awards for the year 2013 to the awardees by the Honourable President of India, Shri Pranab Mukherjee on the occasion of International Day against drug abuse and illicit trafficking, from Vigyan Bhawan, New Delhi, on 26th June, 2016.
- Live broadcast of the swearing-in ceremony of new ministers to be inducted into the union council of ministers from Rashtrapati Bhawan on Tuesday, 05th July, 2016.
- Live commentary, alternately in Hindi and English on Jagannath Puri Rath yatra, from Puri, Odisha on Wednesday, 6th July, 2016.
- Live broadcast on Saturday, 06th August, 2016 of the function on the release of app., presentation of certificates by the Hon' ble Prime Minister Shri Narendra Modi, an interactive programme on Digital India from Indira Gandhi Indoor Stadium, New Delhi.
- Live broadcast of the function of the launching of 70th year of India's Independence Celebrations by the Hon' ble Prime Minister Shri Narendra Modi on Tuesday, 09th August, 2016, from Gram Bhabhra, District Alirajpur, Madhya Pradesh, the birth place of national freedom struggle hero Chandra Shekhar Azad.
- Live broadcast, of the presentation ceremony of the Rajiv Gandhi Khel Ratna Awards, Arjuna Awards and other sports awards on Monday, the 29th August, 2016 from Rashtrapati Bhawan, New Delhi.
- Live broadcast on Wednesday, 14th September, 2016 on the function organised by the Department of Official Language, Ministry of Home Affairs, Government of India on the occasion of Hindi Diwas at Rashtrapati Bhawan

Sabhagar, New Delhi.

- Live Broadcast of the inaugural function of the Pravasi Bharatiya Kendra held at Chanakyapuri, New Delhi, on 2nd October, 2016
- Live Broadcast of the valedictory function on national initiative towards strengthening arbitration and enforcement in India organised by the NITI Aayog at Vigyan Bhawan, New Delhi, on 23rd October, 2016.
- Live broadcast of the National Tribal Carnival held at Indira Gandhi Indoor Stadium, New Delhi, on 25th October, 2016.

RADIO REPORTS

- A radio report on the function being held in New Delhi to mark 109th birth anniversary of former Deputy Prime Minister of India, Babu Jagjivan Ram, on Tuesday, 5th April, 2016 at 8.30 p.m
- A radio report on the various functions being organised on the occasion of birth anniversary of Babasaheb Dr. B.R.Ambedkar, on Thursday, 14th April, 2016 at 10.00 p.m.
- A radio report on the inaugural session of the Joint Conference of the Chief Ministers of States and the Chief Justices of High Courts, held at Vigyan Bhawan, New Delhi on 24th April, 2016, broadcast on Monday, 25th April, 2016 at 03.00 pm,
- Broadcast of a radio report on the 63rd National Film Awards presentation ceremony on Tuesday, 03rd May, 2016 at 10.00 p.m.
- A radio report on the inauguration of the Independence Day film festival held at New Delhi broadcast on 12th August, 2016 at 10.30 p.m.
- Consolidated radio report on the closing ceremony of the Film Festival of BRICS countries held at Siri Fort Auditorium, New Delhi, on 6th September, 2016

RECORDINGS

- The launching of Stand-up India Scheme by the Hon' ble Prime Minister, Shri Narendra Modi from Noida, Uttar Pradesh broadcast on Tuesday, 05th April, 2016
- The recording of the addresses delivered by the Hon' ble Prime Minister, Shri Narendra Modi at various functions in Riyadh on 3rd April, 2016 during his recent visit to Saudi Arab. Was broadcast on Monday, 4th April, 2016 at 03.00 pm,
- Coverage of the Simhasth Kumbh Mela held at Ujjain from 22nd April, 2016 to 21st May, 2016.
- Broadcast of an interview with Shri C. Senthil. Rajan, Director, Directorate of film festivals, Ministry of Information and Broadcasting on Sunday, 01st May, 2016 at 08.00 pm.
- Broadcast of the recording of the speeches delivered by Hon' ble Prime Minister, Shri Narendra Modi during his ongoing visit to Iran on Monday, 23rd May, 2016 at 8.30 pm.
- Broadcast of the recording of the address delivered by the Hon' ble Prime Minister Shri Narendra Modi in the function organised in connection with the completion of two years of Union Government on 29th May, 2016 at Davangere, Karnataka.
- Programme, based on the recording of the address by the Hon' ble Prime Minister Shri Narendra Modi to the Indian community at Doha on 5th June, 2016 during his visit to Qatar.
- Programme, based on the recording of the speeches delivered by the hon Hon' ble Prime Minister Shri Narendra Modi at various functions during his visit to Switzerland and United States was broadcast on 7th June, 2016.
- Broadcast of the recording of the speeches delivered by the Hon' ble Prime Minister Shri Narendra Modi at various functions on 7th June, 2016 during his on going visit to United States.
- Broadcast of the recording of the speeches delivered by the Hon' ble Prime Minister Shri Narendra Modi at various functions during his visit to United States and Mexico on 9th June, 2016.
- Broadcast, of the recording of the speech delivered earlier by the Hon' ble Prime Minister Shri Narendra Modi at Shanghai Cooperation Organisation Summit-2016 at Tashkent, Uzbekistan on 24th June, 2016.
- The recording of the speeches delivered by the Hon' ble Prime Minister Shri Narendra Modi at various functions during his visit to Mozambique was broadcast on 08th July, 2016.
- The recording of the speeches delivered by the Hon' ble Prime Minister Shri Narendra Modi at various functions on 11th July, 2016 during his visit to Kenya was broadcast on 12th July, 2016.
- Broadcast of the recordings of the speech delivered by the Hon' ble Vice President of India Dr. Mohammad Hamid Ansari at None Aligned Movement (NAM) Summit during his recent visit to Venezuela on 21st September, 2016.
- Broadcast of the excerpts of the speech of the Hon' ble Prime Minister Shri Narendra Modi delivered at the function of unveiling of Shourya Smarak at Bhopal on 14th October, 2016.

Programmes Planned for the period November, 2016 to March, 2017

- Live broadcast of the Inaugural Ceremony of the 2nd International Children's Film Festival at Jaipur from 14th November, 2016 to 16th November, 2016.
- Broadcast of Curtain Raiser on the 47th International Film Festival of India held in Panaji (Goa) from 20th November, 2016 to 25th November, 2016.
- Live Broadcast of the Closing Ceremony of 47th International Film Festival of India from Panaji, Goa on 28th November, 2016.

- Live Broadcast of Floral Tributes to the Martyrs at the Plaque between Building Gate No. 11 & 12, Parliament House, New Delhi on 13.12.2016.
- The following programmes are proposed to be broadcast in connection with the celebration of Republic Day-2017: -
 - (i) Address to the Nation by the Hon'ble President on the eve of the Republic Day on 25th January, 2017. Regional language versions will also be broadcast by concerned AIR Stations.
 - (ii) Broadcast of the recording of National Symposium of Poets on 25th January, 2017.
 - (iii) Live broadcast of Republic Day Parade and the Cultural Pageant from Raj Path in New Delhi on 26th January, 2017.
 - (iv) Radio report on Beating Retreat Ceremony on 29th January, 2017.
 - (v) Coverage to be provided to the other Republic Day-2017 Celebrations/ events.
- Tributes in the Memory of Former Lok Sabha Speaker and Veteran Leader Shri Balram Jakhar on 3rd February, 2017.
- Live broadcast of the Hon'ble President's address to both the Houses of Parliament on Budget Session.

DR. RAJENDRA PRASAD MEMORIAL LECTURE

All India Radio started an Annual Memorial Lecture Series in honour of the first President of India Dr. Rajendra Prasad from 1969. This is one of the most prestigious memorial lecture series in the country. The lecture is organised every year by turn in different parts of the country before an invited audience. Eminent personalities and scholars from the fields of literature, culture, economics, politics, science and other social sciences are invited to deliver the lecture in Hindi on a subject of their choice. Many stalwarts

like renowned litterateur Dr. Hazari Prasad Dwivedi, Mahadevi Verma, Dr. Harivansh Rai Bachchan, famous social scientist Dr. P.C. Joshi have delivered this memorial lecture over the years among others. The memorial lecture for 2016 is planned to be delivered by Shri Kesari Nath Tripathi, Governor of West Bengal on the topic "***Nirvachn Vdhi Ki Sansodhan Prakriya Main Sudhar: Jangadna Ke Sandarbh Mein***". The recording of the lecture will be broadcast on the national network of All India Radio on the birthday of Dr. Rajendra Prasad on 3rd December, 2016 at 9.30 pm.

SARDAR PATEL MEMORIAL LECTURE

This lecture series is being organized from 1956 onwards in memory of the first Information and Broadcasting Minister of independent India Sardar Vallabh Bhai Patel. In this lecture series delivered in English by renowned scholars, administrators, jurists, historians, social scientists, economists are invited to speak on a subject chosen by them before an invited audience. The first lecture was delivered by Dr. C. Rajagopalachari, the first Indian Governor General. Ever since a galaxy of speakers including former Chief Justice of India Sh. P.N. Bhagwati, renowned historian like Prof. Bipin Chandra, Prof. Romila Thapar, and National Security Advisor Sh. Shiv Shankar Menon among others have delivered this lecture.

The Sardar Patel Memorial Lecture for the year 2016 was delivered on 28th October, 2016 by Dr. Jitendra Singh, Hon'ble Minister of State (Independent Charge) for Ministry of Development of North Eastern Region, Minister of State in the Prime Minister's office, Minister in Personnel, Public Grievances and Pensions, Atomic Energy and Space on "***Co-operative Federalism: Reconciling Regional Aspirations and National Cohesion***". The recording of this lecture was broadcast on 31st October, 2016 at 9.30 PM on the national network of All India Radio.

SANSKR GEET

All India Radio has embarked on a special

project with the lofty objective of conserving our folk legacy and heritage. India is unique for its ethno-linguistic diversity. It is a daunting task to capture her cultural mosaic in all its variegated hues. It is best reflected in the abundant and rich folklore of its numerous regions, communities and cultures. The scintillating lyrics and tunes have a distinct flavour but are under threat of extinction. AIR, as the nation's public service broadcaster has decided to step in and record the folklore and ceremonial songs, in their pristine purity.

AIR's project envisages recording (i) songs associated with different rituals (sanskars)-stages/milestones in the life span of a person (ii) a variety of lok geet such as Ritu geet, Parv geet, sharm geet, Nadi geet, Vriksh geet, sthal geet, parvat geet and Andolan geet and (iii) lok gaathayein (legends). This will be one of the many major achievements of AIR in preserving the cultural heritage of India for the posterity.

In this process approximately 20,000 sanskar geet and traditional folk songs in 87 languages/dialects have been recorded and preserved in Akashvani Archives. In view of the archival value these songs, National Book Trust, under the Ministry of Culture have signed MOU with AIR. In this context first set of five books is being prepared for publication.

NATIONAL SYMPOSIUM OF POETS (SARVA BHASHA KAVI SAMMELAN)

Introduced in 1956, the Sarva Bhasha Kavi Sammelan (National Symposium of Poets) is an endeavor to provide a creative platform to national integration and linguistic harmony through mutual interaction and coordinated presentation of the best in contemporary poetry of all Indian languages. Its uniqueness is underlined by the fact that it is the only programme of its kind, wherein eminent poets 22 Indian languages now come together on one stage to offer their creative best. Poems in all these languages are presented by the poets themselves before an invited audience, followed by the rendering their

Hindi versions translated by eminent poets of different languages. A two hour recording of this programme is broadcast on the national network of AIR on 25th January, on the eve of the Republic Day at 10 P.M. At the same time, regional language versions of this programme are broadcast from concerned AIR stations. Thus, this programme reaches across the length and breadth of the nation.

In 2005, four new languages, namely, Dogri, Mathili, Santhali and Bodo were added to the list of languages taking the total to twenty two languages. This programme is a reflection of the rich cultural and literary shared heritage of Indian languages, incomparable with any other programme in its status and grandeur.

During this year "Sarva Bhasha Kavi Sammelan" will be organized at Varanasi on 12th January, 2017, and will be broadcast on 25th January, 2017.

FARM & HOME BROADCAST

All India Radio is dedicated to its rural audience for more than five decades. Farm and Home programmes are broadcast by all stations of AIR. Programmes have been designed to cater to the day to day seasonal needs of the farming community incorporating latest information and technology for best agricultural output. These programmes create awareness about the ways & means to improve the quality of the country's farming community. The programmes are broadcast daily in the morning, afternoon and evening with average duration of 60 to 100 Minutes per day for Rural Women, Children and Youth. The Farm & Home units of AIR broadcast composite programmes including equal segments of rural development scheme and hard-core agriculture with programmes on subjects like Horticulture, Animal Husbandry, Poultry & Dairy farming, Fisheries, Forestry, Environment Conservation and allied agriculture activities like food and agro processing, dry and wasteland agriculture and also on segments dwelling on employment schemes, loan,

insurance 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 Department 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. Broadcast on a narrow casting mode, the programme is mostly interactive in content involving field based recordings of farmers and studio dial outs and dial-ins with experts and farming community which are quite popular with the target audience.

CAMPAIGN ON SAFE AND JUDICIOUS USE OF PESTICIDES

Programmes creating awareness amongst the general public and the farming community in particular, have been broadcast about the safe and judicious use of pesticides and the ways and means of minimizing pesticide residues in fruits and vegetables before consumption.

Comprehensive guidelines have been issued to the stations in this regard detailing the Do's and Don'ts for the farmers while purchasing, storing, handling and spraying pesticides. Do's and Don'ts for the consumers and citizens for minimizing pesticide residues in food items, fruits and vegetables were also highlighted by stations in their programmes.

COMPREHENSIVE WEATHER FORECASTS FOR FARMERS

Comprehensive weather forecasts of five minutes duration for farmers are being broadcast in the daily Farm & Home programmes of all AIR stations and all 96 stations broadcasting Kisanvani programmes. The daily weather forecasts coverage includes details of crucial parameters like rainfall, temperature, soil and air moisture, radiation,

hot, dry, cold and wet spells including extreme events like droughts, floods, thunder storms, cyclones, hail, frost etc so as to alert farmers and help prevent crop failures.

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.

World Environment Day is observed by all stations on 5th June every year by mounting special programmes to create awareness about preservation of environment. Issues of social forestry, preventing land degradation and desertification, ozone hole depletion, climate change, water harvesting and noise pollution were also addressed suitably in the programming schedules.

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.

Station have been mounting sustained publicity to the cleanliness drive 'Swachh Bharat Abhiyan' launched by the Hon'ble Prime Minister, focusing on the significance of both rural and urban sanitation in ensuring a cleaner environment for all.

AIR Stations broadcasting Farm and Home and kisanvani programmes are advised to mount suitable programmes in different formats, for creating awareness amongst the farming community, about the use of organic solid waste as manure in agriculture operations, as part of media campaign under Swachh Bharat Missions. AIR Stations have been instructed to broadcast audio spots on the different flagship programmes of Ministry of Agriculture & Farmers' Welfare.

FLAGSHIP PROGRAMMES OVER THE AIR NETWORK

All AIR Stations have been advised to broadcast programmes in different formats about the various schemes and for creating awareness amongst the farming community. Some of the programmes broadcast are detailed below:

1) Radio Report

A radio report on the National Conference on agriculture for Kharif Campaign organized at the National Agricultural Science Centre, PUSA was broadcast in April, 2016.

2) City Compost

All AIR stations have been advised to mount suitable publicity campaigns to educate the farming community in particular on the benefits of city compost and vermin-composting in agriculture practices. Jingles are also being broadcast on the subject.

3) Soil Health Card

Programmes for creating awareness amongst the farming community about the advantages of the Soil Health Card and the use of Neem coated Urea in agricultural practices were broadcast. Wide publicity was given to strengthen programme publicity about the advantages of the Soil Health Card, Paramparagat Krishi Vikas yojana, mission organic value chain development for North Eastern and benefits of city compost.

4) Pradhan Mantri Fasal Bima Yojna

Programmes creating awareness about Pradhan Mantri Fasal Bima Yojana amongst the general public and the farming community in particular are being broadcast. Messages, of the Hon'ble Union Minister of Agriculture and Farmers Welfare was broadcast on the Pradhan Mantri Fasal Bima Yojana, Food Security Mission, etc in the Kisanvani programmes.

5) The Audio Spot on Reduction in Fertiliser Prices

Audio spot on reduction in fertiliser prices were broadcast by all AIR stations

broadcasting Farm and Home and Kisanvani programmes.

6) National Agriculture Market (NAM)

Stations have been mounting suitable programmes on National Agriculture Market (NAM). It is a Pan-India Electronic trading portal which networks the existing APMC mandis to create a unified national market for agricultural commodities, promotes uniformity, streamlining of procedures across the integrated markets, removes information asymmetry between buyers and sellers, promotes real time price discovery, based on actual demand and supply and promotes transparency in auction processes. AIR station broadcasting Kisanvani and Farm & Home programme were advised to mount suitable publicity in different formats for disseminating information about the National Agriculture Market.

7) National Conference on Agriculture for Kharif Campaign

A consolidated report on the National conference on Agriculture for kharif campaign organized at the National Agriculture Science Centre, ICAR, Pusa, New Delhi, was broadcast on 11th and 12th April 2016 by All India Radio, Delhi on its Rajdhani channel.

8) Publicity to Govt. Procurement Programme

Programme Heads of AIR stations broadcasting Farm & Home and Kisanvani programmes were advised to mount suitable programmes on the Government's procurement programmes and policies in respect of pulses, oil seeds and cereals.

9) Publicity to Govt. Measures for Pulses Distribution

Wide publicity was given to the about measures taken by the Government to check prices of pulses like banning of export, allowing import at zero duty, incentivizing production and managing distribution to states and central agencies from buffer stocks.

Health & Family Welfare Programmes

Women's Programmes

Women's programmes of All India Radio cover subjects related to socio-economic development of women, health and family welfare, food and nutrition, scientific home management, women entrepreneurship, education including adult education, women empowerment, gender issues etc.

All India Radio broadcasts a number of programmes in different formats for the welfare of girl child. Programmes of the family welfare section of the stations generally aims at creating social awareness on the issues relating to female foeticide, gender discrimination, awareness about the rights and privileges of women through the propagation of legal literacy. Different traditional folk forms were also used to communicate with the rural audience. "Beti Bachao Beti Padhao" programme was launched by the Prime Minister in 2015. After the launch of programme, all AIR stations across the have been instructed to pay special attention while planning their programmes on the popularization of the campaign 'Beti Bachao Beti Padhao'.

The theme for international women's day -2016 is, "Planet 50-50 by 2030: step it up for gender equality". Programmes were broadcast in different formats on the theme such as talks, discussions, interviews etc. with women achievers from urban as well as rural areas from different walks of life, highlighting their achievements. International women's week of this year was also observed with the view of empowering women in the society.

Apart from this, on the basis of references received from different ministries regarding problems confronting women, all AIR stations were advised to focus on the different subjects in the women's programmes, such as Sexual crimes against women, Indecent portrayal of women in media, Breast Cancer Awareness Month, Menstrual Hygiene etc. AIR has also collaborated with UNICEF in their programmes related to women and children

such as Routine Immunization, Gender Violence, Encourage Breast feeding (MAA programmes), etc.

Health Programmes

Health programmes are part of regular broadcasts of All India Radio. Almost every AIR station broadcasts health awareness programmes on weekly / fortnightly basis. These programmes are planned and broadcast as per the health requirement of the concerned area, potential out-break of seasonal diseases and as per the instructions / advice of ministry and the Directorate General of All India Radio. All the health related issues as awareness about disease, their causes and prevention, information about available treatment, awareness about immunization information, government Facilities for the treatment of different diseases, health related government scheme are the subject matter of health related programmes.

- Other subjects covered in regular broadcast of health programmes including topics like right age of marriage, delay the first child, space between two children, terminal methods, maternal care, child survival, promotion of inter-spouse communication / male responsibility, neutralizing male preference syndrome, medical terminal of pregnancy, promotion of institutional legal provisions, management of reproductive tract infections (RTIs) and sexually transmitted infections (STIs), pre-natal diagnostic techniques (regulations and prevention of misuse) act- 1994, breast feeding, disability, T.B., leprosy and reproductive child health etc.
- Avian flu spread in many parts of the country and had become a serious public health problem. Directorate General of All India Radio issued interactions to all AIR stations, particularly located in avian flu affected areas, to mount suitable programmes to create awareness about the disease.
- Similarly during the spread Dengue

and Chikunguniya, special awareness programmes on prevention of disease were broadcast across the network of All India Radio. AIR, is also collaborating with the 'Ministry of Health and Family Welfare' regarding workshops and creating awareness.

- Wide publicity is being given to organ donation campaign launched by NOTTO (National Organ and Tissue Transplant Organization). Suitable programmes are being mounted against drug abuse, AIDS and create awareness about the rehabilitation and facilities being provided to the leprosy affected persons/families.
- Special efforts are being made to create awareness on global Iodine deficiency disorders. All AIR stations are publicising information, education and communication to promote campaign against malnutrition.
- Programmes in various formats are being broadcast from AIR stations across the country to create awareness about the adverse child sex ratio and to alter the negative mindsets leading to abortion of girl child fetus.
- In order to improve the vaccine coverage, the Ministry of Health & Family Welfare has launched Mission Indradhanush in April 2015. Wide coverage is being given to the mission through AIR network throughout the year.
- Nutrition has also been focus of many programmes of AIR broadcasts. National Nutrition Day was given wide coverage and information disseminated about the importance of nutrition during the formative years of children and lactating women.
- Breast cancer awareness month was also publicized to generate awareness about the causes, symptoms, prevention and cure in women of all age groups. The breast cancer awareness month October is marked across the world, to increase

attention and support for awareness, early detection and treatment as well as palliative care of this disease.

- In special audience programmes like rural/women/youth and health, AIR has registered some audience groups. These groups contribute towards spreading of general awareness on the health related subjects.

Children's 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 to 7 years and 8 to 14 years and special programmes are also broadcast for rural children. Some of the programmes are broadcast on weekly basis, plays, short stories, features, choral singing, interviews, stories from epics etc.

The following points are a regular feature of the programmes broadcast by AIR stations for children:

1. Protection of rights of children and particularly protection of identity of children in need of care and protection juveniles in conflict law.
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 girl's 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.

Wide publicity was given to the approved "Guidelines for media reporting on children" issued by Hon'ble Delhi High Court as requested by Delhi Commission for protection of child rights. AIR contributed in UNICEF's programmes by disseminating information and promoting UNICEF's campaigns through its vast network all over India. UNICEF's workshops on Routine Immunization of Children, End violence against children were attended by officials of AIR for improving their understanding of the issues and spread of information.

Government's Flagship Schemes

Accessible India Campaign launched by the government for the disabled was widely publicized by AIR throughout its network. Various achievements of government were also made a part of AIR's broadcast. Swachh Bharat Mission was launched for the cleanliness of surroundings. Due publicity was given by AIR. The mission encompasses aspects of health and personal hygiene, rural sanitation, urban sanitation, disease prevention, water borne diseases, pollution related diseases etc., which are integral parts of health and family welfare broadcast of All India Radio. All AIR stations were advised to further strengthen their coverage of these aspects in their special audience programmes for women, children and youth.

The Government of India celebrating 70 years of independence to commemorate the contributions made by our freedom fighters, 'Azadi 70 saal: Yaad Karo Qurbani' : Role of women in struggle for independence and the role of women in independence struggle. All AIR stations were advised to mount suitable programmes in different formats like talk shows, discussions, interviews, phone-in programmes etc. To highlight the important role played by women in India's freedom struggle.

Music

All India Radio has been rendering a yeoman service in the propagation and preservation of Indian Music since its inception with its

unfeigned commitment as a public service broadcaster.

The financial year (April 2016 to March 2017) commenced with the broadcast of Trinity and Other Vaggeyakara Music Concerts in the National Programme of Music in the months of May and June, 2016. Eminent artistes Sanjay Subramaniam of Chennai rendered Tyagaraja Compositions, B. Indira. Kameswara. Rao of Visakhapatnam rendered Shyama Shastri and Subbaraya Shashtry Compositions, R.N. Tyagarajan and R.N. Taranathan of Bengaluru rendered Muthuswamy Dikshitar Compositions and Lalitha & Haripriya of Hyderabad rendered the compositions of Ponnai Pillai.

Some of the renowned artists featured in the National Programme of Music, Ravivasariya Akhil Bharatiya Sangeet Sabha and National Programme of Regional Light & Folk Music for the year under review:

a) Hindustani Classical:

Vidushi Manjari Alegoankar (Vocal), Basappa Hanumappa Bhajantari (Clarinet), Pt. Ratnakar Gokhle (Violin), Pt. Indu Dhar Nirodhi (Vocal), Sarwar Hussain (Sarangi), Vidushi Manju Mehta (Sitar), Vidushi Kamla Shankar (Guitar), Ustad Ilmas Hussain Khan (Tabla), Pt. Premkumar Mullick (Dhrupad/Dhamar), Ashok Kumar Chaurasia (Shehnai), Pt. Sura Ranjan (Sarod), Pt. Nityanand Haldipur (Flute), Rishi Upadhaya (Pakhawaj).

b) Hindustani Light & Folk

Dr. Rajyashree Banerjee (Geet Bhajan), Ram Darash Sharma (Bhojpuri Lok Geet), Maqal Wali (Ghazal), Chiranji Lal (Rajasthani Maand), Dwarika Yadav & Party (Chattisgarhi Lokgeet)

c) Karnatic Classical

NRavikiran (ChitraVeena), AKanyakumari (Violin) MSK Sankaranarayanan (Nagaswaram), B S Narayanan (Violin), D.S.R Murthy (Mridangam Solo), A Ananthapadmanabhan & C Rajendran

(Veena & Violin Duet), Malladi Suribabu (Padam, Javali & Thillana), S Ganesan (Vocal), Sheik Yakub Saheb & Sheik Bade Saheb (Nagaswaram Duet)

d) Karnatic Light & Folk

Vishawanath Nakod (Devaranama-Devotional), Kallara Gopan & S.S. Gayatri (Light Vocal-Malayalam), Raman Chakiyar (Koothu), S.N. Suresh (Katha)

It is pertinent to mention here that besides the above programmes, the following special programmes were also broadcast during the period under review:-

Melakartha Raagas through Muthuswamy Dikshitar and Koteeswara Iyer Compositions- Conceived and Conducted by Vijayalakshmi Subramaniam

“Tagore –A Spiritual Journey with melody”- a feature on the life and music of Gurudev Rabindranath Tagore.

“Rythms of India”- a rhythmic journey

through the length and breadth of the country based on the percussion instruments of various regions. Presented by T.V Goplakrishnan.

“Marathi Geet Mein Abhang”- a musical feature highlighting the various aspects of Abhang, a popular devotional format of Maharashtra.

Akashvani Sangeet Sammelan 2016:

An annual music event, started way back in the year 1954, much sought after by both artistes and connoisseurs, Akashvani Sangeet Sammelan has evolved as a strong brand name for All India Radio in the mind space of connoisseurs for over six decades. Organized all over the country, featuring both eminent artistes and upcoming youngsters from the stream of Hindustani and Carnatic Classical Music, no artiste of national and international eminence has ever missed out from being featured in the prestigious event.



Akashvani Sangeet Sammelan-2016

The salient feature of this year's Akashvani Sangeet Sammelan concerts has been that besides the galaxy of classical artistes traditionally featured, the event has been enriched by folk, light and western music artistes to make it a complete music festival.

This year's Akashvani Sangeet Sammelan Concerts were held at 24 venues on 24th September, 2016 (Saturday) featuring many eminent and promising artists from across the country. The evening concerts for Hindustani and Carnatic music were held at 16 venues i.e. Delhi, Mumbai, Kolkata, Chennai, Hyderabad, Bengaluru, Agra, Bhopal, Chandigarh (Jalandhar), Dharwad, Jaipur, Pune, Valasad (Vadodara), Thiruvananthapuram, Kozhikode and Vizianagaram (Visakhapatnam). The morning concerts for Hindustani music were held at 2 venues i.e. Patna and Shimla. The evening concerts for Light and Folk music were held at 5 places i.e. Almora, Rampur, Sambalpur, Mysuru and Kalaburagi.

Western Music concert was held at Shillong. In all, around 200 artistes have participated in this prestigious event.

The broadcast of these concerts on the National hook-up from all Capital and Regional Stations of AIR, besides on Raagam Channel on DTH, Web streaming and AIR LIVE mobile app. has started from 22nd October, 2016 and will go up to 30th November, 2016.

Some of the artistes, both prominent and upcoming featured in this year's Sangeet Sammelan concerts are:

Pt. Vishwamohan Bhatt (Mohan Veena), Ustad Moinuddin Khan (Sarangi), Vikku Vinayakram (Chatur Ghatam), S Shashank (Flute), Pt. Surykant Khaladkar (Sundri), Ritesh-Rajnish Mishra (Vocal Duet), Dr. S Sowmya (Vocal), Vishnubhatla Sisters (Vocal Duet), Patthabhiram Pandit (Vocal), Punya Srinivas (Veena), Koyel Dasgupta (Light Classical Vocal), Prashant-Nishant Mullick (Dhrupad/Dhamar), Pt. Kushal Das (Sitar), Madurai T N S Krishna (Vocal), Pushpraj Koshti (Surbahar), V V Ramana Murthy

(Mridangam), Ustad Akram Khan (Tabla) and KG Kalyanasundaram (Tavil).

Deepali Wattal (Ghazal), V Deepika (Devotional), Pavani Kashinath (Devaranama), Sharada Bharat Vadavati (Vachana), Ustad Ahmed Hussain and Ustad Mohammad Hussain (Ghazal/Bhajan) and Basanti Bisht (Garwali Folk)

Prosanto Chunder Dutt- Violin (Western Classical), Lou Majaw & Party (Rock & Roll) and Rudolph Wallang & Party (Western Band)

AIR Music Competitions-2016

AIR Music Competition is a regular feature of AIR to scout new talent among youth. As a tribute to the Shehnai Maestro, Bharat Ratna Ustad Bismillah Khan whose birth centenary year is being observed beginning 21st March, 2016. All India Radio has instituted a special Prize in the name of the legend with the title "Akashvani Ustad Bismillah Khan Vishesh Puraskar" in this year's AIR Music Competitions. This special Prize is being awarded to the winner in the category of Shehnai/Sundari.

In order to encourage the talent in the field of Western Music, AIR has introduced first & second prizes in the following categories:

- 1. Western Music (Vocal),**
- 2. Western Instrumental Music (Solo),**
- 3. Western Band**

Marking the 170th Aradhana Celebrations of Saint Composer Thyagaraja, there will be a live broadcast of Thyagaraja Aradhana Music festival on the National Hook-up in the National Programme of Music on 14th January, 2017 and also, a live coverage of Pancharatna Gosthi Ganam (group rendering of Pancharatna compositions) in the morning on 17th January, 2017 from Thiruvaiyaru.

Sports

During the period from 1st April, 2016 to 30th October, 2016, All India Radio has provided appropriate coverage to various national and international sporting events on its national hook-up as well as over regional AIR Stations.

Details of national hook-up coverage of some major events are given below:-

(1) Multi-disciplinary Events

- (i) 31st Summer Olympic Games-2016, Rio De Janeiro, Brazil:

All India Radio provided extensive and exclusive coverage to 31st Summer Olympic Games-2016 held in Rio de Janeiro, Brazil from 5th to 21st August, 2016 with a Curtain Raiser programme on 5th August, 2016, daily highlights capsules from 6th August, 2016 to 22nd August, 2016, live commentaries of all India specific Women's Hockey and Badminton matches, Tennis matches and live commentary of all India specific matches, Semi-Final and Final Matches of Men's Hockey. Live hourly updates were broadcast on FM Rainbow along with Breaking News on FM Rainbow Network and FM Gold channels.

Government of India's Target Olympic Podium (TOP) scheme was highlighted throughout AIR coverage of the event. The government's efforts to promote Yoga were also given appropriate coverage.

- (ii) Special one-hour interactive programme on the Olympic Games- 04th July, 2016 and 05th July, 2016.
- (iii) 'Chalo Rio' - ten-part weekly programme series on the Olympic Games produced and broadcast in association with BBC as a run-up to the 2016 Games- 27th May, 2016 to 29th July, 2016 (Fridays).
- (iv) 'Ekatisvey Olympics Mein Bharatiya Pradarshan'- programme on 24th August, 2016.
- (v) Radio Report on NCC Cadets National Games -2016 played in Delhi from 16th to 26th October, 2016.

(2) Cricket

- (i) **ICC World Twenty-20 Cricket World Cup** held in India from 15th March, 2016

to 3rd April, 2016.

- (ii) **'Stumped'**- Series III AIR-BBC-ABC co-production from 1st April, 2016 to 31st March, 2017 (every Saturday on FM Rainbow Network).

(3) Volleyball

Live coverage of the **Maitree Cup** Volleyball Match between Border Security Force and Border Guarding Bangladesh played in New Delhi on 3rd October, 2016.

(4) Football

- (i) Live coverage of 128th **Durand Cup** Football Tournament final match played in Delhi on 11th September, 2016.
- (ii) Live coverage of **BRICS** Under Seventeen Football Tournament final match played in Panaji on 15th October, 2016.
- (iii) Live coverage of Under- Seventeen Boys Final Match of **Subroto Cup** Football tournament played at Delhi on 22nd October, 2016.

(5) Tennis

- (i) Daily Reports on the **Wimbledon Tennis** Championship, 2016 from 29th June to 11th July, 2016.
- (ii) Live coverage of **Davis Cup** Tennis World Group Play-off Tie match played at Chandigarh from 15th to 17th July, 2016.
- (iii) Live coverage of **Davis Cup** Tennis World Group Play-off Tie match played at Delhi from 16th to 18th September, 2016.

Proposed events to be covered in 2016-2017

All India Radio proposes, subject to acquisition of broadcast permission/rights wherever required to provide live coverage to the various National and International sporting events on its National Hook-up during current financial year. The details of some such events are as follows:

- (i) Multi disciplinary events :
National Games-2017 to be held in Goa.
- (ii) Cricket:
BCCI events:
 1. India-England Cricket Series.
 2. India-Bangladesh Cricket Series.
 3. India-Australia Cricket Series.
- (iii) 'Stumped'- Series III AIR-BBC-ABC co-production from 1st April, 2016 to 31st March, 2017 (every Saturday on FM Rainbow Network)
- (iv) Hockey:
FIH Junior World Cup Hockey from 8th to 18th December, 2016 (live coverage of India specific matches, semi-finals and final match)
- (v) Badminton:
 1. Syed Modi International Badminton Championship-2017 (January, 2017).
 2. BWF India Open Badminton-2017 (March, 2017)
- (vi) Tennis:
Chennai Open Tennis Championship (January, 2017).

News Services Division

The News Services Division of All India radio broadcasts 651 news bulletins daily in 91 languages/ Dialects in Home, Regional, External and DTH Services. The total duration of these bulletins is 56 hours. 346 news headlines are put up per hour on FM mode from various AIR stations. News Service Division (NSD) broadcast 179 news bulletins from headquarter Delhi every day which comes to 21 hours 42 minutes. NSD has been expanding its presence across various domains with the aim of reaching diverse cross section of people. During 2016-17 NSD widely covered various activities and programmes of the government in different parts of the country and abroad. NSD gave wide publicity to various social, economic and developmental schemes launched by the government from time to time. On completion

of two years of the Central government, a comprehensive coverage was given to major initiatives by various wings of this division including RNUs. All the major initiatives such as Swachh Bharat Mission, Skill India, Beti Bacho Beti Pado, and Atal Pension Yojna were covered prominently by NSD as the part of being the Public Service Broadcaster. NSD has substantially increased its presence on the social media and has crossed major milestones in reaching out to audience far and wide. Efforts were made to disseminate news to the public by using Social Media platforms of NSD viz, twitter and facebook as well as website.

Hon'ble President, Shri. Pranab Mukherjee launched Akashvani Maitree channel and its website in Kolkata on 23rd August, 2016 for Bengali listeners, which includes news and news based programmes in Bengali. Akashvani Maitree is an innovative initiative to reach out to the Bengali listeners not only in India and Bangladesh but also across the world. This service is catering to the needs of listeners of AIR in Bangladesh. RNU Kolkata is giving valuable inputs for the service.

To streamline and strengthen Foreign News Pool, Monitoring Unit has been merged with General News Room and a separate Foreign News Pool Desk (FND) has been created. Besides, a workshop on skill development for Pool/Compiling Editors of language bulletins, especially Baluchi news desk was held on 16th September, 2016. Similarly a workshop of editors and anchors of news magazine programmes of NSD, AIR was also organised to enhance the quality of these programmes. To enhance the editorial, translation and news reading skills, a special workshop for Hindi Editors and Newsreader-cum-translators including contractual and casual assignees was also organised on 20th October, 2016 on the subject "Bhethar Sampadan, Anuvaad aur Vaachan", in which veteran editors were invited to interact with the participants.

During the period under report News Services Division of All India Radio also carried various stories as a part of fortnight long celebrations

"Azadi ke 70 Saal - Jara Yada Karo Qurbani". Discussion programmes were put out to mark the second anniversary of 'Swachh Bharat Mission', completion of two years of NDA government and other topics which includes Surgical strikes against militant launch pads across the Line of Control in PoK, Pradhan Mantri Ujjwala Yojana, Gramoday Se Bharat Uday, Skill development in Youth, Bharat Parv, Contributions of women in freedom struggle. Visits of Union Council of Ministers to more than 150 places all over the country associated with heroes of Indian Freedom movement were also covered prominently. Besides, special arrangements were made to cover Rio Olympics and Paralympics held in Brazil.

Regional News Units

All India Radio's 46 Regional News Units (RNUs) play a vital role in catering the information needs of the people. RNUs make bulletins and programmes in 77 regional languages/ dialects to make news region specific and people friendly. Each state has at least one RNU and bigger states have up to four RNUs for effective coverage of events in the state. The RNUs originate 443 bulletins every day for a total duration of about 33 hours that includes regional, external, DTH services and FM headlines. RNUs also mount 1706 news-based programmes in a month for a total duration of nearly 142 hours besides broadcasting special programmes when State Assemblies are in session.

FM Headlines serve immediate needs of information savvy listeners during their daily busy schedule in cities and towns. At present 250 headline bulletins in 16 languages are being produced by RNUs.

RNUs have about 88 full-time correspondents/ editors (including seven non-RNU correspondents) working across the country. In addition, services of 518 Part Time correspondents (PTCs) at district level are being utilized to get news stories from remote areas. They are provided guidance and professional support by regular

correspondents and editors in the RNUs. With a view to strengthen the professional skills of PTCs for better quantitative and qualitative output, NSD organizes orientation workshops for them from time to time. PTC workshop was organised on 13th October, 2016 at Bhubaneswar, Odisha to sensitize PTCs about emergence of new media viz Twitter/ Facebook and how to give inputs to them. Director General (News), Shri. Sitanshu Kar briefed the PTCs about the issue. On 9th Sep, 2016 RNU Raipur launched its Facebook account.

During the period under report extensive planning was made by NSD and RNUs at West Bengal, Tamilnadu, Puducherry and Kerala for comprehensive coverage of Assembly elections in their respective states.

The SBG (2016-17) for RNUs is ₹ 20.24 crores.

Special Coverage of Swachhta Pakhwada

News Services Division of All India Radio put out many special programmes to mark the second anniversary of 'Swachh Bharat Mission'. It was launched by the Hon'ble Prime Minister Shri Narendra Modi on 2nd October, 2014. NSD broadcast special programmes as well as covered the Swachhta events in major bulletins of Hindi, English, Urdu and other Indian languages during the last week of September, 2016 to 2nd October, 2016. The scheduled programmes prepared by Union/ States/UTs governments held in different parts of the country to mark the anniversary of 'Swachh Bharat Mission' also covered well.

46 Regional News Units of AIR also gave wide coverage to spot news of 2nd anniversary of Swachh Bharat Mission on 2nd Oct 2016 in their respective regional bulletins. Besides this, the Swachhta Campaign news items were also carried in FM News headlines. RNUs mounted special programmes on the theme under their current affairs slot during the week commencing from 2nd Oct 2016.

Social Media platforms of NSD viz, Twitter and Facebook as well as website widely covered various activities and programmes on the theme organised throughout the country.

The coverage had noticeable impact on Social Media platforms. Twitter/ Facebook were also used for cross media publicity of special programmes on radio planned on the theme.

More than 50 stories were posted on facebook. Stories were tweeted and re-tweets of related important events were also sent. In addition, tweets containing video clips, audio clips and pictures to its 1.28 million Twitter followers were sent. More than 100 Tweets were posted during the period of campaign.

NSD started a campaign to highlight the contributions of general public inspired by Swachh Bharat Mission. On pilot basis, a special news item is being broadcast in major news bulletins in Hindi and English from 26th October, 2016.

Website & Social Media

The IT unit maintains and updates the NSD's official website newsonair.nic.in. Various National, International, sports, business news besides news based programs, Features and Special programs are uploaded on the website. Audio and text of news bulletins from NSD and Regional News Units carried on the website. The Audio and text for Independence Day Address of Prime Minister, President's Addresses on eve of Independence Day and Republic Day, Union Budget, Railway Budget etc were uploaded on website. Live webcasting of Mann ki Baat programme is done on NSD's website through special window. Awareness programs carried on website-Azadi 70 Saal-Yaad Karo Qurbani, Swachh Bharat Abhiyan, International yoga day, online services for voters, Coverage of campaigns such as Rashtriya Ekta Divas, Vigilance awareness week, Do's and Don'ts during Earthquake, News policy for broadcast media, Guidelines for coverage of Elections by AIR and Doordarshan and many more.

NSD has made its presence impressively on social media. Likes for NSD's facebook page have crossed 31.1 lakhs. NSD's official Twitter handle @airnewsalerts has crossed 13.1 lakh followers. LIVE tweeting was done on special events and awareness campaigns such

as presentation of Rail Budget, Economic survey, General Budget and celebration of International Yoga Day, Rashtriya Ekta Diwas and Swachh Bharat Abhiyan.

To cater to the needs of moving population AIR mobile news app was launched in the month of April, 2013. Listeners can listen to their news and news based programs on their mobile phone. App is available on internet free of cost.

Mann Ki Baat Programme

Twenty fifth episodes of Hon'ble Prime Minister's radio address to the nation has been done successfully by NSD, AIR. For Mann Ki Baat programme, live webcasting is done on website newsonair.nic.in. LIVE tweeting is done through the NSD's twitter account @airnewsalerts; addresses are being LIVE tweeted in English and Hindi. The audios of programme are uploaded on Soundcloud soon after the broadcast.

Reporting Unit

Reporting unit covered diverse news events and happenings during the period which includes completion of 2 years of Government, new initiatives like Gramodaya se Bharat Uday and programmes like Azadi 70 Saal Zara Yaad karo Kurbaani were also covered. All editions of Prime Minister's Mann Ki Baat on All India Radio were covered extensively. Special Correspondents went abroad for extensive coverage of President, Vice President and Prime Minister. These includes President's visit to China, Ghana, Ivory Coast and Namibia, Vice President's visit to Hungary, Algeria, Nigeria, Mali, Morocco, Tunisia and Venezuela for NAM conference. Prime Minister's visit to Saudi Arabia, Iran, Afghanistan, Switzerland, Qatar, Mexico, Uzbekistan, Vietnam were covered. PM's visit to African Countries of Mozambique, South Africa, Tanzania, Kenya, G-20 Summit at Hangzhou, China, and ASEAN-India and East Asia Summits at Laos were widely covered in AIR's bulletins. BRICS Summit and India-Russia annual summit which was held in Goa was also covered prominently.

Besides, Monsoon Session of Parliament, Special Session of Delhi Assembly, birth centenary of Pt. Deen Dayal Upadhyay was other important news events covered by the Reporting Unit.

Talks and Current Affairs Unit

The Talks & Current Affairs unit has been assigned to broadcast analytical news based programmes on various topics. The idea is to help the listeners understand major news developments, put things in perspective and deal with a subject in detail. Various topics were discussed extensively in Current Affairs, Spotlight/News Analysis, Samayiki, Money Talk, Vaad Samvaad, Countrywide, Surkhiyon Se Pare, Public Speak and Charcha Ka Vishay Hai programmes.

Important programmes broadcast includes discussion on completion of two years of NDA government, International Day of Yoga, Swachhata Abhiyan, Beti Bachao- Beti Padhao, Kanya Brun Hatya, Women safety, Pandit Deen Dayal Upadhyay's contribution, Sardar Vallabhbhai Patel contribution to unite India, Inauguration of Stand-up India Scheme, India-US Defence Cooperation and Make in India Scheme, discussions on Assembly Elections to various states, Pradhan Mantri Ujjwala Yojana, Gramoday Se Bharat Uday, Heart of Asia Conference – 2016, Skill development in Youth, Live coverage of counting of votes to various assembly elections.

NSD also broadcast programme on increase in Minimum Support Price of Paddy, Pradhan Mantri Fasal Bima Yojana, Impact of Britain exit from European Union on India, seventh pay commission report, Fifteen year vision document of NITI Aayog, "Swachh Survekshan-2017, Nuclear Security Summit and Global Terror Database, discussions on G-20 Finance Ministers' Meet, Integration of Agriculture markets and farmers' interest, Paris Agreement on climate change, India-China relations and many other bilateral relations.

NSD broadcast interview of many Cabinet

Ministers, Council of Ministers, Heads of many government institutions and other dignitaries. Discussions were mounted on Prime Minister's monthly broadcast to the nation "Mann Ki Baat". Special live bilingual programmes were mounted on presentation of Railway Budget, General Budget-2016. Special programmes on Issues Before Parliament in English and Sansad Ke Samaksh Mudde in Hindi were also broadcast during the sessions of Parliament.

For remaining period of current financial year NSD proposes special coverage for the programmes on 70th year of Independence 2017 mount discussions on Issues Before Parliament on the eve of winter session 2016 and Budget session of Parliament in 2017. Extensive coverage of Budget 2017 is also planned.

Reference Unit

Reference Unit supplies prior information about the various activities/ programmes of the government and political parties on daily basis to various units of NSD, AIR. The Unit is headed by a Deputy Director (News) and an Assistant Reference Officer (ARO) assists him in day to day function of the unit. Reference unit also deals with Library activities and feeds GNR/HNR, Talks & Current Affairs and Reporting with referral and computerized back-up facility. It deals with backgrounders, biographies, analyses of news bulletins and letters from the listeners etc. The Unit brings out a diary of forthcoming events every day and has a library with over 20712 titles. Out of the total collection, it has about 856 books on mass media and broadcasting. The Library subscribes to about 26 newspapers and 67 magazines.

Administrative Wing

CVC guidelines are strictly followed in the posting of various staff on the sensitive posts for transparency in the day to day work of administration and accounts. The file tracking system has been made operational. 104 RTI applications and 13 First Appeals were received and replies to all the RTI

applications and 1st appeal were given within the prescribed time limit.

Staff Position

News Services Division is having sanctioned strength of 516 posts. Out of which 287 posts are lying vacant in various cadres of NSD. The multiple activities of NSD, AIR are however being managed by engaging contractual staff/ Casual assignees as per policy/guidelines issued by Prasar Bharati Secretariat.

Budget & Audit

The final budget grant for NSD, AIR 2016-2017 under the non-plan Head is ₹ 21.645 crores and under IEBR Head (PP&SS) is ₹29.60 crores only. The accounts of NSD, AIR were audited for the year 2010-2011 to 2014-2015 by DG (Audit) Central Expenditure. The replies of all the audit objections have been furnished. Except 03 audit objections, all paras have been settled by DG (Audit), Central Expenditure, Govt. of India.

Women Welfare Activities

The Internal Complaint Committee (ICC) to redress the grievances of Women employees exists in NSD. A separate rest room for the women employees has also been earmarked. Guidelines issued by the government for welfare of SC/ST/OBCs and minorities are being followed strictly.

Implementation of Official Language

Various orders issued by the Department of Official languages are given due weightage for the implementation of Official language Hindi. Town Official language implementation committee Delhi (Centre) honoured NSD by two prizes i.e. first prize for commendable work in official language and IIIrd prize for in house journal 'Akashvani Samachar Bharati 2015'.

Commercial Wing

The onus for generate revenue for All India Radio lies on its commercial set-up. In spite of fast changing scenario in the field of radio broadcasting during the last few years,

Commercial Wing of All India Radio through its Central Sales Unit at Mumbai, 15 main Commercial Broadcasting Service Centers located in different parts of the country, 10 Commercial Revenue Divisions(CRDs) at Mumbai, Delhi, Bangalore, and Kolkata has been able to augment the overall commercial revenue of the organization year-after-year along with maintaining its basic identity as a Public Service Broadcaster.

A prescribed Code of Conduct governs the programmes as well as commercials broadcast on All India Radio. While strictly adhering to the Broadcast and Commercial Codes and facing budgetary and staff constraints at almost all the AIR Stations including CBS Centers, Vividh Bharati Stations and FM Channels, Commercial Wing has been able to procure business from major corporate clients/advertisers as well as Government Departments and the PSUs.

As part of the new initiatives for revenue generation we have started Highway Advisory Services in collaboration with Ministry of Road Transport and Highways. The service is available on Delhi-Jaipur highway, wherein, an hourly 5 minutes programme is broadcast giving road safety information apart from the latest traffic and weather updates. Travelers can monitor the service in their car receivers on this highway. AIR is in constant touch with the ministry to extend this service on other highways also.

Our All India toll free No. 15102 is also serving as a "One stop shop" for all Commercial activities, making advertising more simple by reaching at the door step of the clients. On an average 10000 calls per month are received. To tap the market potential at local level a new strategy is being adopted for the local radio stations. To boost the moral especially at local radio stations for the first time felicitated the achievers those have crossed their assigned target, for the financial year 2015-16 on 20th June, 2016. A conference of CBS heads and heads of CSU, Mumbai was also held on 21st June 2016 to review the revenue generation efforts of the different field units.

Commercial Wing has continued 1:1 Bonus Schemes for spot-buys bookings on all Primary Channels, Local Radio Stations, FM as well as Vividh Bharati Stations. While monitoring such market-friendly schemes, Commercial Wing is in constant touch with clients/advertisers at all levels so as to convince them to invest their major part of ad-spends on All India Radio, the only medium which covers the entire country. CRDs and CBS Centres provide cost-effective media plans for their clients giving maximum opportunity to their products/services within their available budget.

The Commercial Wing of All India Radio has been equally involved with other executive sections/wings of All India Radio in giving support/strategic feed back to the policy makers in the Programme Wing in order to make the radio broadcasts more effective in the current competitive media environment. In fact, the bonus for generating revenue for the organization as a whole lays upon the Commercial Wing and undoubtedly it has given good results in boosting the overall revenue of the organization in the last few years.

The table below shows All India Radio gross revenue earnings from all sources including commercial during the last five years:

2011-12	₹ 359.65 crore
2012-13	₹ 376.68 crore
2013-14	₹ 510.95 crore
2014-15	₹ 479.46 crore
2015-16	₹ 524.13 crore
2016-17 (up to September, 2016)	₹ 224.99.00 crore

With the present trend of revenue earnings, the Commercial Wing will achieve the target laid down by the end of present financial year.

Marketing Division

The overall revenue generation of Prasar Bharati has been growing remarkably ever since Marketing Divisions came into being way back in late 90's. The first Marketing Division was established in Mumbai and at

present Marketing Divisions are functional at New Delhi, Bangalore, Kolkata and Mumbai. All these divisions working towards generating commercial revenue for All India Radio have been renamed as Commercial and Revenue Divisions.

Commercial and Revenue Divisions of Prasar Bharati function as key flashpoints between the entire media market and the programming link to ensure that the best market practices are also taken forward on Radio and Doordarshan in a progressive manner. The planned, strategic and aggressive marketing methodology of these Divisions is contributing immensely to the overall revenue generation of Prasar Bharati. A single window facility for all the channels of All India Radio and Doordarshan, CRDs cater to all the needs of advertising.

Some of our major clients include Ministry of Agriculture, Ministry of Consumer Affairs, Ministry of Drinking Water and Sanitation, Ministry of Minority Affairs, Ministry of Rural Development, Ministry of Health & Family Welfare, Directorate of Income Tax, Ministry of Human Resource Development, National Disaster Management Authority, Ministry of Home Affairs, Registrar General of Births and Deaths, DOPT, PCRA, BSNL & Private clients such as Spicejet, Finolex pipes, Exide Life Insurance, Suzuki Two wheelers, Glaxo SmithKline Health Care, Maruti Suzuki etc.

Association of the Prime Minister of India with All India Radio through the programme "Mann Ki Baat" has not only given a boost to AIR's image but is also giving us good revenue. This year's highlights also include earning good revenue from Radio partnership of popular movie "M.S.Dhoni-The Untold Story" and adding many new clients like Patanjali, NALSA, Gopaljee Anand, TVS motorcycles, Election Commission of India, UGC and Ministry of New and Renewable Energy etc. It is for the first time, All India Radio has earned revenue to the tune of Rs. 1.1 Crore by successfully marketing the Radio Partnership with popular movie "M.S.Dhoni-

The Untold Story”. All India Radio has been able to earn overall commercial revenue of ₹ 454 Crores in the year 2015-16, out of which ₹250 Crores were contributed by CRD Delhi alone. During the current financial year the revenue earned by CRD Delhi for AIR is ₹ 127 Crores till the end of September 2016.

The period from November to March every year is always the time when the activities gear up as far as procuring business from various Ministries and department is concerned. At present we are awaiting approvals from the Ministry of Women and Child Development, Ministry of Rural Development, Ministry of Health & Family Welfare, Department of Income Tax and Ministry of Drinking water and Sanitation. With the kind of projects in the pipeline we hope to get good revenue and achieve our target.

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 a special reference to the Presidents & Prime Ministers of India. This unit was also performing the duty of the processing of vinyl disc labelled “AIR-TS records” for preservation of recordings for future broadcast. The nomenclature of the Service was changed to **“Transcription & Programme Exchange Service”** from 1st April, 1959 and the office was placed under the independent charge of a “Director”. As the processed records eventually proved to be uneconomical, the processing work had to be closed down in June 1967 and new modes of preservation like analogue magnetic tapes etc. came into use. Informal archiving had been there in the country, this unit took this job later as an organized activity.

Release from Air Archives:

All India Radio got the opportunity to record, broadcast and preserve the renditions of all the major musicians over a period of time. Today it has a rich repertoire of Indian Classical

Music, both in Hindustani and Carnatic. Since April 2003, AIR Archives has started releasing selection from its precious music collections under the banner “Akashvani Sangeet”. So far 105 music albums have been released from the Central Archives. Sales counters for those were opened at 100 AIR stations and many of the Doordarshan Kendras. In addition to this, released albums are also available with a retail music stall in Dilli Haat, New Delhi.

Ready for Release ACDs:

After completion of screening, selection, audio quality improvement & finalization, the following Audio CDs are ready for release:

- a) Gurbani,
- b) Church Choirs and
- c) Hamd – Naat – Salaam – Manqabat

New Marketing Strategies

AIR has been releasing authentic and original archival music under the banner of “Akashvani Sangeet”. But till recently due to lack of proper online and other modes of publicity, its availability in the market was not noticeable. In order to circumvent this lacuna, various proposals have been explored. Thereafter, an online portal named www.prasarbharatiarchives.co.in was launched in February 2016. The rare collection from the archives of Akashvani and Doordarshan are now available on this portal for public to purchase.

Sound Archives

The Sound Archives of All India Radio can be called the National Audio Archives of the nation as it is the largest audio library of Indian music recordings. The library preserves voice recordings of eminent personalities, freedom fighters and national leaders. Apart from this, award-winning radio dramas, features, documentaries and memorial lectures are also available in the library. This library also contains recordings of all the Presidents and Prime Ministers of India.

Digital Sound Archives

Transcription & Programme Exchange Service (T&PES) has taken up a mega project of digitizing all the analogue content. A special project was launched to digitize all Archival recordings in 2001 and the project is still continuing. Resultantly, Akashvani has become one of the major digital libraries in the broadcasting network with internationally accepted norms. Programmes transferred so far into digital medium is 26418 hours approximately.

Radio Autobiography

In the category of Radio Autobiography, 228 recordings of eminent personalities from various walks of life have been preserved. The Central Archives of All India Radio is a rich repository of priceless recordings of Radio Autobiographies of renowned musicians, public figures, litterateurs, etc. like Sh. J.R.D Tata, Ustad Ali Akbar Khan, Sh. Harivansh Rai Bachchan and Dr. Verghese Kurien, etc.

Recently Autobiographies of following eminent personalities have been recorded:

- a) Padmshree Vidushi Prof. Rita Ganguli (A renowned Hindustani classical vocalist),
- b) Padmshree Dr. Gyan Chaturvedi (a national level senior Cartoonist) and
- c) Dr. Kapil Tiwari, a senior writer, philosopher, language expert and research scholar

To enrich the collection further, the Central Archives is planning to record the various other luminaries from different walks of life.

Programme Exchange Library

The main purpose of this unit is to exchange good quality audio programmes among the stations as per their requirements. In PEU Library approx. 8000 tapes containing the recordings of music and spoken word programmes along with Radio Serials and Lessons on Languages and Community Singing Songs are used for this purpose.

Transcription & Programme Exchange Service has been allotted a fixed chunk between

1110 hrs. and 1215 hrs. on RN Channel for transmitting programmes to all AIR stations. These include programmes from Sound Archives, Programme Exchange Library, and also those contributed by stations.

Programme Exchange Library circulates radio serials which are produced under software development projects of PP&D unit of DG: AIR to identified radio stations. Moreover monthly chain play produced by the Central Drama unit of DG: AIR are also circulated to identified radio stations after being fed through regular RN channel chunk.

Transcription Unit

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

It is obligatory on the part of AIR stations to record all the speeches delivered by the President and the Prime Minister in public functions. The bound volumes of all transcriptions of above are prepared and kept in the Archives. All the speeches of President and Prime Minister are preserved in CD form with detailed data entry. Also, transcription of Mann Ki Baat by Prime Minister Narendra Modi along with the audio CD is being preserved in Central Archives.

Highlights During 1st APRIL 2016 TO 30th October 2016:

- 1) For promotion and awareness of Akashvani Sangeet CDs and Archival material of AIR and Doordarshan, stalls were put up during the following events:-
 - a. CII GES 2016 at Greater Noida on 21st to 23 April, 2016
 - b. Delhi Book Fair, 27th to 4th September 2016 at Pragati Maidan
 - c. CII Big Picture Summit at Le Méridien New Delhi on 25-26 October, 2016
- 2) Following ACDs were released:
 - a. Shreemad Bhagabat: A set of 8 Audio CDs has been released and put for sale

- online at www.prasarbharatiarchives.co.in (Shreemad Bhagabat in Odia Language)
- b. Jagannath Bhajanvali ACDs (Vol. 4 and Vol. 5):
(The voices of Odia singers in the past rendered a unique magical effect on the devotees of Lord Jagannath which were almost lost in oblivion. The Akashvani Archives has made arduous effort to retrieve and enliven them in the minds of thousands of listeners.)
 - c. Indru Oru Thagaval, Thenkatchi Ko Swaminathan (Vol-1):
(Thenkatchi Ko, Swaminathan, a down-to-earth person and an impressive narrator was the host of the daily programme “INDRU ORU THAGAVAL” of All India Radio, Chennai.)
 - d. Indru Oru Thagaval, Thenkatchi Ko Swaminathan (Vol-2):
(Thenkatchi Ko, Swaminathan, a down-to-earth person and an impressive narrator was the host of the daily programme “INDRU ORU THAGAVAL” of All India Radio, Chennai.)
 - e. M.S. Viswanathan (Radio Autobiography of legendary Music Director):
The present CD is an autobiography of late M.S.Viswanathan (MSV) based on a long interview made with him by Shri R.Sudarshan, a Programme Executive of All India Radio at Chennai. MSV talks about his life and work, recollecting and retrieving momentous occasions of his long career.
 - f. Tanjore S. Kalyanaraman (Carnatic Vocal):
Tanjore S. Kalyanaraman, popularly known as SKR in music circles was a front ranking concert performer in the second half of the 20th Century.
 - g. Emani Sankara Sastry (Veena Recital):
A top ranking musician and an outstanding Veena Maestro Emani was ahead of his times, gave concerts throughout the length and breadth of the country and abroad. His participation in the East-West music festival, Tansen festival, AIR's National Programmes of Music, Vishnu Digambar Festival, Sur Singar Samsad's Haridas Sangeet Sammelan and other prestigious music conferences won him distinction in the field of music.
- 3) Sanskaar Geet and Other traditional songs:
So far 2,512 songs of Sanskaar Geet along with their notation, script, translation in Hindi and English and photographs sent by DG: AIR under Akashvani Lok Sampada Sanrakshan Maha Pariyojana has been preserved in the Central Archives.
 - 4) Web based Library Management System:
A web based Library Management System common for both All India Radio & Doordarshan has been developed. It is primarily applied for archiving of enormous quantity of and valuable information regarding audio and video contents, Photos and documents of All India Radio and Doordarshan.
 - 5) Digitization of old publications:
Digitization work of old magazines, journals and books of All India Radio, viz. Indian Listeners, Akashvani, etc. has been in progress.

External Services Division

(i) Brief Introduction

The cardinal role played by International/ External Broadcasting as an instrument of Foreign Policy and Public Diplomacy needs no elaboration. Nations attach great importance to international broadcasting as a means of projecting their image and point of view abroad.

Due to its colonial link with England, broadcasting came almost simultaneously in England and India. Similarly, shortly after BBC started its first foreign language broadcast in Arabic in 1938 on All India Radio entered the domain of external broadcast on 1st October, 1939 purely as a tool for propaganda for the Allies during the World War II with a service in Pushto language to counter the German Radio Blitzkrieg in the region and supplement the efforts by the BBC in this part of the world. At the dawn of Independence, ESD had to don a new avatar as the voice of an emerging nation, an old civilization, a tool for diplomacy and also effective propaganda machinery at the time of different crises.

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 interest 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, Tibetan, Chinese, Thai, Burmese, and Bhasha Indonesia. The services in Hindi, Bangla, Tamil, Telugu, Malayalam, Kannad and Gujarati are directed at overseas Indians, those in Urdu, Punjabi, Sindhi, Saraiki, Sinhala, Bangla and Nepali are meant for listeners in the Indian sub-continent and immediate neighbourhood. External

Services Division follows a composite pattern that 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 which is 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 universal 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, in addition to this External Services Division continues to beam all across the globe commentaries on contemporary and relevant issues and press reviews in all its transmissions.

(ii) New Initiatives and Modernisation Efforts

- (i) Revamping and strengthening of ESD services particularly those targeted to Indian Sub-continent, our immediate neighbourhood, Af-Pak region and the regions which are considered important both from foreign relations and strategic perspectives was initiated. As part of this, ESD has recently undertaken revamping and modernisation of its various services targeted to these regions. Specific

emphasis has been laid on content reorientation of its Nepali, Tibetan, Chinese, Dari, Baluchi, Urdu, Sindhi, Bangla, Pushto and Persian services during the year.

As part of this effort, during the recent visit of the Prime Minister Shri Narendra Modi's visit to Iran, the External Services Division launched a dedicated multi media website and mobile app for its Persian service, the Hon'ble Prime Minister made special reference to this service during his state visit to Iran.

In view of the important place Bangladesh occupies in India's foreign policy and foreign relations, a dedicated service for Bangladesh and the Bengali speaking diaspora was launched on 23rd August 2016 by the Hon'ble President of India Shri Pranab Mukherjee. The concept of this unique channel emanates from the decision taken during the visit of the Hon'ble Prime Minister of India to Dhaka, regarding exploring possibilities of content sharing among the broadcast organisations of the two nations for further strengthening the existing close cultural, economic, political and emotional bonding between the two neighbours. This channel broadcasts programmes from the State of the art high power 1000 Kw DRM transmitter installed at Chinsurah in West Bengal with a capacity to cover the entire length and breadth of Bangladesh. The channel broadcasts programmes for 16 hours per day and is also available through live streaming on a multi media website airworldservice.org and mobile app.

Similarly a multimedia webpage and the mobile app of Baluchi service was also launched in the wake of the Hon'ble Prime Minister Shri Narendra Modi's address to the nation from the ramparts of the Lal Quila on the Independence Day sharing concern about the condition about the Baluchi nationals in Pakistan. Baluchi service of ESD has been broadcasting since May, 1974. The service has been very

popular among the Baluchi population living in AfPak region. There has long been a clamour for improving our reception and also broaden our reach from even Baluchi Diaspora living outside the region. The launch of this multi media website and mobile app on 16th September, 2016 will further enhance reach of the service.

- (ii) Steps have been initiated to strengthen the Talks Unit of the ESD to enable it to produce more area specific news and current affairs based programmes.
- (iii) A multi-media website with Live Internet Radio and Radio on Demand components at par with other international broadcasters has been launched for ESD which would go a long way to make ESD services available across the globe and particularly to the areas where the service was not reaching hither before.
- (iv) In this context, steps have also been initiated to start Live Internet Radio for all the 27 ESD services which will enhance its access globally, a multi media web portal with live streaming of 12 languages of ESD have been launched, the languages are Arabic, Baluchi, Bangla, Dari, English, Hindi, Nepali, Persian, Russian, Urdu, Pashtu and Tamil while the remaining web portals of ESD languages are in the pipeline. The mobile apps of eight languages has also been launched, the languages are English, Hindi, Urdu, Bangla, Nepali, Tamil, Persian and Baluchi while the remaining mobile apps of services are in the process of addition.
- (v) A massive digitization work for all recordings of archival value has been initiated wherein more than 25,000 tapes in different Indian and Foreign Languages have been digitized in a time bound manner and the remaining digitization work is under progress.
- (vi) ESD has also initiated steps towards computerizing all the foreign language units to slowly move towards a paperless system.

(vii) ESD has started using the other social media platforms like facebook, twitter, whatsapp, mobile app etc. for propagation of its programmes and making them more interactive in nature. Whatsapp based request programme has been introduced in Urdu Service which is getting responses from all over the World, while with the launch of mobile apps, ESD services have now become easily accessible around the globe.

(iii) Reviving Co-Operation and Co-Ordination with MEA:

To foster a greater understanding of India abroad, particularly in view of India's ever growing stature through the medium of Radio, recently initiatives have been taken to revive the coordination and cooperation with the MEA (XP Division in view of the commonality of purposes of XP Division of MEA and ESD, AIR)

(iv) Some of the Important Programmes Broadcast from ESD during 01/04/2016 TO 31/10/2016 ARE AS UNDER:

- Focus: Interview with Mr. Etienne Schneider, Deputy Prime Minister and Minister for Economy, Luzembourg.
- Of Persons, Places & Things: Interview with Mr. Jonathan Granoff, American lawyer, Screenwriter, lecturer and President of the Global Security Institute.
- Indian Heritage: 'Right against Might' (On Salt March of Mahatma Gandhi)
- Special Talk on World Health Day: Beat Diabetes (The Theme of World Health Day) By Dr. A.S. Lata, Sr. Consultant Diabetes, Sitaram Bhartia Institute of Science & Research, New Delhi
- Dateline Delhi: Discussion - Nuclear Security Summit an Indian perspective
- Participants: 1) Commodore (Retd) Uday Bhaskar, 2) Prof. Raja Raman, Prof. Emeritus, School of Physical Sciences, JNU 3) Mr. Pallava Bagla,

Sr. Science Journalist

- Special Talk on the occasion of 'World Earth Day' By Dr. Meenakshi Dua, Assistant Professor, School of Environmental Sciences. JNU
- English version of Prime Minister of India Shri Narendra Modi's Monthly Radio Address to the people of India "MANN KI BAAT"
- Welcome to Studio 1: An Interview with Mr. Kailash Satyarthi, Nobel Peace Prize Winner
- Interviewer: Ms. Archana Dutta, Former DG, News
- Special Talk on 'May Day' Labour Movement "
- Curtain Raiser on 63rd National Film Awards Interview with C. Senthil Rajan, Director, Directorate of Film Festivals.
- Pot Pourri: Interview with Monali Thakur, National Award Winning Female playback Singer.
- An Interview with Mr. Ovidiu Mikelescu, President & Director General, Radio Romania.
- Indian Heritage: Wisdom of India – Kautilya's Arthashastra Talk by Prof. M.G.S. Narayanan, Former Chairman ICHR **(6 part talk series)**
- My Dateless India Diary: An Interview with Ms. Susan Griffith Jones, Writer, Photographer, Painter and Film Maker
- Indian Heritage: World No Tobacco Day Talk by Dr. Pushpendra Kumar Verma, Assistant Professor, Specialist in TB & Chest Diseases, National Institute of TB and Respiratory diseases, Delhi
- An Interview with Dr. A Surya Prakash, Chairman, Prasar Bharati, Broadcasting Corporation of India
- The Recording of the The Recording of the speech delivered by Hon'ble Prime Minister Shri Narendra Modi at

Shanghai Cooperation Organisation Summit 2016 at Tashkent, Uzbekistan

- Focus: BREXIT AND INDIA- A dialogue between Ambassadors (retired) C.Dasgupta and Dipankar De Sarkar Senior Journalist.
- Focus: India European Union Relation after BREXIT, an Interview with Shri Peter Szijarto, Foreign Minister of Hungary
- Address to the Nation by Hon'ble President of India Shri Pranab Mukherjee, on the eve of Independence Day of India.
- On the 70th Independence Day of India, a Radio Report on the Flag Hoisting Ceremony including the Prime Minister of India Shri Narendra Modi's Address from the ramparts of Red Fort, New Delhi.
- Special Musical programme- The Divine Maestro (On Carnatic music legend
- MS Subbulakshmi) **(4 Part musical feature)**
- BRICS 2016 GOA SUMMIT- Agenda and Dimensions (Discussion)
- Participants: Alok Amitabh Divry Joint Secretary, Ministry of External Affairs, Sameer Saran, Vice President Observer Research Foundation (Moderator) Dr. Sachin Chaturvedi, DG: Research & Information System for Developing Countries.

Besides above, some forthcoming important programmes from November 2016 to March 2017 are as under:

- Special programme on World AIDS Day
- Discussion of Human Rights Day
- Musical feature on Christmas
- Special three part of Round up Programme on the year 2016
- Wide coverage of Pravasi Bharatya

Divas 2017

- A feature on Netaji Subhash Chandra Bose on his Birthday
- Special Programme on Republic day and Martyrdom day of Gandhiji
- Coverage National festival of Play's 'Bharat Rang Mahotsav'
- Feature of National Science day
- Musical programme on Spring Session
- President Message on the Eve of Republic Day
- Live Broadcast of Commentary (Hindi) of Republic Day Parade from Rajpath India Gate.

National Channel

- At Rashtriya Prasaran Seva (NCH) many programmes highlighting the new welfare schemes of government were broadcast by National Channel during the period of 1st April 2016 to 31st October 2016 like "Swachh Bharat Abhiyan", "Pradhan Mantri Jeevan Jyoti Beema Yojna", "Smart City Mission", "Stand up India", "Ustad schemes for minorities" and "Schemes for the welfare of person with disabilities".
- Programmes were broadcast in various formats, including phone-in programmes to create awareness about the government initiatives in public health sector such as:- "Mission Indradhanush", "Rashtriya Bima Yojna", "AYUSH" etc.
- Government is focussing on financial inclusion of backward and marginalized sections of society. Taking note of it, National Channel had broadcast several programmes on various formats to make people aware about such schemes e.g 'Pradhan Mantri Jan Dhan Yojna', 'Pradhan Mantri Suraksha Bima Yojna', 'Atal pension Yojna etc.
- National channel made programmes on almost every Government initiated schemes related to the upliftment of farmers and people from rural area of country such as; 'Din Dayal Upadhyay

Gramin Koushal Yojna', 'Fasal Bima Yojna', 'Soil Health Card', 'Pradhan Mantri Gram Sinchai Yojna'.

- Environmental Issues were also included in programmes in which concerned ministry's officials were invited. Renowned Environmentalist Sh. M.C. Mehta was also featured in one of our personality based prog. "Mulaquat".
- Suitable programmes were made with the objective to create awareness and sensitize the public through positive portrayal of women in media.
- Programmes were broadcast for creating mass awareness of the legal provisions relating to sexual crimes against women and punishment for violation of such provisions.
- National Channel organized workshops to promote the 'International Day of Yoga', and made several programmes on it also. On this occasion a Panel discussion on "Yoga-for happiness and stress free life" was also done.
- In connection with the commemoration of 70th Independence Day this year National Channel have produced and b'cast 25 radio spots focusing on the life of great Freedom-Fighters. The same spots along with patriotic songs were broadcast along with theme based songs on Government's Public Welfare Schemes for the common man during the entire month of August 2016.
- National Channel has also broadcast several programmes based on views and feedbacks of beneficiaries of government schemes. These programmes were made in various formats including Phone-In programmes and O.B based programmes.
- Programmes were mounted on various other schemes launched for the cross section of society from time to time e.g Rashtriya Saur Urja Mission, Start Up India, Make In India, Digital India etc.
- Programmes were also mounted

programmes on "Pradhan Mantri Swarn Nivesh Yojna", "Impact of GST", "Pradhan Mantri Mudra Yojna", "Emerging sector of E-Commerce".

For the remaining period of the current financial year the main focus will be on mounting programmes on Government's Social Welfare Schemes. During the initial months of New Year National Channel will organize some musical concerts.

International Relations Unit

International Relations Unit of the Directorate General is the nodal section, which coordinates all international matters relating to Programme Wing of AIR like foreign deputations, implementation of broadcast related clauses of Cultural Exchange Programmes (CEPs)/MoUs signed with foreign broadcasting organisations, participation of AIR in the international radio/song festivals, hosting of training workshops/conferences in india, memberships of international media bodies, etc.

Activities/ Achievements During The Period 2016-17

- The IR Unit successfully coordinated participation of AIR music troupe in the 4th ABU Radio Song Festival 2016 held at Beijing, China. A song entry titled 'Creation' of AIR Imphal was shortlisted by the ABU jury among the finalists of the said Radio Song Festival. The shortlisted song was sung by Ms. Thokcom Lansana Chanu- a twelve standard student. As per rule of the festival, the singer was invited by ABU to perform live before the audiences at the gala finale held in Beijing, China on 26th April, 2016. The event was hosted by China National Radio. Finalists from thirteen countries performed live at the finale function. Indian singer opened the festival with her lively performance, which was appreciated by one and all. The finale event was organised on the sidelines of Radio Asia 2016 Conference, which was attended by DG, AIR, and Member (pers.),

Prasar Bharati.

- Process is on for inviting entries from different AIR stations for the next 5th ABU Radio Song Festival, to be held in on 27th April, 2017 in Bangkok, Thailand.
- AIR's entry - 'Diary of a Tiger' (एक बाघ की डायरी) won the 1st Prize in the 'Community Service Announcement' category of the prestigious ABU Prizes 2016- an international competition of radio programmes. The winning programme was produced by Shri Abhinay Srivastava, Programme Executive, AIR Allahabad. The award included a trophy, certificate and a cash prize of 2000 USD.
- AIR also contributed to the preliminary judging of the ABU Prize 2016 in two categories 'News Reporting' and 'Radio Drama'. Shri R. N. Mishra, ADG (News), NSD, AIR, New Delhi and Shri Rakesh Dhaundiyal, Programme Executive, AIR, Bhopal, served as the external jury and screened the ABU provided entries from different countries in their respective categories. ABU Prizes are awarded in six categories- Drama, Documentary, News Reporting, Public Service Announcement, Interactive programmes and innovative programmes.
- Under the Cultural Exchange Programme Agreements (CEP) signed between Government of India and different countries, the Bulgarian music programmes were broadcast from AIR Delhi on the occasion of Bulgaria's the Slavonic Letters and Bulgarian Education & Culture Day observed on 24th May every year.
- Delegations from the foreign broadcasting organizations of Russia, China and Romania visited AIR with the objective to strengthen the cooperative relationship between Prasar Bharati and their respective Radio organizations.
- During the current financial year, IR Unit executed seven foreign deputations of AIR officials.

National Academy Of Broadcasting & Multimedia (Programme)

National Academy of Broadcasting & Multimedia (Programme), hitherto known as Staff Training Institute (Programme), is the apex training institute of Prasar Bharati, it is located at Kingsway Camp, Delhi, which is responsible for training of in-service Programme and Administrative personnel working at various stations / offices of All India Radio and Doordarshan. It was declared a subordinate office of DG, AIR, New Delhi on 01.01.1990. Subsequently other six Regional Training Institutes namely, NABM (P) Bhubaneswar & RABM (P)'s at Ahmedabad, Hyderabad, Lucknow, Shillong and Thiruvananthapuram came into existence in different zones covering the entire country with a mandate to impart training to the staff of AIR & Doordarshan. The Regional Training academies are controlled by National Academy of Broadcasting & Multimedia (Programme), Delhi for coordination of various training programmes.

Sphere Of Activities

1 Induction Training Programme

The launching of massive and combined Induction Training Programme (ITP), initiated for the first time by Prasar Bharati in the year 2015-16 which aims at training approximately 1256 newly inducted personnel recruited by Prasar Bharati in programme and engineering cadres of both AIR and Doordarshan in a span of less than two years is a watershed in the history of Prasar Bharati. The ITP is being conducted at NABM Delhi & Bhubaneswar simultaneously for which planning, Scheduling and other important initiatives are triggered by NABM, Delhi, which includes development of study materials, assistance in arrangement of resource persons and logistic support including supply of training kits etc for both NABMs Delhi & Bhubaneswar. The broad framework of Induction Training Programme which runs for nine weeks at both the academies where two ITP programmes coincides after three weeks and runs in a

parallel way with major role and involvement of NABM(P) Delhi in the execution of this nine weeks Programme. It is worth mentioning here that prior to this training programmes for DD officials were outsourced to FTII,Pune where our own faculty was deployed,thus losing a substantial amount of money from Prasar Bharati exchequer,which has now been marginalized.

Genesis

Today contemporary & constantly shifting media industry prefer individuals, who can tap, understand, analyze and challenge the inherent creativity and come up with fresh and innovative interpretations. Induction Training matrix is devised with a vision to effectively capture & unravel this inherent creativity and to acquaint them with the Basics of Radio & TV production. It is driven by hosts of ubiquitous concepts & designs which come together to identify and enhance potential, capability, capacity & creativity and equip them to meet the challenges of changing media landscape.

In consonance with this vision, new incumbents of AIR and Doordarshan in the cadre of Programme Executive, Transmission Executives, Production Assistants and Engineering Assistants are subjected to comprehensive and multi-modal training methodology at “National Academy of Broadcasting & Multimedia” in Delhi & Bhubaneswar.

Nine Weeks Module

Six Weeks theory & Three Weeks practical training, both in Audio & Audio-visual medium has been specifically designed to give exposure toward the appropriate vocational, practical and theoretical learning in Broadcasting. A strong emphasis on Programme production (content & technique) is present throughout the course, which addresses all facets of production and operations. The first three days are primarily an introduction to the organization & Media world in general. Two weeks thereafter are Radio specific & subsequent three weeks caters to the TV related subjects. After which

three weeks practical training is imparted both in Audio & Audio-Video programme productions. The first three days and the last three weeks is common training platform for both programmers and engineers. Diversified approach is employed throughout, on shaping Prasar Bharati workforce as media professionals with an understanding of all aspects of Radio and Television production, at the same time transforming them into responsible & independent Public Service Broadcasters.

2 In-House Training Courses for Air & DD Staff

NABMs and RABMs of Prasar Bharati aim towards creating an effective workforce by developing competence, expanding horizon and sharpening the inherent prowess by planning and executing courses which are appropriate, useful and relevant. The courses are designed with a vision to foster and facilitate the attributes of the staff and also to increase awareness and equip them to meet the challenges of changing times vis-a-vis media. These workshops are meant for Programme & Administrative staff of AIR & Doordarshan. Combined courses for Programme, Engineering & Administrative Wings are also organised in order to achieve the goal of close coordination and cooperation amongst the technical and programme staff. Comprehensive training programmes are based on varied subjects which include Programme courses like, Archiving & Digitization,Role of Social Media ,Market Research & Market Dynamics,Team Building & Leadership,Redesigning Youth & children Programme,Gender issues & Gender related Programmes,Training for Vani Trainers, Production of Tele Films,Airtime Marketing,Broadcast Strategy during Natuaral Disasters,Radio Agrivision, Participatory Special Audience Programme, Duty Room Management,Social Media & Programming,Ethics&work Culture,Handling Audition,Broadcast journalism,New Trends In sports Coverage ,Automation & Digitisation of Libraries, Agriculture School on AIR,

Marketing Strategy and Communication, Commentary on sports & non sports events, etc.

Three, one day long awareness campaign was conducted on the theme Swacch Bharat & Prevention of Sexual Harassment at Directorate General: Doordarshan, New Delhi.

The administrative courses are also held for the Administrative staff as well as for the staff posted in Programme and Engineering wings of AIR & Doordarshan and include subjects like, Staff Welfare Measures ,RTI and Record Management, Disciplinary Procedures and Departmental Inquiries, Financial Administration, Reservation in Services, Establishment Rules, Purchase Management, Handling Court/CAT Cases & RTI Matters, Retirement Benefits & Model Calculations, Procurement Procedures & Stores Management, Skill Upgradation for MTS, Refresher Course on office Management, Superannuation Planning, Administrative Vigilance, Web based solution of receipt & Payment etc. ,these courses generally covers the requirements of administrative staff for due discharge of their duties.

3 Training for Person With Disabilities

Prasar Bharati has entrusted this institute with the work of recruitment for various posts in different categories of persons with disabilities ,which was completed fairly and in a time bound manner as per guidelines of Ministry of I & B and Ministry of Social Justice & Empowerment last year.

Not only that Specialise Training & Sessions are organised for PWD candidates with arranging resource persons according to their specific need and integrate them with process the normal ITP.

4 Refresher Course for Newly Recruited Programme Staff:-

National Academy of Broadcasting & Multimedia (Programme), Delhi, is planning to organise refresher course on specialised streams for newly inducted TREX'es & PEX'es who have completed their Induction Training

Programme, based on their posting in AIR or DDK.

5 Induction Training for Newly Promoted PEX'ES/AD-HOC PEX'ES & AD(P)'S

National Academy of Broadcasting & Multimedia (Programme), Delhi, is planning to organise Induction course for recently promoted PEX'es & AD (P)'s at Delhi & Bhubaneswar as Induction Training programme had been discontinued for last few years.

6 Training On Receipt & Accounts

Training for DDO, s of both AIR & Doordarshan was organised with respect to web based solution of receipt and payments Monitoring System in Coordination with NABM (T) & Prasar Bharati.

7 Human Resource Information System

National Academy of Broadcasting & Multimedia (Programme), Delhi, has successfully uploaded and updated information regarding its human resource to integrate with organisational framework.

8 Modernisation & Computerisation

State of art facilities have been created at NABM Delhi & Bhubaneswar with computer labs.Efforts are being made to create such facilities at all the RABM's.

9 New Pension Scheme & Training Programmes

Registration has successfully been made on the portal of NSDL facilitating CRA for implementation of New Pension Scheme. The subject on New Pension scheme is being incorporated invariably in workshop on Pension & retirement benefit conducted at our training academies.

10 Limited Departmental Competitive Examination for Promotion to the Grade of LDC to UDC & head clerk/actt./assistant

Limited Departmental Competitive Examination for Promotion to the grade of LDC to UDC& Head Clerk/Actt./Assistant in terms of recruitment rules notified by Ministry of I& B Notification no. 10(43)/92-S.II (B&A)

dated 14/11/1994 were conducted by NABM (P), Delhi on 23/07/2016 & 24/07/2016 at 7 & 14 examination centres respectively located in the different zones of country.

Outside Paid Courses :-

1. VANI (Voice Articulation and Nurturing Initiative) Certificate Course

All India Radio is the first electronic media in the country where Announcers/ Presenters/ Comperes and News Readers have set the style in presentation. Based on this unique expertise, NABM (Programme), Delhi has specifically designed courses for the performers in broadcast media. VANI Certificate Course is one such course which is helpful in honing the skills of programme presenters, announcers and anchors.

The five day VANI (Voice Articulation and Nurturing Initiative) Certificate Course is conducted by AIR Stations. Candidates for this course are selected after auditions at each station and then trained. Total no. of courses conducted during April 2016-October 2016 is 31 in which 607 participants were trained thereby earning a net revenue of Rs 14,75,650 (Fourteen Lac Seventy Five Thousand Six Hundred & Fifty only).

Efforts are on for bringing out, Hindi and other regional version of Vani Handbook which is so far available in English only.

2 Mass Communication (Practical Training)

Internship (Practical Training) is imparted to the students of mass media of recognized institutes/universities on payment at Capital/ Regional Stations. Total no. of 2 courses were conducted in which 37 students were trained during April 2016 -October 2016, earning a net revenue of ₹96,000 (Ninety Six Thousand only).

3 Voice Culture Workshop for Air India Crew Members/Customised VANI:-

NABM Delhi organises Voice Culture Workshop for cabin crew of AIR INDIA through which substantial revenue is being earned yearly .AIR India has always been evaluating

the course as excellent and the learning experience at AIR as a cherished memory in their personal as well as professional life.

Recently NABM has initiated Customised Vani Programme at the demand of Vaishno Devi, Trust in J&K, more such proposal are coming which will generate substantial amount of revenue in future.

Revenue Earned:-

National Academy of Broadcasting & Multimedia (Programme), Delhi, during April 2016 to Sept-2016 earned a net revenue of ₹18,73,945 (Eighteen Lac Seventy three thousand Nine hundred and Fourty Five) from all the sources.

NABM (P) Delhi and Bhubaneswar are completing Induction Training Programme for almost 23 Batches in both Radio & Television production and techniques which were managed entirely in house, NABM has thus negated any expenditure on this account which earlier used to be done with FTTI and other institution on payment basis, thus saving money in the process.

Audience Research Wing

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 year 2016-17, following audience research activities/studies were carried out/ planned:

- Telephonic Quick Feedback Study on “Maan Ki Baat” for all the seven episodes broadcast from April, 2016 to October, 2016.
- Impact Assessment Study on the publicity campaign in the LWE affected area’ July-August, 2016 at 7 stations.
- Quick Feedback Study on ‘Mann Ki Baat’ (Field Survey) in August-September, 2016 at 30 stations.
- Telephonic Quick Feedback Survey on BSNL campaign in September, 2016 at 20 stations.
- Telephonic Quick Feedback Survey on ‘Dhoni: Ek Ankahi Kahani’ in the Second week of October, 2016 at 18 stations.
- Compilation of Annual Report of Prasar Bharati-2015-16.

Studies Planned during the period 1st November, 2016 to 31st March, 2017

- Impact Assessment Study on the ‘publicity campaign in the LWE affected area, Phase-II’ during November, 2016 at 7 stations.
- Radio Audience Survey on FM Rainbow and FM Gold Channels of AIR at 26 stations.
- Radio Audience Survey on Vividh Bharati Channel of AIR at 37 stations.

Administration

1. Reservation for SCs/STs/OBCs

All India Radio has taken all requisite measures for implementation of reservation

policy in respect of SCs/STs/ OBCs category of employees by setting up a dedicated SC/ ST Cell. All relevant policy directions and instructions issued by Nodal Ministries/ Departments for extending benefits to SCs/ STs OBCs in Government Service has been circulated to the zonal offices and field units of AIR for compliance. NCSC and NCST recommendations as reflected in their annual reports are disseminated at various levels for strict implementation. All the capital stations have been instructed to nominate Liaison Officers for SC/ST employees and the stations have adhered to the requirement. Consolidated annual statements on representation of reserved category employees are submitted to concerned authorities periodically. Necessary action is also taken for redressal of grievances of employees through grievance redressal mechanism.

2. Public Grievance and Redressal Mechanism

Grievance Redressal and Access Mechanism has been set up at the Station Level, Zonal Headquarters & the Central Headquarter level in accordance with the guidelines of Department of Administrative Reforms & Public Grievances and monitored through the Centralized Public Grievances Redressal and Monitoring System (CPGRAMS). Information and Facilitation Counters have also been set up at all offices of AIR. Regular status reports on disposal of Grievances are being submitted to the Ministry of Information and Broadcasting and PrasarBharatiSectt. Further, the ATRs of disposed cases are being uploaded online on DARPG portal as part of e-commerce activities of this Unit.

This current status of DARPG Portal grievances is as under during the period 01.04.2016 to 30.10.2016:

1) Outstanding balance	-	322
2) Grievance received	-	617
Total:	-	939
3) Disposed off	-	882
4) Closing balance	-	57
(As on 30.10.2016)		

3. Implementation of Right to Information Act 2005

All AIR Stations have broadcast a number of programmes in different formats to inform the people regarding various provisions of the Right To Information Act, 2005 in order to empower people and contribute to transparency and accountability in governance. Programme Heads of all AIR Stations have been asked to highlight the salient feature of this Act in the programme. This Act has also been covered under Flagship Programme since September, 2008. AIR will continue with the publicity of this Act in future also.

2. In AIR, 46 CPIOs and 18 Appellate Authorities in Directorate and 295 CPIOs and 20 Appellate Authorities at field level have been designated for implementation of RTI Act. In the year 2016-2017 (from 01.04.2016 to 31.10.2016), 828 RTI applications were received and were replied within the stipulated time. 69 appeals were received by the Appellate Authority during the period (from 01.10.2016 to 31.10.2016) and all were disposed of.

4. Sanctioned strength & new posts sanctioned

The Wing-wise sanctioned strength of officers and staff in AIR is given below:-

Wing	All India Radio
Programme	6,896
Engineering	5,974
AIR HQ	725
Administration (AIR Stations)	10,833
News Wing	209
CCW	1,492
Total	26, 129

5. Welfare Section

- AIR has a vast network consisting of 320 stations/offices spread all over the country. There are about 16000 personnel

working in three streams viz., Programme, Engineering and Administration in AIR.

- In All India Radio, the percentage of working women in Group 'A', 'B' and 'C' taken together is about 25% of the total strength of human resources. All AIR Stations/Offices have been instructed to set up a Complaints Committee to look into the grievances/complaints of sexual harassment. The Internal Complaints Committee has been set up at all the AIR Stations/Offices accordingly. It has also been directed that the said Internal Complaints Committee will be chaired by senior level woman officer and half of its members should be female.
- Aadhar Enabled Biometric Attendance System (AEBAS) has been made operational in AIR Directorate and all Offices of AIR in Delhi with the registration of over 2500 Delhi based employees. New Bio Metric Attendance Machines have been installed on many AIR Stations throughout the country. Process is going on to install such machines on the remaining Stations.
- In line with the Government directions, All India Radio has started using the e-tendering process for procurement of goods and services.
- A Committee is formed to supervise service, discipline and quality of service rendered by the Contractor in the Departmental Canteen. The Committee will also comment on present rates and offer their recommendations.

Days Celebrated in DG:AIR, New Delhi:

- **30th January, 2015:** A two minutes silence was observed throughout all the Stations of All India Radio on 30th January, 2015 in memory of those martyrs who sacrificed their lives for the freedom of the country. Accordingly, a two-minute silence was observed in this Directorate administered by Director General, All India Radio.

- **8th March, 2015:** Women's Day: As 8th March, 2015 was fallen on Sunday; Women's Day was celebrated on 9th March, 2015 (Monday) at 11.30 A.M in the Conference Hall, 1st Floor, Akashvani Bhawan, New Delhi. Around 180-200 women employees working in this Directorate took part in the Programme organized by Welfare Section of this Directorate. During the interaction, women employees were encouraged to come forth with suggestions and/or complaints for improvement in the working environment in AIR Directorate.
- **14th April, 2015:** Birth Anniversary of Baba Saheb Dr. Bhim Rao Ambedkar: Circular as well as Satellite Message from Welfare Section, DG: AIR was issued to all the Stations of All India Radio to celebrate birth anniversary of Baba Saheb Dr. B.R.Ambedkar on 14th April, 2015. A Programme was also organized to pay homage by DG: AIR in this Directorate on 14.04.2015 at 10.30 A.M in Conference Hall, Akashvani Bhawan, New Delhi.
- **21st May, 2015:** Anti Terrorism Day: 21st May of every year is observed as Anti Terrorism Day. The objective behind the observance of this day is to wean people, especially the youth, away from the cult of terrorism and violence. An important feature of the observance of the Anti Terrorism Day is the Pledge Taking Ceremony which was conducted on 21.05.2015 in the Conference Hall, Akashvani Bhawan, New Delhi in which all the officers/staff members assembled in full strength and took pledge administered by DG: AIR.
- **21st June, 2016:** 21st June of every year is observed as International Yoga Day. The objective behind this is take forward the momentum created by the International Yoga Day with greater vigour and active participation of all sections of the society, particularly the youth during the celebration this year. Necessary Circular had been issued on 17.06.2016 to all Stations with the request to celebrate the International Yoga Day.
- **20th August, 2015:** Sadbhavana Diwas: It was observed on the all the Stations of All India Radio on 20th August this year. Necessary circular as well as Satellite Message was issued from this Section on 17.08.2015. The theme of Sadbhavana is to promote National Integration and Communal Harmony among people of all religions, languages and regions. The idea behind observance of Sadbhavana Diwas is to eschew violence and to promote goodwill among the people.
- **31st October, 2016:** Rashtriya Ekta Diwas: It was decided to observe 31st October, 2016 birth anniversary of Sardar Vallabhbhai Patel as Rashtriya Ekta Diwas. The pledge taking ceremony was administered by Director General, All India Radio, Engineer-in-Chief (All India Radio) in Hindi and English respectively at 11.00 A.M. on 31.10.2016 (Monday) in Room No.314, 3rd Floor, Adkashvani Bhawan, New Delhi.

Renovation Work Carried in this Directorate:

- **Renovation of Departmental Canteen:** Senior Officers of this Directorate visited the Departmental Canteen and found that the work of renovation is required immediately. Accordingly, renovation work in the Departmental Canteen is being done by the CCW of this Directorate in consultation with the Canteen Committee.
- **Renovation of Toilets and Corridors:** The renovation work of toilets and Corridors of Akashvani Bhawan is also being undertaken by the Civil Construction Wing of AIR.

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.

- 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 expired while in service.
- d). AIR Staff like Technicians, Sr. Technicians, Engineering Assistants, Sr. Engineering Assistants etc. are shift duty staff. To the extent possible, arrangements are made for dropping and picking up of employees, including women employees, during late night shift duty at odd hours.
- e). All the staff members are paid their salary as per the pay scales approved by the Government of India. AIR employees including female employees are granted leave in accordance with the government rules.
- 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.
- i). AIR has a system of nurturing and recognizing excellence through Akashvani Annual Awards for Programming as well as Technical personnel and a number of women are awarded prizes under this scheme.

Accepting the recommendations of the Committee on Women Empowerment, a new category of Awards i.e. Best Women's Programme has been introduced under Akashvani Annual Awards from 2009. Majority of producers of the Women Programmes are women and are benefitted through this new category of awards.

6. Reservation for Persons with Disabilities

- The Constitution of India ensures equality, freedom, justice and dignity of all individuals and implicitly mandates an inclusive society for all including the persons with disabilities. The Government of India enacted "The Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995", in an effort to ensure equal opportunities for persons with disabilities and their full participation in nation building.
- The PWD Act has come into force in 1996. However it was latter in November, 1997 the reservation for persons with disabilities was introduced in case of direct recruitment to Group 'C' and 'D' posts. It was extended to the cases of promotion to Group 'C' and 'D' post in 1989. With the enactment of the Act, reservation for persons with disabilities was made applicable in identified Group A and B posts also in case of direct recruitment.
- The Department of Personnel & Training, Government of India had issued consolidated instructions on the subject in December, 2005. As per the instructions, reservation for persons with disability is now available in all groups of posts in case of direct recruitment. In case of promotion it is available when promotions are made with from Group 'D' to Group 'C' and within Group 'C' identified posts.
- PrasarBharati has taken all requisite measures for implementation of reservation for PWDs, all relevant policy decisions and instructions issued by

DOP&T from time to time are being followed.

- All India Radio broadcasts programmes on Persons with Disabilities through the AIR Stations spread across the country. In these programmes, apart from the Schemes of Welfare of Persons with Disabilities being implemented by the Central and State Governments; programmes relating to their health, social and cultural concerns are also included. The content of programmes is so designed that it not only helps them to get benefits of welfare schemes of the Government but also encourages them to live with dignity. The programmes are crucial from the point of view of social awareness and also useful in changing the callous attitude of society towards Persons with Disabilities.
- Although there is no specific Budget Head in Directorate for the benefit of Persons with disabilities, activities like making of ramp, special toilets, preferably on ground floor are undertaken from 'Minor Works' budget Head of CCW, AIR.

7. Implementation of the Judgements / Orders of CATs

As per the instructions received from Department of Personnel and Training, information in r/o Implementation of the Judgements / Orders of CAT Cases in AIR for the year 2016-17(01.04.2016 to 31.10.2016) is given here under:

Sl. No.	Section/ Stations/ Offices	No. of Orders received from CAT for the period during (01.04.2016 to 31.10.2016)	No. of the Judgement/ Orders implemented for the period during (01.04.2016 to 31.10.2016)
1	DG:AIR (Sections / Stations / Offices)	47	20

8. Rajbhasha(Hindi Unit)

DG:AIR (Hq.)

The Hindi Unit of AIR Directorate (Headquarter) is dedicated wholly in implementing the Official Language Policy of Union of India and constantly strives to implement the orders/ instructions issued from time to time by Ministry of Home, Official Language Department and implementing targets mentioned in Annual Programme in Various AIR stations/offices. Apart from the implementing the Official Language Policy from 01 April, 2016 to 31 October,2016 by Hindi Unit, the following work were carried out to encourage the officers/officials to work in Official Language Hindi.

Reports of Hindi Divas/ Hindi Fortnight organized from 01 April, 2016 to 31 October, 2016 and other specific works:-

Hindi Seminar

To promote Hindi an Official Language Hindi Seminar was organised at Jodhpur on 23rd and 24th August, 2016 for AIR stations/offices situated in Rajasthan.

Hindi Divas/ Hindi Fortnight organized in 2016-17

According to the orders issued by Government of India, Ministry of Home Affairs, Department of Official Language, 14 September is to be observed as Hindi Divas every year. AIR Directorate always strives to organise this. In keeping with this tradition "Hindi Divas" was observed on 14thSeptember, 2016 and "Hindi Fortnight"was organised from 15.09.2016 to 28.09.2016 under the guidance/ instructions of Director General, Shri. F. Sheheryar. Officers/ Officials participated in Hindi Divas Celebration with great enthusiasm and the messages of Home Minister, Government of India, Minister of Information & Broadcasting and CEO, PrasarBharati were read out on this occasion.

Sixteen competitions in Hindi were organized during Hindi Fortnight. In these competitions, it was ensured that officers/ officials of Non-Hindi speaking areas take part in large

number and separate Hindi competitions were organized for them. Large number of officers/officials participated in the competition.

Hindi Workshop

This year two Hindi Workshops have been organized so far, in which solutions were provided for the problems being faced while working in Hindi. A workshop on was organized on 24.05.2016 on the subject “Filling up the figures correctly in prescribed proforma of Quarterly Progress Report of progressive use of Official Language” in which Smt. Richa Banerjee, Joint Director (O.L.) discussed about the problems faced by the officials filling up the quarterly report proforma. Another Workshop on the subject “Discussion on different aspects of progress of Official Language” was organised on 25.10.2016 in which Shri Rakesh BabuDubey, Deputy Director (O.L.) discussed the problems coming before the officials while doing Noting /Drafting in Hindi and gave solutions for their problems.

Work of Town Official Language Implementation Committee Delhi (Centre)

At present Town Official Language Implementation Committee Delhi (Centre) has 160 offices/ members and DG, AIR is the chairman. A workshop was organized on 15.07.2016 by DG: AIR on the subject “Official Language and our responsibility” in which lecture was given by Shri Rakesh Dubey, Dy. Director (OL).

NEW MEDIA WING

Set up in the year 1945, the Research, Reference and Training Division now renamed as “New Media Wing” functions as information serving unit for the Ministry of Information & Broadcasting. It provides background, reference and research material for use of the Ministry, its media units and others engaged in mass communication. New Media Wing (NMW) provides the functional and operational support to Social Media Cell Media in the Ministry since September 2013.

Organisational Setup

New Media Wing (NMW) is headquartered at Sookhana Bhawan, CGO Complex, Lodhi Road, New Delhi and has a post of Additional Director General, assisted by two Directors and supporting staff.

Major Activities

Social Media

New Media Cell(NMC) of the Ministry of Information and Broadcasting is a virtual platform that acts as an interface between Government and public. Information dissemination through various social media platforms such as Twitter, YouTube, Facebook, MIB Blog, Google+ Page and Instagram serves as primary platform for dissemination of information. The Ministry of Information and Broadcasting’s official Twitter handle @MIB_India, has a following of 7,42,000 twitteratis, whereas MIB’s Facebook Page has 12,70,364 likes. The official YouTube Channel of MIB has 61,54,656 views, whereas the Google+ Platform boasts of having 12,12,931 followings. The blog of MIB <http://inbministry.blogspot.in/> has a total view of 30,04,808 (as on 1st November 2016).

Activities done by New Media Cell since April 2016

(i) Content Generation

The major initiatives taken by NMC are mentioned below:-

- a) **Swachh Bharat Mission:** The press conferences on Swachh Bharat were live streamed on the official YouTube channel of Ministry of I&B.
- b) **Smart Cities Mission:** The press conferences were also live streamed and live tweeted on Social media platforms of I&B Ministry.
- c) **Talkathon on Swachh Bharat:** Talkathon with Shri Parameswaran Iyer & Shri Rajiv Gauba was organized on 04th July 2016 at National Media Centre.

- d) **Film Festivals:** New Media Cell is actively involved in the coverage of major film festivals organized by the Ministry of Information and Broadcasting. BRICS Film Festival, Patriotic Film Festivals were live streamed on the Ministry's official YouTube channel.



- e) **Two years of Union Government:** Series of press conferences were covered at the completion of two years of Union Government. Pictures related to the press conferences were posted on Twitter and Facebook. Press releases of the press conferences were uploaded on blog and simultaneously tweeted also.
- f) **Talkathon:** A dynamic initiative introduced by the New Media Cell of Ministry of Information and Broadcasting which connects virtual space with the physical world. It is a combination of Social Media platforms where questions asked on Twitter in real-time are answered by the guest or panel of guests and the event is



live streamed on YouTube. Three Talkathons were conducted during IFFI 2016 with film personalities like Ms Divya Dutta, Shri Nagesh Kukunoor, Shri Richie Mehta etc.

- g) **Facebook Live:** A live Question and Answer session was conducted by Facebook with Minister of State for I&B, Shri Rajyavardhan Rathore. The Minister replied the queries raised by Facebook users on real time basis. This was a unique initiative where the people got an opportunity to interact with the Minister directly and know the initiatives taken by Government on various fronts.



- h) **Infographics:** Special infographics are prepared on important flagship programmes of Government of India and other departments. The graphic plates are shared on all social media platforms of Ministry of I&B. This further builds the engagement of the users with Government as information is disseminated in a creative and effective way.
- i) **Special animation:** Special animation video was prepared on the completion of two years of Union Government on the major flagship programs like Jan Dhan Yojna, Pradhan Mantri Krishi Sinchai Yojna, Smart City Mission, Rural electrification etc. The video got overwhelming response and the total views of the video was 1,39,000 on Facebook.

- j) **Special GIFS:** Special GIFs are posted on Twitter daily on important initiatives and events of Government of India.
- k) **#GovtToday:** A video is prepared which includes the development happened during the entire day. The short videos are posted on Twitter and Facebook and also shared on YouTube. One can get brief information about the events of the entire day by watching this video. The content is taken from PIB's website.

Trending Reports

New Media Cell prepares various reports on issues and events concerned with the Government of India and the Nation.

- **Social Media Analytics**

Two Social media analytics reports are prepared daily on important national and international issues. Social media tools like Oracle and Meltwater are used to prepare the reports.

- **Response reports**

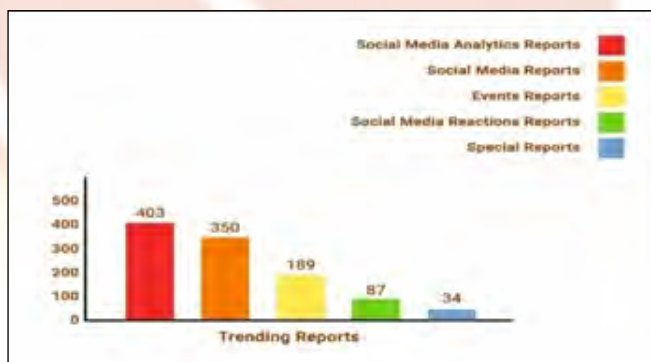
One mid day report is prepared daily on important events/news during the entire day. These are issues which are in trending in social media and mainstream media.

- **Storify report**

Two Storify reports are prepared daily based on analysis of news and stories concerned with various ministries.

- **Special reports on major events:**

Special social media report is compiled



on major events of Ministry of I&B. The reach and sentiments of the event is gauged based on the reaction of the social media users.

- **Social Media reactions on Ministers and Ministries:** A report is compiled on reaction on Ministers and Ministries.

Response Management

MIB Connect: The New Media Cell has taken initiative to establish a two way communication with people. The queries asked by people on Twitter are replied back by the New Media Cell. This is a unique initiative as people get information/reply of their queries raised.



India - A Reference Annual

The Division compiles a reference book, 'India-A Reference Annual', on development and progress made by Central Ministries/ Departments, States/ Union Territory Administration and PSUs/ Autonomous bodies. It is simultaneously published in Hindi titled- 'Bharat'. Compilation of this year book-2017 has been done.

Diary of Events

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

Specialized Magazines' Monthly Report

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

adhere strictly to the stipulations laid down by the Government.

Progressive use of Official Language Hindi as part of implementation of Official Language

All possible efforts are made in New Media Wing towards the progressive use of Hindi for the observance and implementation of the various orders and instructions issued by the Department of the Official Language. Quarterly meetings of the Hindi Committee in the Wing are held under the chairmanship of the Director. 'Hindi Karyashala' are also organized every quarter for the benefit of the staff and for promoting the use of Hindi in official work. Hindi 'Pakhwada' was organized this year from September 14 to 28 in which various competitions were held

Right to Information

A CPIO and a nodal officer have been appointed and Appellate Authority has been designated to provide information to persons seeking information under the RTI Act and as per instructions of DOPT.

Reference Library

As directed by the Ministry the Library is under process of being merged with Directorate of Publications Division.

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 recommendations of an Expert Committee set up by the Ministry for collecting, interpreting and disseminating information about the events and trends in mass media through its periodical services. The NDCMC documents major news items, articles and other information material available on mass media/ communication. The current activities of the Centre range from collecting & documenting to dissemination of information. The information collected is maintained and disseminated through services like Bulletin of

Film abstract of various developments in the film industry; Reference Information Service-background papers on subject of topical interest in the field of mass media; 'Who's Who in Mass Media'- biography of eminent media personalities; Honours conferred on Mass Communicators - details of awards conferred on Mass Communicators. The Centre brought out 7 such services during the period. The NDCMC is in the process of being restructured.

Vigilance Activities

- 1) Details of vigilance set up for the organization at headquarters and its field offices.
Joint Secretary of Ministry of I&B is the Chief Vigilance Officer.
- 2) Preventive Vigilance activities during the period
 - i) Regular inspections are conducted during the period
 - ii) Surprise inspections are also carried out during the period
- 3) Surveillance and detection activities during the period
 - i) Details of the areas selected for keeping surveillance.
NMW is a small subordinate office and as per its mandate there is a limited scope for surveillance.
 - ii) Number of persons identified for being kept under surveillance.
Nil in view of III (i) above.
- 4) Punitive activities (Number to be indicated against 4(i) to (x) where the appointing authority is other than President).
 - i) Number of complaints/references received during the period.
NIL
 - ii) Number of cases in which preliminary inquiry was conducted.
NIL
 - iii) Number of cases where preliminary inquiry reports were received.

- NIL
- iv) Number of cases in which charge sheets for Major penalty were issued.
NIL
- v) Number of cases in which charge sheets for Minor penalty were issued.
NIL
- vi) Number of persons on whom Major penalty was imposed.
NIL
- vii) Number of persons on whom Minor penalty was imposed.
NIL
- viii) Number of persons placed under suspension.
NIL
- ix) Number of persons against whom administrative action such as issuance of warning etc. was taken; and
NIL
- x) Number of persons prematurely retired under relevant provisions of rules.
NIL

Detail In Respect Of Implementation Of The Judgment/Orders Of Cat.

S. No.	Media Units/ Sections	No. of Orders received from CAT for the year 2014-15	No. of judgments/orders implemented during 2015-16
1.	New Media Wing	Nil	Nil

BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED (BECIL)

1. Brief History Of Becil

Broadcast Engineering Consultants India Limited (BECIL) an ISO 9001:2008 certified, Mini Ratna, public sector enterprise of Government of India under Ministry of Information & Broadcasting was established

on 24th March, 1995 for providing consultancy services of international standards for broadcasting in transmission and production technology including turnkey solutions in the specialized fields of Terrestrial & Satellite Broadcasting, Cable and various IT related fields, including acoustics & audio-video systems.

BECIL provides project consultancy services and turnkey solutions encompassing the entire gamut of Radio and Television Broadcast Engineering viz content production facilities, terrestrial broadcasting, transmission and satellite & cable broadcasting in India and abroad. BECIL also provides associated services as human resource related activities like training, providing man power etc. BECIL has diversified and is undertaking supply of specialized communication, monitoring, security and surveillance systems to Defence, Police department and various Para-military forces. BECIL has its headquarter in New Delhi, the Corporate office is located in Noida and has a Regional Office in Bangalore and exploring for the geographical expansion in many states due to diversification in business portfolio.

Over the years, BECIL has groomed and developed a team of in-house and dedicated engineers and also harnessed a vast reservoir of professionals drawn from various fields of broadcasting industry which includes public and private broadcasters, Defence and cable industry. Through this network of resourceful technical professionals, BECIL has established its PAN India presence to serve the needs of the industry.

BECIL has a vast reservoir of experts and integrates the expertise of All India Radio (AIR) and Doordarshan (DD), the national broadcaster of India, which has built one of the largest Radio Network catering to nearly one billion people and the world's largest Terrestrial Television Network supplemented by Analogue and Digital satellite Broadcasting services reaching out to millions of TV homes in India and Overseas.

2. Mission

To play a pivotal role in modernization and growth of radio and television broadcasting through terrestrial, cable and satellite transmission in India and abroad, and achieve excellence.

3. Objective

- To enhance the present share in the market by providing specialized and customized solutions to a wider range of clients.
- To provide technical input and consultancy to Ministry of Information & Broadcasting in policy, regulatory & formulation of various papers pertaining to Broadcasting.
- To explore the opportunities in overseas market.
- To conduct market survey for product development.
- To establish satellite uplink & downlink systems for TV channels & Distance Education Centers.
- To establish and maintain the operation of broadcasting centers.
- To train & provide broadcast professionals
- To design, develop and manufacture specialized broadcast equipments.

4. Projects Highlights- Major Projects Executed (Current Year)

- Setting up of Common Transmission Infrastructure under Batch-1 of FM Phase-III of Private FM Broadcasters
- SITC of 16 Panel FM Antenna at 18 sites of All India Radio(Prasar Bharti)
- STC of Superturnstile Antenna at 3 sites for Doordarshan (Prasar Bharti)
- Supply of DVB-S2 based IRDs to Prasar Bharti (Doordarshan) for 154 locations
- Organizing Inter-Personal Communication Campaigns in the state of Uttar Pradesh

and Punjab to supplement the activities of Directorate of Field Publicity (DFP)

- Design, procurement, installation, integration, testing, commissioning and associated services for a fully operational Surveillance and Access Control Management System(SACMS)
- Social Media Monitoring and Response Management for Ministry Information and Broadcasting (MIB), Ministry of Labour & Employment (MoLE) and Ministry of Road Transport and Highways (MoRTH)
- Design, Development and maintenance of Web-portal for Automation of Broadcast Wing of Ministry of Information and Broadcasting (MIB), Government of India
- Civil & Interior/Modular/IT Networking & MEP (Mechanical, Electrical and Plumbing) Works for Electronic, Media Monitoring Centre (EMMC) set up at 11th Floor, Sochna Bhawan, New Delhi
- Computerization of Inventory Management and Other Business Processes of the Directorate of Publication Division of Ministry of Information and Broadcasting (MIB), Government of India
- Designing, supply, installation, testing, commissioning and maintenance of integrated security system at Hawrah and other locations comprising of CCTV Surveillance
- Supply Installation, Testing, Commissioning and maintenance of CCTV surveillance system at warehouse/ Depots of Food Corporation of India East, West & South Zone
- Audit of Digital Addressable System (CAS, SMS & STB) as per TRAI Regulation
- Mission Digitalization Project: Implementation of Phase III and Phase IV of Cable TV Digitization for Ministry of Information & Broadcasting
- Providing interior works including auditorium chairs and supply, installation, testing and commissioning of Audio, video work in auditorium of “centre

of Aerospace Management Excellence and Leadership at HAL, Bangalore

- Renovation of the CCTV setup for the Legislative assembly and Legislative council, Vidhana Soudha, Bangalore
- Providing professional grade audio video system, acoustics treatment and allied works for the Kalyana Mandapam at AAI residential quarters, Chennai
- Replacement of wall paneling false ceiling, flooring including granite cladding & steps at the entrance, refurbishing of chairs of Auditorium at HAL Corporate Office, Bangalore
- Production of Transmitter (CRS 50) and two bay VHF antenna for Community Radio Station

5. BECIL – Management & Organisation

The Board of Directors comprises of Chairman & Managing Director, one Whole-Time Director (Operations & Marketing), two Directors nominated by the Government of India. Below Board level, there are General Managers, Deputy General Managers, Assistant General Managers, Managers, Deputy Managers, Assistant Managers & Junior Managers. The project Work is further assigned to Consultants and Project Managers hired by the Company on contract

basis.

At present the Board consists of following members:

Chairman & Managing Director	:	Shri George Kuruvilla
Whole-Time Director	:	Shri D. R. Gogoi
Government Nominee Director	:	Ms. Anju Nigam and Shri V. K. Choubey

6. Business Activity

- Areas of Specialization
 - o FM Broadcasting
 - o Establishment of TV Channels
 - o Installation of Teleports
 - o Direct to Home (DTH) system
 - o Cable Head-End systems
 - o Distance Education Systems through Satellite
 - o Community Radio Stations
 - o Acoustics, Stage lighting, sound reinforcement system

7. Financial Highlights

The Financial Performance of the Company for the financial year 2015-16, along with the comparative figures for 2014-15, are indicated below:

(₹ in Lakh)

A	Particulars	Year	Year
		2015-16	2014-15
	Result of Operations		
	Income from operations	3142.26	8757.41
	Value of Deposit work	2717.20	3995.22
	Total business during the year	5859.46	12752.63
	Expenditure (including Deposit work)	6199.64	11734.00
	Operating Profit/(Loss)	(340.18)	1018.63
	Finance Cost	440.89	1046.89
	Depreciation & Amortization	191.23	238.38
	Allowance for Doubtful Receivables & Advances	-	5.32
	Prior Period Adjustments & Extra Ordinary Items	(7.17)	(14.77)
	Profit/(Loss) before Tax Expense	(965.13)	(257.19)
	Deferred Tax	(342.99)	(118.40)
	Profit/(Loss) after Tax Expense	(622.14)	(138.79)
	Transfer to Corporate Social Responsibility	-	-
	Transfer to General Reserve	-	-
	Earnings/(Loss) Per Share (₹)	(456.00)	(102.00)
B	Sources of Fund		
	Issued, Subscribed and Paid up Capital Reserve & Surplus	136.50	136.50
	Reserve & Surplus	1401.37	2023.51
	Non - Current Liabilities	554.98	470.50
	Current Liabilities	14063.72	11989.63
	Total	16156.57	14620.14
	Uses of Funds		
	Fixed Assets	1288.19	1237.53
	Current Asset	14066.68	12926.57
	Deferred Tax Assets (Net)	799.03	456.04
	Other Non-Current Assets	2.68	-
	Total	16156.58	14620.14
C	Other Information		
	Authorized Capital	250.00	250.00
	Capital Employed	1537.87	2160.01
	Net worth	738.84	1703.98

Share Capital

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.

Performance:

During the Financial Years 2013-14 and 2014-15, there were major changes in the top management. Out of the six officers [4 General Managers (GM), Director (O&M) and CMD], the then Director (O&M) superannuated in January 2014 and one of the GM joined as Director, two GM superannuated in the month Oct/Nov 2014. Further the then CMD resigned pre-maturely in December 2013 with a request to be relieved in March 2014, however he was relieved only in August 2015. As a result, no major business decisions/strategic partnerships were undertaken for procurement of orders having high value during the Financial Year 2014-15 which reduced the order book of Company during the Financial Year 2014-15. Consequently, the total business of company was reduced by approximately 50% at ₹ 5859.46 lacs for the reported year as compared to ₹12752.63 lacs for the year ended March 31, 2015 and Net Loss of ₹622.14 lacs for the reported year as compared to Net Loss of ₹138.79 lacs in the previous year March 31, 2015.

After Director (O&M), took additional charge of Chairman & Managing Director in September, 2015, the management of Company has taken remedial action for growth of the Company and accordingly changed its object clause to explore its business opportunities in the several new areas. Thereafter Company entered into strategic partnerships and won major Projects/tenders through competitive bidding in the field of CCTV & surveillance and opened its account in the Railways, Food corporation of India etc., besides orders in EMMC, IT, Common Infrastructure of FM phase III etc and recorded major orders in hand amounting to ₹326.08 Crores for

execution in the upcoming year for which it is committed to execute effectively, that will enable it to reinstate its momentum of growth.

8. Management Initiative and Business Activities during the year

During the year under review BECIL has carried out the following major projects:-

FM Phase-III Broadcasting

The Government of India through the Ministry of Information and Broadcasting (“MIB”) has decided to open up Phase - III of FM Radio Broadcasting to private participation with the objectives of attracting private agencies to supplement and complement the efforts to provide FM Radio Coverage by operationalizing radio stations that provide programmes with local content and relevance, improve the quality of fidelity in reception, encouraging local talent and generating employment, by means of ascending e-auction for first batch of FM Phase - III Radio Channels.

The first batch of FM Phase – III comprises of 135 channels in 69 existing cities of Phase – II. The second batch of FM Phase-III consists of 266 channels in 92 cities which includes 227 channels in 69 fresh cities and 39 channels in 23 existing cities.

In cities where it is a vacant channel of Phase – II or an additional channel is proposed and CTI has been created by Company, the upgradation of CTI is to be commissioned by Company. Also, Co-location of FM channels at the site is made mandatory.

BECIL is the system integrator for providing the Common Transmission Infrastructure in existing 69 cities of Phase – II and signed Project Management Agreement (PMA) with each successful LOI holder under FM Phase – III (Batch – I) (total 90 Channels) to provide the Project Management Services to build, install, commission and complete the CTI. The estimated cost and share of each LOI holders will be worked out at a later stage as mentioned in the PMA since the cost of various equipments depends on various factors like site parameters, frequency, power handling capacity etc.

BECIL has successfully completed three CTI sites (Mumbai, Bangalore, Guwahati) till 31 Mar 2016 and ten CTI sites (Hissar, Karnal, Chandigarh, Rajkot, Jaipur, Surat, Patiala, Varanasi, Jodhpur and Nanded) till 30th October, 2016. Execution of work is under progress at remaining locations.

List of Broadcasters under FM Phase-III (Batch-1) are as follows:

1. Hindustan Times Media Ltd.
2. Digital Radio (Mumbai) Broadcasting Ltd.
3. Entertainment Network India Ltd.
4. Music Broadcast Pvt. Ltd.
5. Reliance Broadcast Network Ltd.
6. Rajasthan Patrika Pvt. Ltd.
7. DB Corp. Ltd
8. Abhijit Realtors and Infraventures Pvt. Ltd.
9. Render Live Films and Entertainment Pvt. Ltd.
10. Sarthak Films Pvt. Ltd.
11. Abir Buildcon Pvt. Ltd.
12. Digital Radio (Delhi) Broadcasting Ltd.
13. The Mathrubhimi Printing and Publishing Co. Ltd.
14. Odisha Television Ltd.



BECIL Team at SIRA Italy for FM Phase III Project

SITC of 16 Panel FM Antenna at 18 sites of All India Radio(Prasar Bharti)

Prasar Bharti (All India Radio) has issued order for supply, installation, testing &

commissioning for the 16 Panel FM Antennae with associated equipment at 18 sites. This order was obtained by successfully competing in global tender.

The supply portion of the project has been completed in the year 2015-16 and the installation work is also being carried out. The supplied wide band antenna operates in FM band and has an aperture of 4 bays of 4 panels each resulting in 16 panel antenna. The system is circularly polarized with mounting arrangement on square portion of the tower. The order also includes RF cable of 3" and 4" size and associated equipment viz. antenna switch, rigid lines and dehydrator.

STC of Superturnstile Antenna at 3 sites for Doordarshan (Prasar Bharti)

BECIL has secured order for supply, testing & commissioning for the VHF and UHF Superturnstile antennae at 3 sites. This order was won by competing in global tender.

The supply portion was completed in FY 2014-15 and testing & commissioning portion is being carried out by BECIL.

Supply of DVB-S2 based IRDs to Prasar Bharti (Doordarshan) at 154 locations

The tender floated by Prasar Bharti (Doordarshan) for supply of DVB-S2 based IRDs was won competitively by BECIL. The supply is being carried out in FY 2016-17. These professional IRD receives L band inputs and provides analog baseband (Video & Audio), digital SDI with embedded audio and ASI signal outputs.



Organizing Inter-Personal Communication Campaigns in the state of Uttar Pradesh and Punjab to supplement the activities of Directorate of Field Publicity (DFP)

BECIL empanelled the agencies for conducting the Inter-Personal Communication Campaigns and rural communication activities on behalf of DFP.

A pilot project in the state of Uttar Pradesh and Punjab was taken up. The objective was to carry out direct interaction communication campaigns in an effective manner for reaching the poorest and marginalized population within a time bound programmes and also provide feedback to Government on implementation of programmes and gain experience for carrying out such activities in future.

Inter-Personal Communication (IPC) Campaign's activities include the following:

- Organising rural events in villages which comprise discussions combining competitions, rallies etc. to communicate salient features of Government schemes which benefit rural population.

- Social mobilisation by contacting opinion leaders, such as, local public representatives, Panchayat leaders, teachers, Anganwadi workers, Aasha workers, etc. in the village where the event is proposed to be held.
- Rural communication materials developed in local languages such as booklets, posters, wall paintings, etc.
- Providing feedback on success stories as well as difficulties being faced by rural population in accessing benefits of the schemes.

An impact study at the conclusion of IPC campaign was also taken up.

Following are the photographs of the above project:





Surveillance Access Control Management System (SACMS)

This project is about design, procurement, installation, integration, testing commissioning and associated services for a fully operational Surveillance and Access Control Management System(SACMS) as per customer requirement and codes that provide central security management, integrated control and remote monitoring of the two most important buildings and its adjoining area including the interfacing of all existing facilities of Government of India. The SACMS shall comply to the strict regulation and adapting state-of-the-art security technologies, the highest level of reliability and integrate to networking infrastructures such as Intranet, Internet, LAN/WAN. All interfaces within the SACMS shall be based on TCP/IP network protocol connectivity over the corporate intranet/internet/LAN/WAN. BECIL provides life time support to these projects and helps the end user for continuous operation and maintenance.

Secure Data Transfer Network Project (SDTN)

A computer data network project was awarded to BECIL by a premier Government Organization of the country. It was a complex project complete with secure data network system with twenty outstations. The project has since been completed and now productionised.

Social Media Monitoring and Response Management for Ministry Information and Broadcasting (MIB), Ministry of Labour & Employment (MoLE) and Ministry of Road Transport and Highways (MoRTH):

- i. Social Media Monitoring and Response Management Services related to 24x7 function, operation and maintenance for the Ministry of Information and Broadcasting, Government of India and Supply, Installation, Testing of software.
- ii. Covering events, Packaging and uploading of contents, content creation and editing on social media platforms for the new media wing of Ministry of Information and Broadcasting, Government of India.
- iii. Professional services towards setting up of state of the art Social Media Communication Hub for the Ministry of Labour & Employment.
- iv. Setup of monitoring and analytics platform or Print (Newspapers/ Magazines), Television and Digital Media (including social media) for Ministry of Road Transport and Highways (MoRTH), Government of India.

Design, Development and maintenance of Web-portal for Automation of Broadcast Wing of Ministry of Information and Broadcasting (MIB), Government of India

Design, Development and maintenance of Web-portal for Automation of Broadcast Wing of Ministry of Information and Broadcasting (MIB), Government of India has been taken up.

EMMC- Phase-II Projects

- i. Civil & Interior/Modular/IT Networking & MEP (Mechanical, Electrical and Plumbing) Works for Electronic, Media Monitoring Centre (EMMC) set up at 11th Floor, Sochna Bhawan, New Delhi.
- ii. Supply, installation, Testing and commissioning of Video wall System at Electronic Media Monitoring Centre (EMMC) at 10th Floor, Sochna Bhawan, New Delhi.
- iii. Comprehensive annual maintenance contract(CAMC) of RF downlink system setup for 600 TV channels at Electronics Media Monitoring Centre, Sochna Bhawan, New Delhi.



EMMC Phase-II Project



Workstations at EMMC

Computerization of Inventory Management and Other Business Processes of the Directorate of Publication Division of

Ministry of Information and Broadcasting (MIB), Government of India

Computerization of Inventory Management and Other Business Processes of the Directorate of Publication Division of Ministry of Information and Broadcasting (MIB), Government of India has been taken up.

Designing, supply, installation, testing, commissioning and maintenance of integrated security system:

- i. Designing, supply, installation, testing, commissioning and maintenance of integrated security system at Hawrah and other locations comprising of CCTV Surveillance System and Personal & Baggage Screening System with Warranty period of Three years and AMC of five years after warranty period for Eastern Railway, Kolkata.
- ii. Supply Installation, Testing, Commissioning and maintenance of CCTV surveillance system at warehouse/ Depots of Food Corporation of India East Zone.
- iii. Supply Installation, Testing, Commissioning and maintenance of CCTV surveillance system at warehouse/ Depots of Food Corporation of India West Zone.

Audit of Digital Addressable System (CAS, SMS & STB) as per TRAI Regulation

Conducting the audit of Digital Addressable System (CAS, SMS & STB) as per schedule I of TRAI Regulations. The audit also involves the counselling as well as advising the client in order to meet its DAS system as per TRAI schedule I compliance. All the audits as per requirement have been carried out.

Audit as per directions of Hon'ble TDSAT

Conducting the audit as per specific directions of Hon'ble TDSAT. The scope of audit work depends on case to case as directed by Hon'ble TDSAT. It can be both commercial audit as well as technical audit. All the Hon'ble TDSAT references have been attended as and when required.

Mission Digitalisation Project

Implementation of Phase III and Phase IV of Cable TV Digitisation. The scope of work included setting up of 12 regional units across the country, recruitment of contractual staff (PD, APD, OA and DEO) at these regional units, establishment of multilingual call centre, development of MIS application for monitoring of STB seeding, development of dedicated website for provide the update and necessary information to all the stakeholder of cable TV digitisation. The work of Phase III has been completed and all the activities have been carried out and Phase IV is in progress.

Training and other activities

Conducting training programmes on wireline broadcasting. Recently signed an MOU with Infocomm International for conducting training programmes on pro AV installation across the country. Number of training programmes have been carried out.



Training of professionals working in the pro AV installation

Providing interior works including auditorium chairs and supply, installation, testing and commissioning of Audio, video work in auditorium of “centre of Aerospace Management Excellence and Leadership at HAL, Bangalore

BECIL had won this project on competitive basis after submitting the bid for the tender floated by HAL Bangalore for providing acoustic treatment along with other interior works including provision of auditorium

chairs and supply, installation, testing and commissioning of professional audio video system in the auditorium of the upcoming “Centre of Aerospace Management Excellence & Leadership” at HAL Bangalore. This is a 794 seater auditorium with state of the art acoustic treatment and professional audio video solution in place. This project completed within the time frame.



Provision of Acoustics, Audio and Video for HAL Auditorium Project by BECIL

Renovation of the CCTV setup for the Legislative assembly and Legislative council, Vidhana Soudha, Bangalore

Government of Karnataka engaged BECIL for renovation of CCTV setup for Legislative assembly and Legislative council at Vidhana Soudha, Bengaluru. The project completed within the time frame as mentioned in the work order.

Providing professional grade audio video system, acoustics treatment and allied works for the Kalyana Mandapam at AAI residential quarters, Chennai

BECIL was chosen by Airport Authority of India, Chennai for providing professional grade audio & video system and acoustic treatment of the dome shaped Kalyana Mandapam at AAI residential quarters, Chennai on turnkey basis. The project completed within the time frame as mentioned in the MoU.

Replacement of wall paneling false ceiling, flooring including granite cladding & steps

at the entrance, refurbishing of chairs of Auditorium at HAL Corporate Office, Bangalore

BECIL had won this project after submitting the competitive quotation for the tender floated by Hindustan Aeronautics Limited (HAL), Corporate Office, Bangalore. BECIL had executed this project successfully.

Production of Transmitter (CRS 50) and two bay VHF antenna for Community Radio Station

BECIL has full fledged production setup in Bangalore for manufacturing FM transmitter (CRS 50) and two bay antenna which has been designed by BECIL and will be used in Community Radio stations. BECIL has produced around 20 transmitters and 10 antennas for the reporting Financial Year.

9. Future Business Activity

Following are the expected future business prospects of BECIL:

- (i) Following are the expected future business prospects/projects of BECIL:
 - Steep growth expected in overall television market.
 - Increase in pay-TV penetration will drive growth in the television industry in the coming years.
 - Pay-TV ARPUs set to increase with implementation of cable digitisation.
 - Expansion of Private FM broadcasting through Phase-III will boost activity in radio sector.
 - TV coverage and distribution of the proceedings of the Karnataka Legislatures.
 - Establishment of Media centre at Vartha Bhavan, Bengaluru.
 - Setting up of Board room at AAI, Chennai by providing acoustics, AV and Video conference systems.
 - Setting up of Multimedia setup and telemedicine facility for JIPMER, Pondichery.
 - Providing acoustic treatment, professional

sound reinforcement and allied facilities for the auditorium, Ahalia eye foundation, Palakkad.

- Up-gradation of Audio, Video, stage drapery and light system at National Gallery of Modern Art, Bangalore.
- Up gradation of Audio and Video facilities for a Museum at NIMHANS, Bangalore.
- Renovation of Convention centre at Kongu Engineering College, Erode of IIM,
- Electronic Media centre for R.L.Jalappa Engineering college, Bangalore
- TV studio & Multimedia setup for Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
- (ii) The Management of BECIL has changed its object clause for growth and expansion in various business opportunities and has planned to enter into the following:-
 - a) New Areas:**
 - Venturing into new Business Domains
 - Diversification in New Service/Products/ Areas
 - Cyber Security for Govt. offices, PSUs etc.
 - Opening of Regional Offices
 - Broadcast Tower Construction
 - Digitalization in the Broadcasting Sector.
 - Demand for e-education classroom.
 - Growth in Social Media Setups.
 - b) New Initiatives in line with Government's new Policies:**
 - Digital India Initiative: E-governance Project of Central & State Government, online web portal including payment gateway.
 - Make in India Initiative: Alliance with technology companies for manufacturing of Network Video Recorder (NVR) and other critical units for CCTV and Surveillance projects.
 - Skill India Initiative: Training of IIT / Diploma student of Electronic & Communication for Cable TV

Digitalization, CCTV Surveillance, Smart City, FM Radio projects etc. BECIL is the governing member of IASC, Skill Sector Counsel.

(iii) **CREATIVE MEDIA AND FILM PRODUCTION:**

BECIL has successfully implemented various projects in the areas of Radio, Television, Communication, Satellite and Cable Broadcasting and proven itself a best service provider. Now, BECIL is exploring more market avenues to continuously expand its business and to take maximum advantage of new opportunities.

BECIL takes up “Creative Media and Film Production” as a significant step towards its objectives to activate for Creative Demands of organizations shaping up their Brand and Corporate Identities.

Following activities shall be taken up towards this business area:

- Produce high end commercials on air look for broadcasters and on Air promotions for various TV channels in news and GEC category.
- Company logo development and branding
- Corporate A/Vs, VFX and various advertising solutions
- Tendering for DD (for Creative Agency)
- Tie-up with NIOS for making educational films
- Approaching Different PSUs for Corporate film and events
- Approaching State Tourism Departments to provide promotional material along with concept

10. MOU with Ministry of Information & Broadcasting

BECIL has signed Memorandum of Understanding (MoU) with Ministry of Information & Broadcasting (MIB) for the Financial Year 2016-17.

11. Appointment of Candidates Belonging to SC/ST/OBC/Minority

The Company follows Government’s guidelines/instructions on reservation policies. Accordingly, the guidelines/instructions of the Government on reservation matters in respect of SCs/STs/ OBCs and for appointment of Minority have been/are taken care of while making recruitments and promotions in the Company. Relevant Rosters are maintained as per guidelines for proper projection of reservation quota fixed for these categories. Periodical check-up/ inspections are carried out by the HR Officer and reports/suggestions are given by them to the Competent Authority for consideration. Periodical reports/returns are also sent to the Ministry of Information & Broadcasting, Department of Public Enterprises and other Government Departments periodically on action taken for the implementation of reservation policies.

12. RTI Information

In order to promote transparency and accountability, appropriate action is taken to reply to queries from any source whenever received, on time. In compliance to the provisions of the Right to Information Act, 2005, Central Public Information Officers (CPIOs) have been appointed and utmost care is being taken for timely compliance and dissemination of information.

During the Financial year 2015-16, the company had received 44 applications under RTI Act, 2005 and all had been responded within the statutory time limit. As on 31st March, 2016, no applications were pending for reply under RTI Act, 2005.

13. Progressive Use of Hindi

Required action/updated status of compliance by BECIL on the recommendations made in the various parts of the Report on Official Language were furnished to the Ministry of Information & Broadcasting. Hindi Fortnight was observed from 14th September, 2016 to 28th September, 2016 in BECIL.

During the fortnight, competition of Rajbhasha Niti Gyan, Hindi Essay Writing and Hindi debate were organized. Necessary help material like Dictionaries & Technical glossaries were made available to all the officers/ employees to motivate them to do their official work in Hindi.

14. Vigilance Activites

Vigilance Section in BECIL has been regularly issuing norms and guidelines as per direction by the Central Vigilance Commission, Department of Public Enterprises and Ministry of Information & Broadcasting regarding measures to strengthen all aspects of preventive vigilance for compliance in BECIL.

Periodical returns are being submitted regularly to Central Vigilance Commission, Central Bureau of Investigation and Ministry of Information & Broadcasting and inquiries are properly and promptly attended besides, surprise checks/inspections are carried out from time to time and constant vigil is kept.

15. General

BECIL's Budget is its own internal projection of receipts and expenditure related to Consultancy and Turnkey jobs secured through competitive tender system in the open market. The company does not get any Budgetary Support from the Govt. and generates its own resources.

The company has not been entrusted with any Central/Centrally sponsored Schemes relating to women, North-East (including Sikkim), employment generation, rural component, Tribal Sub plan, Special Component Plan, Voluntary Sector, Information & Publicity, Minority Welfare etc.

ELECTRONIC MEDIA MONITORING CENTRE

Television channels play a significant role in the communication sector and their reach is very vast and extra ordinary. Television programmes cater to people of varied ages, culture and background and therefore

involves content of diverse nature. To protect the consumers from undesirable content being aired by television channels is a norm followed by almost all leading democracies in the world. In India, Electronic Media Monitoring Centre (EMMC) is entrusted with the task of monitoring the content being aired by TV channels for any violation of Programme and Advertising Codes under the Cable Television Network (Regulation) Act, 1995. One of the youngest media unit under Ministry of Information and Broadcasting, EMMC is a premier set-up with advanced technologies to monitor, record and analyse broadcast content. With the communication and media sector evolving in a tremendous speed, monitoring the content becomes imperative to ensure that broadcaster meets standards and comply with Programme and Advertising Codes.

EMMC has the technical facility to record and monitor the content of 900 channels, beaming over the Indian Territory, so that any violations of codes framed under the Cable Television Network (Regulation) Act, 1995 could be checked. Currently all the channels permitted by the I&B Ministry is monitored by EMMC. Cable Television Networks (Regulation) Act, 1995 identifies several codes which must be adhered to by all broadcasting entities. EMMC puts out reports on apparent violations along with the recorded clips to the Scrutiny Committee, which examines the purported violations and forwards its findings to the Inter-Ministerial Committee and other bodies for further action. Electronic Media Monitoring Centre also identifies topical matters of immense public importance and reports them to the Ministry for evaluation and for taking any action, if needed. As far as Private FM stations are concerned, content related to complaints received by Ministry of I & B is examined by EMMC, with the broadcast content being provided by BECIL.

Programme and Advertisement Codes under Cable TV Network Rules, 1994 specifies the standards which the channels should adhere to while broadcasting. Television programmes

should be free of any content which is obscene, defamatory or denigrating women or children, as per the Programme code. It also specifies that programme meant for children should be suitable to them without any bad language or explicit content.

Advertisements should not offend the morality, decency and religious susceptibilities of the viewers according to Advertisement code. The code does not permit advertisements which promotes directly or indirectly tobacco products and liquor. The code does not allow advertisement of products claiming miraculous or super-natural property which is difficult to be proved. Report on violations of the Programme and Advertisement codes are reported by EMMC to Ministry of I&B.

EMMC monitors TV channels for election management- related news during General elections and Assembly elections, at the request of Election Commission of India. EMMC monitored the electronic media coverage for election management-related

news during Assembly elections in Assam, West Bengal, Kerala, Tamil Nadu and Puducherry in May 2016. SMS alerts on major happenings during the day of polling and one day prior to polling were sent to the Election Commission of India. EMMC apprised the Commission of the latest situation at ground zero throughout the polling day in the State and during by-election also held thereafter. ECI, has appreciated the role of EMMC, in its endeavour to conduct free and fair elections in the State.

Social-Cultural activities: EMMC organised various social-cultural programmes in the office during April -November, 2016. A series of events viz. creative writing, quiz, extempore speech etc. were organized during the Hindi Fortnight. Competitions were held among Non-Hindi speaking employees also. All staff members of EMMC participated in the events and gave an overwhelming response to the events organised.



Shri M. Venkaiah Naidu presents the centenary award to the Legendary Singer, Shri S.P. Balasubrahmanyam, at the inauguration of the 47th IFFI

6

ACTIVITIES UNDER FILMS SECTOR

FILMS DIVISION

The story of the Films Division is synchronous with the eventful years of the country since Independence and over the last 67 years, 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 information, communication and integration.

Films Division produces documentaries, short films, animation films and news magazines. The Division caters to cinema theatres all over the country and also to the non-theatrical circuits like units of the Directorate of Field Publicity, Doordarshan, Educational Institutions, film societies and voluntary organizations. The documentaries and newsreels of State Governments are also featured in the Division's release on the theatrical circuit. This Division also sells prints, stock shots, DVDs/VCDs and distribution rights of documentaries and feature films in India and abroad. Apart from production of films, Films Division also gives on hire, its Recording Theatre, Editing Rooms & other Cine Equipment to film makers.

Various Wings of Films Division:

This Organization is broadly divided into four work groups:-

(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 other production centers are located in Bengaluru, Kolkata and New Delhi. In addition to its normal production programme, the Division provides assistance to all the Ministries and Departments of Government including public sector organizations in producing documentary films.

(2) Distribution Wing:

The Distribution Wing of the Films Division control 10 Distribution Branch Offices in Bengaluru, Chennai, Hyderabad, Kolkata, Lucknow, Madurai, Mumbai, Nagpur, Thiruvananthapuram and Vijayawada. These branches supply Approved film to the cinema theatres, participate in Public Information Campaigns, market DVDs and distribute prints/ video of selected films of Films Division to the Indian Missions abroad through the External Publicity Division of Ministry of External Affairs. It also commercially exploits films on royalty basis as well as through sale of Stock shots, Film Strips, Video Clippings and DVDs.

(3) International Documentary, Short & Animation Film Festival:

Ministry of Information & Broadcasting, Govt. of India has entrusted the task of organizing the biennial "Mumbai International Film Festival for Documentary, Short & Animation Films" (MIFF) to Films Division under the Plan Scheme. This event provides a unique opportunity for film makers, producers, distributors, exhibitors and film critics to meet and exchange ideas and concepts. This

biennial competitive film festival is organized by Films Division since 1990 in Mumbai. The 14th edition of MIFF-16 was held between 28th January to 3rd February, 2016 in Mumbai.

4) Administration Wing:

The Administration Wing consists of Finance, Personnel, Stores, Accounts, Factory Management and General Administration.

The Details of the Staff Strength / Staff in position in respect of Films Division as on 31.10.2016 are as under:-

Sl. No.	Category	Sanctioned Strength	Staff in Position	No. of posts vacant
A	B	C	D	E
1	Group 'A'	44	17	27
2	Group 'B'	260	179	81
3	Group 'C'	509	376	133
	Total :	813	572	241

- During 1st April, 2016 to 31st October 2016, this Division has produced 67 documentary films. Out of those 48 films have been produced departmentally and 19 films through Outside Producers.
- Films Division has screened 158 films in 24 special screenings organized by various organization/institutions/schools and colleges.
- "FREEDOM FILM FESTIVAL" (AAZADI 70 SAAL – YAAD KARO QURBANI) organized by Films Division during 12th-18th August, 2016.
- Films Division has entered 145 films in 27 National and International Film Festival and won 10 awards in International and National Film Festivals.
- The Branch Offices have organized 12 films Festivals in collaboration with Schools, colleges and various institutions and 28 films were screened in above Film

Highlights Of The Year



Shri M Venkaiah Naidu HMIB addressing at the Independence Day Film Festival at Siri Fort

Festivals.

- 25 Students visited Films Division in August 2016 on educational tours to gain information about film making, film appreciation, editing, animation etc.

FD Zone:

FDZONE is a collaborative effort of Films Division with independent film makers to organize regular curated screenings of documentaries, short films and animation films and avant-garde and meaningful cinema. For every screening, an independent film maker curates on voluntary basis a mixture of films of Films Division and independent film makers. The Director, cinematographer or editor, sound recordist and other main members of the crew of the independent films screened in the event are invited for interaction with the audience. The screenings are free and open to all.

FD ZONE is being developed as a pan-Indian network of film clubs for organizations and individuals collaborating in various cities and towns of the country for the promotion of documentary, short, animation and avant-garde films. FD ZONE at Mumbai has been active since 14th July, 2012. Apart from Mumbai, "THE FD ZONE" Chapters are operational at Thrissur (Kerala), Chennai, Coimbatore, Kolkata, Delhi, Chandigarh and Wardha. Special festival was held in association with Punjab University at Chandigarh & at Wardha.

New Initiatives:

1. Dynamic Web Portal & E-commerce:

The web portal made more interactive and user-friendly by updating the information available of current events, screenings, books, DVD and film releases on the website to maintain a constant mode of interaction with website visitors by:

- Inaugurating an e-commerce portal that would make the films produced by Films Division available to purchase in High Definition. The films will be available in DVD and VOD format.

- Making publicly accessible the archives of Films Division through uploading of videos in low resolution on the YouTube channel of Films Division.
- Uploading of the Films Division catalogue which shall contain information of all the video material produced and housed at Films Division.

2. Archival Research Centre (ARC):

ARC, a multi station research facility by Films Division has been opened on 26-10-2013. The aim of this facility is to share the enormous wealth of visual history and visual documentation that Films Division has accumulated since its conception. The ARC makes the entire archive of Films Division available to the fifteen research stations presently routed to it.

3. National Museum of Indian Cinema:

The concept of National Museum of Indian Cinema (NMIC) is a great idea to be pursued for the first time in the history of Indian Cinema. In the last 100 years of Indian Cinema, lot of historical material suitable for the film museum has been destroyed, damaged or not taken care of properly due to lack of restoration and preservation facilities of this kind. The Film Museum will not only provide a store house of information to the laymen but it will also help film makers, film students, enthusiasts and critics to know the development of cinema as a medium of artistic expression not only in the country but in all parts of the world, as there is no Film Museum in India.

The Museum would come up in two different phases with total revised cost of Rs.156.90 crores. The Construction work of the Museum is awarded to the National Building Constructions Corporation and the work of setting up of Galleries for display of artefacts has been awarded to the National Council of Science Museum. The first phase of Museum is complete and construction of second phase is progressing steadily and is scheduled to be completed by July 2017.

Representation Of SC, ST & OBC In The Service

Government orders / instructions regarding representation of SC, ST & OBC candidates

in the service are followed as per Government directives from time to time and for the purpose Reservation Rosters are maintained in accordance with prescribed rules, by the Films Division.

The details of Representation of SC, ST, OBC & Women Employees in the Service as on 31.10.2016 are as below:-

Group of Post	Total Employees In position	SC	% of SC	ST	% of ST	OBC	% of OBC	Women
		Employees						
Group A	17	4	23.53	--	--	5	29.41	3
Group B	179	40	22.34	13	7.26	31	17.31	27
Group C	376	109	29.80	25	6.64	88	23.40	10
Total	572	153	--	38	--	124	--	93

The details of the backlog vacancies for SC/ST/OBC in Films Division as on 31.10.2016 are as under:-

Sl. No.	Category	Sanctioned Strength	Staff in Position	Number of Posts Vacant	Backlog in SC	Backlog in ST	Backlog in OBC
1	Group A	44	17	27	0	1	1
2	Group B	260	179	81	4	3	6
3	Group C	509	376	133	9	10	21
	Total :	813	572	241	13	14	28

Persons with disabilities:

The Ministry has identified following categories in Films Division to be filled from amongst the physically handicapped persons vide letter No.2/8/80-Vig. Dated 26.6.1980:

Group C	Group D (now upgraded as Group 'C')
Assistant Layout Artist	Peon
Artist Grade I	Packer
Artist Grade II	
Asstt. Editor Grade I	
Asstt. Editor Grade II	
Asstt. Recordist	
Assistant	
Lower Division Clerk	

There are no Group 'A' and 'B' vacancies which have been identified in Films Division which are to be filled from amongst Physically Handicapped persons by the Ministry. The posts identified for filling up from amongst physically handicapped are to be filled under direct recruitment. The requisite information is furnished in the table.

There is no backlog of posts to be filled under physically handicapped quota. However, 3 posts (2 posts of Lower Division Clerk & 1 post of Peon) have been identified to be filled up under physically handicapped quota under Direct Recruitment.

Citizen's Charter

Films Division has already prepared Citizen's



MoS I&B Col. Rathore & Shri S.S. Rajamouli presenting the ICFT UNESCO Gandhi award to director Mustafa Kara for film Cold of Kalander at IFFI 2016

Group	Number of Employees				
	Total	In Identified Posts	VH Visual Handicap	HH Hearing Handicap	OH Orthopaedic Handicap
1	2	3	4	5	6
Group A	17	-	-	-	-
Group B	179	49	-	-	4
Group C	376	115	-	-	10
Total :	572	164	-	-	14

Charter under the title “Information Brochure of Films Division” and the same is available in the Website <http://www.filmsdivision.org>. This Division has nominated a Nodal Officer and conference / seminar of the Officers of Films Division who are directly involved, have been arranged for proper implementation of the Charter. The contents of Citizen’s Charter are being updated by including new aspects therein.

Public Grievances Redressal Mechanism:

In accordance with the instructions / guidelines issued by the Government, mechanism for redressing public grievances has been established. The Director General has been nominated as Public Grievances Officer for Films Division. Track of the disposal of public grievances is maintained. Register for public and staff grievances



Delegates from BRICS nations at the First BRICS Film Festival in New Delhi

are maintained and requisite report of the disposal of Public Grievances is sent to the Ministry regularly.

Hindi Section

Hindi Section looks after use of Hindi (Raj Bhasha) in office correspondence. In compliance of the implementation of the Official Language (OL) policy of the Central Government in Films Division and as per the revised norms of Department of OL, Ministry of Home Affairs, 11 of posts of Jr. Hindi Translator have been created in Films Division.

Vigilance Activities

A Vigilance Cell consisting of one Superintendent, one Assistant and One Upper Division Clerk works under the supervision of the Asstt. Director (O.L) to monitor Vigilance / Disciplinary cases against the employees of FD.

Implementation Of Right To Information Act, 2005:

In accordance with the provisions of the Right to Information Act, 2005 and instructions/ guidelines issued by the Government from time to time, Films Division has nominated/

appointed Deputy Director General (I/C) as Appellate Authority and one Director as Central Public Information Officer. The Public Information Officer at Head Office is assisted by 14 Asstt. Public Information Officer out of which 13 are at the field offices i.e. 10 Distribution Branch Offices and 3 Regional Production Centers of Films Division. One Asstt. Public Information Officer is posted at Head Office to assist Public Information Officer. The Asstt. Public Information Officers coordinate with the Public Information Officer in dealing with the cases/applications received under the provisions of the Right to Information Act, 2005.

All the matters pertaining to the implementation of the Right to Information Act are being dealt with in one Nodal Section in the Head Office. Hitherto 94 applications seeking information under RTI Act have been received during the period. Requisite information has been given to 88 applicants and remaining 6 are being informed shortly. Films Division has received 13 appeals under the provision of RTI Act & Requisite information has been given to all applicants. Reports/returns on disposal of the applications received under RTI are uploaded on website regularly.

CHILDREN'S FILM SOCIETY, INDIA

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 'value based' entertainment through the medium of films.

The Chairman, who is an eminent personality in the field of cinema, heads the Society. The Chairman 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 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.

Production Activities:

Films completed:

One film namely **Pinti Ka Sabun** (Hindi feature) was completed during the period April to December 2016.

Films under production:

6 films namely V3 (Hindi/T.V/ Web series), Ishu (Assamese Feature) , Nani Teri Morni (Nagamese Partly Hindi), School Chalega (Hindi Feature), The Cake Story (Hindi Short film) & Tennis Buddies (Hindi Feature) are under various stages of production. Apart from that, 2 new films namely Chidiakhana (Hindi Feature) and Banarasi Jasoos (Hindi Feature) have been assigned for production.

Dubbing of Films:

Dubbing of 10 films have been completed.

Making of prints: 2 DCPs, 62 Blue rays, 867 DVDs of CFSI's titles were prepared for circulation.

Marketing & Distribution Activities:

Distribution:

1229 Theatrical (Film Bonanza) & Non-Theatrical shows (LCD shows) covering an audience 4,37,039 & 53 shows as Summer Bonanza covering 15266 child audience were organized under the Plan Scheme "Exhibition of CFSI Films in Schools" in the States of Maharashtra, Tamil Nadu, Andhra Pradesh, Bihar, Himachal Pradesh, Haryana, Odisha, Manipur, Sikkim, Gujarat, Andaman & Nicobar, Tripura, Nagaland, Meghalaya, Delhi. Besides that, 53 shows covering 19,496 audience as individual shows and mini festivals were arranged through NGO's in the cities of Mumbai, Chattisgarh & Delhi.

Marketing:

- 7 films were telecast on National network programme of "Chulbulli Filmen Chatpati Gupshup" generating revenue of 3.37 lakhs.
- 4 Films were telecast on Lok Sabha TV, Delhi generating revenue of ₹ 1.00 lakh.
- 5 Films were telecast on Lok Sabha TV, Chennai generating revenue of ₹ 5.00 lakh.
- 1241 DVDs were sold of various CFSI films during the year 2016 resulting in a revenue realization of an amount of ₹ 1.47 lakhs.
- Total revenue generated is ₹ 20.85 lakhs during April to December' 2016.
- CFSI has entered into agreement of Rs. 4.65 lakhs with Tata Sky Limited for non-exclusive D2H rights of 09 Films for a period of 5 months.

Participation in International Film Festivals: 10 CFSI's Films participated in 62 International Films Festivals in 34 countries.

2nd National Children's Film Festival, Jaipur

The second edition of National Children's Film Festival was organized at Jaipur from 14th -16th November, 2016. The theme of the festival was 'Make in India'. The festival was inaugurated on 14th November 2016 at Birla Auditorium in Jaipur by Col. Rajyavardhan Rathore, the Hon'ble Minister



Second edition of National Children's Film Festival in Jaipur

of State for Information & Broadcasting, Shri. Rajpal Singh Shekhawat, Hon'ble Minister of Urban Development Local Self & Housing, State Government of Rajasthan, Shri. Mukesh Khanna, Chairman, CFSI and celebrities like Shri Anil Kapoor, Shri Irfan Khan, Smt. Ila Arun, Master Faisal Kahn & Master Darsheel Safary followed by cultural programmes. The inauguration was telecast live on Doordarshan. After the inauguration, CFSI's latest completed film 'Gauru- Journey of Courage' filmed in Rajasthan was screened as opening film of the festival. A total of select 49 films were screened in 10 auditoriums across Jaipur city. The children enjoyed the screenings during the festival and also attended 3 workshops on Film Making, Script Writing and Animation. During the festival a kid's mela was also organized. 3 open forums on topics with professionals as panelists speaking on children's films, child achievers and various media and communications platforms were organized to discuss and highlight various aspects.



HMSIB Col. Rathore addressing at the 2nd National Children's Film Festival in Jaipur

Programmes on Minority Welfare Activities:

CFSI is a small organization with limited number of staff welfare activities are undertaken for the whole organization which includes minority.

Implementation of judgements/orders of CATs

No judgements / orders specific to CFSI have been received.

CAG paras :

There are no CAG Para pending.

Policy Decisions & Activities Undertaken for the Benefit of Persons with Disabilities:

All Directives issued by the Ministry applicable to CFSI are being adhered to. The reservation in recruitment is implemented.

Modernization & Computerization:

CFSI has been using computers based on actual needs of individual departments which are upgraded periodically.

E Commerce activities:

The film production submission of proposal, registration of delegates has been made online with integration of payment gateway. The film entry submissions for the film festivals organized by CFSI are made online. A mobile application with facility for promotion of CFSI Activities has been developed. All payments and receipts are being done online. The process of e-Tendering is followed for procurement of services.

FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

The Film Institute of India was set-up by the Government of India in 1960 under the Ministry of Information & Broadcasting. Following the addition of Television Wing in 1974, the Institute was re-designated as Film and Television Institute of India. The institute was registered as a Society in October, 1974 under the Registration of Societies' Act, 1860. The FTII Society consists of eminent personalities connected with Film,

Television, Communication, Culture, Alumni of the Institute and Ex-Officio Government Members. The Institute is governed by a Governing Council, headed by Chairman. The academic policies of the institute are formulated by the Academic Council and the matters involving finance are controlled by the Standing Finance Committee.

The Institute consists of two Wings - The Film and the TV Wing. Film Wing offers three year post graduate diploma courses in Direction, Cinematography, Sound Recording & Sound Design, Editing and Art Direction and Production Design, two year post graduate diploma course in Acting & one year post graduate certificate course in Feature Film Screenplay Writing. The Television Courses consist of one year post graduate certificate course in Television with specializations in Direction, Electronic Cinematography, Video Editing, Sound Recording & TV Engineering.

FTII also provides in service training to the officers of all grades of Doordarshan. Short-Term courses are also conducted in specialized areas for the Doordarshan staff, IIS probationers etc. FTII, in collaboration with NFAI, Pune, also organizes intensive Film Appreciation Course, every year.



Secretary I&B Visit to FTII Pune

Highlights Of The Year

- Mr. Jeff Burke, Assistant Dean for Technology and Innovation, UCLA TFT, USA visited FTII on May 18, 2016, to promote three full-ride scholarships

programme for Indian students, especially to Students of FTII.

- On September 18, FTII hosted an international seminar on Intellectual Property Rights as applicable to filmmakers.
- From November 20-24, Director, FTII participated at the CILECT Congress 2016, at Griffith Film School, Brisbane, Australia, which is a French acronym for International Federation for Film and Television Schools.
- Organized a number of events to mark the celebrations of 125th Birth Anniversary of Dr. Babasaheb Ambedkar.
- FTII participated in the 2nd Indywood Film Carnival held at Ramoji Film City, Hyderabad from 24th to 27th September 2016.
- As a part of Independence Day celebration, the Film and Television Institute of India, Pune, held a festival of films devoted to patriotism.

- On 25th October, 2016, FTII conducted a Tree Plantation programme.
- FTII paid tribute to Shri Abbas Kiarostami, a great Iranian film director, screenwriter, photographer and film producer in July 2016.
- Celebrated Rashtriya Ekta Diwas (National Unity Day) on 31st October 2016 commemorating the birth anniversary of Sardar Vallabhbhai Patel by taking Pledge by all the faculty, staff members and students of the FTII.

Participation Of FTII Films In International Film Festivals

- 6th Postira Seaside Film Festival, Croatia, held from 27th to 31st July, 2016.
- 4th Sharjah International Children's Film Festival.
- Student Academy Awards by the Academy of Motion Picture Arts and Sciences, California, USA.
- 14th Tegernsee International Mountain

SELECTION OF FTII FILMS FOR SCREENING IN FILM FESTIVALS

Sl. No	Name of Film/ Documentary	Selection in Film Festival	Director
1	<i>'The Bohemian Musician'</i>	6th Beijing International Film Festival, China in Documentary Section	Rochak Sahu
2	<i>Kahani</i>	13th Nahal International short film festival Tehran, Iran.	Sarthak Bhasin
3	<i>Mangal</i>	13th Nahal International short film festival Tehran, Iran.	Mahesh Kumar
4.	<i>Kamakshi</i>	4th Festival De Roterio Audio visual De Porto Alegre, Brazil and Kyoto International Student Film and Video Festival 2016	Satindar Singh Bedi
5.	<i>Songs we wrote</i>	Afghanistan International Women Film Festival 2016 and 1st BRICS Film Festival, New Delhi	Sandhya Sundaram
6.	<i>Chaver</i>	1st BRICS Film Festival, New Delhi	Abhilash Vijayan
7.	<i>Bhumika</i>	1st BRICS Film Festival, New Delhi	Dhiraj Meshram
8.	<i>Sadabahr Brass Band</i>	1st BRICS Film Festival, New Delhi	Tushar More

Film Festival, Germany, held from 19th to 23rd October 2016.

- 14th Shnit International Short film festival, Bern, Switzerland held from 5th to 16th October 2016.
- 20th International Video Festival VIDEOMEDEJA, Serbia, held from 21st to 23rd October 2016.
- 11th International Human Rights Film Festival, Albania, held from 26th September to 1st October 2016.
- XV Film Students Meeting, 64th San Sabastian International Film Festival, Spain held from 20th to 23rd September 2016.
- 15th International Student Film and Video Festival of Beijing Film Academy (ISFVF), Beijing, China held from 16th – 23rd October 2016.
- 11th edition of L'Aquila Film Festival, Italy held from 2nd October 2016 and the 9th May 2017.

Awards For FTII Films

- 'Kula'- Indranil Kashyap, Jury Special Award in 10th edition of SIGNS - The Indian Festival of Documentaries and Short Features for John Abraham National Awards, Kochi, Kerala.
- 'Kamakshi'- Kratika Adhikari, Wolves Independent International Film Awards, Lithuania 2016 Spring Season for Best Editing



Visitors during Open Day at FTII Pune

- 'Shower' - Gaurav Mod 20th International Video Festival Videomedeja, Lunartis Serbia for Special mention category.
- 'Unscheduled Arrival' - Vijaya Singh, CILECT Asia – Pacific Association (CAPA) Best Film Competition – Documentary, The Eleventh CILECT Prize – 2016.
- Professor Nilanjan Datta, won the National award for best film in Wancho in 63rd National Film Award Ceremony held in Delhi on 3rd May 2016.

Students Exchange Programmes

FTII students visited the following foreign Film Institutes under Students Exchange Programme:

No	Students and Special-ization	Batch	Institu-tion	Duration
1	Kshama Padalkar, Editing	2011	La Femis, France	26th May to 13th June 2015.
2	Reema Kaur	2011	La Femis, France	26th May to 13th June 2015.
3.	Raj Jadhav, Film Sound Moinik Bose, Film Sound	2011	IFS, KOLN, Germany	9th October to 8nd November 2016.

Implementation of New Syllabus: FTII implemented new syllabus from the year 2016 for film courses. The new syllabus has semester system, modular structure, choice based credit system, continuous evaluation and electives.

SATYAJIT RAY FILM AND TELEVISION INSTITUTE

Satyajit Ray Film & Television Institute (SRFTI), Kolkata was established in 1995 as an autonomous academic institution under the Ministry of Information and Broadcasting and is registered under the West Bengal Societies Registration Act, 1961. Named after

the legendary film maestro Satyajit Ray, the Institute offers 3-year post-graduate diploma courses in 6(six) specializations – (1) Direction & Screenplay Writing (2) Cinematography (3) Editing (4) Sound Recording & Design, (5) Producing for Film & Television and (6) Animation Cinema.

Management & Organisational Framework

The institute is run by a Society constituted by the Government of India. The Society, headed by a President, runs the institute through a Governing Council (GC), which includes, in addition to the experts in the field of cinema, officials of the Ministry and other media units as ex-officio members and representatives of ex-students. GC is responsible for overall superintendence and management of the institute. The Society, Governing Council and Standing Finance Committee have officials of the Ministry of I&B as ex-officio members representing the Government. Academic Council (AC), constituted by GC, consists of 6 domain specialists in addition to Dean and six HODs of the institute and representatives of students and alumni. AC is mandated to oversee all the academic and pedagogy-related issues. Director is the chief

executive officer of the institute, acts under the guidance and directions of the GC and is assisted by Dean and Registrar for academic and administrative functions respectively.

Highlights Of The Year

- Spectrum- Satyajit series of seminars has been organised by the Institute.
 - i. 1st Seminar: ‘Satyajit Ray Filming Process’: Perspective from Ray’s technicians was held on 05th May, 2016.
 - ii. 2nd Seminar: ‘Satyajit Ray Inner Eye’ as cover designer and illustration in Books & Magzines.
- Institute has successfully conducted an eight weeks film appreciation course for students of Bharatendu Natya Academy (BNA), Lucknow from 1st June to 26th July, 2016.
- Independence Day under the tagline ‘Azadi 70 Saal- Yaad Karo Qurbani’ was celebrated successfully.
- Institute has successfully conducted a short duration film appreciation course

Selection at Film Festivals and awards by the Students

S. No	Name of Documentary	Film/ Director	Selection in Film Festival
1.	Gudh (Nest)	Saurav Rai	Official entry from India in Cinefondation (Cannes Film Festival), 2016 and Indian Panorama 2016.
2.	Yathawat	Tribeny Rai	International documentary & Short Film Festival Kerala, 2016
3.	Laila Leelar Katha	Lubna Sharmin	
4.	Bachchha Saheb	Saikat Roy	
5.	Grihaprevesham	Akhila henry	
6.	Daddy Grandpa & My Lady	Kim Jung hyun	
7.	Naina	Mithila Hegde	
8.	Kamuki	Christo Tomy	
9.	Edpa Kana	Niranjan Kujur	Indian Panorama 2016
10	Randu Kurippukal	Girish Kumar K	

for students of National School of Drama (NSD), New Delhi from 26th July- 06th August, 2016.

- 2nd Edition of Film festivals from Europe was held in SRFTI from 30th Sept- 02nd Oct, 2016. The festivals featured a selection of films & documentaries from film festivals circuit around Europe. The eminent film personalities from Europe interacted with the film students and spoke about their experiences in the various aspects of film making and distribution.
- Institute had observed 21st June as International day of Yoga, where a good number of employees took part in two hours yoga session conducted by External Yoga expert on 21.06.2016.
- The Film 'Sardar' (1993) directed by Ketan Mehta on the life of Sardar Vallabhbhai Patel was screened for all faculty members, staff members and students.



Snippets of Miniature Workshop at FTII Pune

Students Exchange Programmes

- 08 students and 01 faculty members were invited to Normal University, Beijing, China to make 04 films on urban life of China.
- MOU with FAMU, Czech Republic and Griffith University, Australia is under advanced stage of realization.
- SRFTI has been approached by the People's

Republic of Bangladesh for having a MoU with Bangladesh Cinema & Television Institute, Dhaka. They have sent a draft MoU which is under consideration.

Film and Television Institute In Arunachal Pradesh (North Eastern region)

As part of Government's initiatives for overall development of North Eastern Region of the country and to encourage talent among youngsters of the North East in the sector of film and television, the Ministry proposed to establish a Film and television Institute in any of the North Eastern region on similar lines to that of Film & Television Institute of India, Pune (FTII) and Satyajit Ray Film & Television Institute (SRFTI). In terms of suitability of land, Jolling, Itanagar, Arunachal Pradesh was considered suitable for establishment of the proposed Film Institute.

State Government of Arunachal Pradesh has formally handed over the allotted land of 52.2 acres to Ministry of I&B on 25.08.2016. As the setting up of permanent campus of Film Institute at Arunachal would require 3-4 years, it has been proposed to set up a temporary campus to start courses from March, 2017 where 06 months foundation courses would be offered to the students belonging to North Eastern region.

NATIONAL FILM ARCHIVE OF INDIA

Highlights of the Year & Overview:

Overview

The National Film Archive of India is the outcome of the Government's realization that films are as valuable as books and other historical documents and that the country's film heritage needs to be preserved for the posterity.

In addition to the primary charter of acquiring and preserving the heritage of Indian Cinema, it is also one of the declared objectives of the Archive to ensure that the Cultural presence of the Indian Cinema is made more visible across the globe.

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;



Col. Rathore taking a tour of the Multimedia Exhibition by NFAI at IFFI 2016

3. To act as a centre for dissemination of film culture in the country and to ensure the cultural presence of Indian cinema abroad.

Film Acquisition Policy of NFAI

- Films which are awarded prizes and certificates of merit in the State Awards for Films in India and in International Film Festivals.
- Films shown in the Indian Panorama section of International Film Festivals.
- All films which have been popular at box office and seen by large audiences in India and abroad.
- Film adaptations of well-known literary works both Indian and foreign.

- Films shot in Indian and foreign locales and made either by Indian or foreign nationals.
- All films financed/produced by NFDC and other Government organizations.
- Representative examples of good children's films.
- Actuality material recorded in news coverage done by Indian and foreign production set ups.
- Documentaries of historical importance made by Government and private agencies.

Jayakar Bungalow

"Jayakar Bungalow" in the premises of NFAI's main campus at Law College Road is a structure classified as heritage structure by the Pune Municipal Corporation. It is the building in which the Barrister Mukul R. Jayakar used to stay. Barrister Mukul Jaykar was a renowned educationist and legal luminary was the first Vice-Chancellor of Pune University and made immense contributions to the rich heritage of Pune. The building has a decent solid structure in stone with wooden staircase and windows.

From its modest beginnings in 1964 when it was housed in small sheds with make-shift vaults in the premises of the Film Institute of India, Pune, NFAI office shifted to Jaykar Bungalow in May, 1974 with its staff started working in Jaykar Bungalow. The Jayakar Bungalow was acquired by NFAI along with two acre of land in March, 1981 from Indian Law Society. In Jaykar Bungalow, NFAI had its office till January, 1994 when it moved into a new building in the same premises, where film vaults designed according to international film preservation standards, a reasonably well-equipped preservation department, a well-stocked book and periodical library and a cataloguing, research and documentation centre which contains a precious collection of cinema posters, stills and other ancillary material are also housed. The archive has 3 Cinema auditoriums for the public screening of films from its collection.

The Jaykar Bungalow is historically important for the country due to its heritage value and therefore needed to be preserved in good condition for posterity. The Government of India has allocated ₹ 9 crore and it is proposed to utilize this Jaykar Bungalow by setting up digital library. The scheme would involve suitable preservation work of the building and setting up of the required infrastructure for digital library.

During the period NFAI has added 2138 Stills, 1867 Song Booklets, 1499 Wall Posters, 68 Film Negatives and 211 Book Titles to its collection between April and October 2016. Some of the important fresh film titles/prints added to the Archive collection during the period under report are given in ANNEXURE-A.

Acquisitions

Bilwamangal

National Film Archive of India has acquired surviving footage of the Indian silent film Bilwamangal (1919) from the Cinematheque Francaise, France. The film produced by the Elphinstone Bioscope in Calcutta later renamed as Madan Theatres Ltd, was directed by Rustomji Dotiwala. NFAI has acquired 594 metres (28 minutes footage at 18 fps) of this film. The film was originally 12,000 feet long.

This was a landmark acquisition for NFAI, as there was no trace of work of JF Madan studio available in India till date. With this acquisition, NFAI now possesses in its collection, films representing three important Indian studios of the silent era – Madan, Kohinoor and Hindustan.

Rare Footage

NFAI acquired 32 films on World War II and films about Indian freedom fighters and leaders from the Armed Forces (Ministry of Defence). Twenty-six of these films are in video format, while the remaining 6 are in 35mm format. These



A still from the landmark silent film Bilwamangal (1919) acquired by NFAI from La Cinematheque Francaise

films were converted into DVD format for research purposes.

Telugu Classic Film

NFAI located the Telugu classic film “Palanati Yuddham” (1947) on nitrate base. Directed by Gudavalli Ramabrahmam and L.V. Prasad, this 168-minute black & white film depicts the Battle of Palnadu and hence, is of historical importance. It starred the Dadasaheb Phalke Awardee Akkineni Nageswara Rao alongside Govindrarajula Subba Rao and Pasupuleti Kannamba.

Deposits:

A large number of original negatives (picture and sound)/ dupe negative/ inter negative etc. were received as LTL deposits including:

- a) The National Award winning film “Deool” (Marathi);
- b) Six films from Shri Amol Palekar;
- c) “Mithya” from Shri Rajat Kapoor;
- d) 600 production Nitrate reels prior to 50’s;
- e) Fourteen film negatives from Shri Subhash Ghai.

NFAI received a large number of master prints and/or release prints/ digital/

video as LTL deposit including the following:

- a) 16mm film print of “Before Third Bell Goes” from Shri Pradeep Dixit.
- b) A DVD of the National Award Winning film “Masaan” from M/s Phantom Films Pvt Ltd, Mumbai.
- c) Three VHS cassettes of films from Shri Amol Palekar.

Filmic Deposit by the Embassy of France

The Embassy of France in India donated 20 French films to National Film Archive of India (NFAI), Pune on 15 July. These films are all on 35 mm reels, and range from 1995 to 2010. Some of these films are Hussard Sur Le Toit, Le (1995), Kirikou Et La Sorciere (2000) and Esquive (L') (2004).

Filmic Deposit of “Palatak” and “Chiriyakhana”

The Bengali film “Palatak” (1963) was donated to National Film Archive of India (NFAI), Pune by Angel Television Private Limited, Kolkata. The film is in the form of Betacam cassettes. The uniqueness of “Palatak” lies in the fact that it was the only film to be ever produced by V Shantaram’s production company and studio, Rajkamal Kalamandir.

NFAI was also successful in acquiring the only remaining copy of Satyajit Ray’s “Chidiya Khana” from M/s Angel Television Pvt Ltd, Kolkata which was pending since 1982.

Participation in Events

NFAI has made its presence known across the country by participating in a number of events.

- a) The exhibition “Indian Shakespeare on Screen” was organized in London in April, 2016 for which NFAI provided soft copies of photo and wall posters of 15 pertinent films from 1935 to 2006. The same month, an exhibition along similar lines, titled “Shakespeare on Screen” was organized at NFAI.

- b) NFAI provided 23 exhibits to M/s Pickle Jar, Bengaluru which organized a film festival titled “Bhumika – A Smita Patil Film Festival” in April, 2016.
- c) An exhibition of 45 redesigned exhibits depicting the career of the Dadasaheb Phalke Awardee, Manoj Kumar was organized by NFAI and displayed at the National Film Awards function in New Delhi on 3rd May 2016. The exhibit was well-attended and appreciated by the Hon. Minister of Information and Broadcasting, Shri Arun Jaitley and Minister of State, I&B, Shri Col. Rajyavardhan Rathore.
- d) The International Film Festival of India (IFFI) is one of the most significant film festivals of Asia. Held annually in the state of Goa, the festival aims at providing a common platform for the cinemas of the world to project the excellence of the film art, contributing to the understanding and appreciation of film cultures in the context of their social and cultural ethos. NFAI is a regular participant of this prestigious festival and always creates a buzz with its impressive exhibition and showcase, as proven again at the 47th edition of IFFI, organized from 20th to 28th November 2016. NFAI has put up the Multi-Media Exhibition on the theme of Azadi 70 Saal: Yaad Karo Qurbani, at 47th International Film Festival of India. The Exhibition was inaugurated by Hon’ble Union I&B Minister, Shri Venkaiah Naidu on 21st November, 2016. Secretary (I&B) and the official dignitaries were also present. The films, from silent era 1913-31, till date, have been covered in the exhibition. The fight against social evils such as un-touchability, womens’ empowerment, caste system etc. which were covered exhaustively through various films, have also been covered in the exhibition. Silent



Shri M. Venkaiah Naidu at the Azaadi 70 Saal Yaad Karo Qurbaani exhibition at 47th IFFI

Films like Bhakt Vidur / 1921 and Udaykal/1930 which were embroiled in censorship of that era, are the part of the exhibition.

- e) The MAMI Mumbai Film Festival 2016 is an important annual festival of the country. Its latest edition was organised from 20th to 27th October, 2016 of which NFAI was a proud participant. NFAI provided 7 films in Hindi, Bengali, Kannada and Tamil languages for screening at the festival.
- f) NFAI was also a part of the 2nd edition of Indywood Film Carnival organised in Hyderabad from 24th to 27th September, 2016. NFAI made its presence known with a noteworthy exhibition themed 'Song and Music in Indian Cinema'. The exhibition showcased films from Hindi, Bengali, Kannada, Telugu, Gujarati and Marathi cinema.

g) With the annual Pune International Film Festival (PIFF) 2016 around the corner, NFAI is excited about the partnership. Scheduled for a span of eight days from 12th to 19th January, 2017, PIFF shall see the presence of eminent personalities, scholars and film lovers at NFAI.

h) NFAI shall lend 10 films for the upcoming Kolkata International Film Festival, scheduled from 11th to 18th November, 2016. The festival shall be a retrospective of Shyam Benegal and Mrinal Sen, and a tribute to Bert Haanstra.

European Union Film Festival 2016

The European Union Film Festival (EUFF) 2016 kicked off on 13 July, 2016 at National Film Archive of India (NFAI), Pune. The inauguration ceremony saw the renowned Marathi filmmaker Umesh Kulkarni gracing



HMSIB at the inauguration of European Union Film Festival at Siri Fort

the occasion. This festival, organised by the European Union in partnership with NFAI concluded on 24 July, 2016. EUFF 2016 showcased 23 films at the NFAI Auditorium, all belonging to member countries of the European Union across the span of 12 days. This festival made a comeback after a gap of two years and was open to all.

RFPs and EOIs released

Under NFAI's ongoing mission of preserving the filmic and non-filmic heritage of Indian cinema for posterity, known as the National Film Heritage Mission (NFHM), the following Request for Proposal (RFP) and Expression of Interest (EOI) have been released:

- a) EOI for the Digitisation of Posters
- b) RFP for Collection Assessment of Film Material at NFAI
- c) EOI for Preventive Conservation of Film Material
- d) RFP for Digitisation of Non-filmic Material

- e) RFP for Preventive Conservation of Film Content at NFAI

Stakeholder meetings for NFHM

NFAI has successfully conducted industry stakeholder consultation meetings in eight cities – Pune, Mumbai, Hyderabad, Chennai, Kolkata, Guwahati, Bengaluru and Thiruvananthapuram – as part of the ongoing National Film Heritage Mission (NFHM). These meetings were organized to get industry feedback as well as to promote NFHM.

Milestones in Social Media and Outreach

- a) The official Twitter account of NFAI (@NFAIOfficial) was validated by Twitter in July 2016. The organisation's Twitter handle now carries a blue tick mark indicating that the account is official and verified.
- b) NFAI now has over 30, 000 followers on Facebook and over 3200 followers on Twitter. The numbers have seen

50% increase from April 2016 to October 2016.

NFAI Website Revamp

The official website of NFAI is currently undergoing a facelift. The new website shall give NFAI a firm foothold in the virtual world and function as a window into the initiatives and workings of NFAI. This interactive and agnostic website shall be open for communication and dissemination of information and film culture at all times, giving visitors access to its collection. It shall go live in November 2016.

Film Appreciation Courses:

Film Appreciation Course (FAC) 2016 was jointly organized by NFAI and Film and Television Institute of India (FTII). The course received over 400 applications out of which 80 participants (including 5 foreign nationals) from 40 cities were shortlisted. The course commenced on 23rd May and concluded on 18th June, 2016.

The 11th Marathi Film Appreciation Course (FAC) 2016 was organized by National Film Archive of India (NFAI) in association with Federation of Film Society of India (FFSI), Maharashtra Chapter from 18th to 24th September, 2016.

These courses received guidance from eminent film personalities and subject matter experts such as Shri Jabbar Patel, Shri



The annual Film Appreciation Course 2016 in progress at Film and Television Institute of India (FTII)

Vikram Gokhale, Shri Ashutosh Gowariker, Dr Shyamala Vanarase, Shri Anil Zankar, Shri Mohan Agashe, Shri Ganesh Matkari, Shri Umesh Kulkarni, Shri Samar Nakhate, Shri Vikas Desai, Shri Vijay Apte and Shri Rahul Ranade.

Move to Phase 2, Kothrud:

- (i) Song booklets of Hindi films were stored in acid-free archival boxes and shifted to Phase 2.
- (ii) Negatives and contact sheets of stills of Indian as well as foreign language films were transferred into acid-free envelopes.
- (iii) More than 15,000 wall posters, 7,000 song booklets, 100 press clipping files/synopsis files and 10,000 large-size photographs were moved to Phase 2.
- (iv) Small-size photographs, booklets and contact sheets of stills of foreign language films were packed in boxes and moved to Phase 2.

Film Storage/preservation facilities at NFAI:

NFAI houses, nearly 19 State-of-the-Art, film preservation facilities/vaults with global standards and specifications. These vaults have the capacity of nearly 2 lakh film reels storage. There are 3 vaults in the Main building and 16 vaults at Phase-II facility in Pune.

The film vaults are maintained with following temperatures for Black & White films, Colour films and nitrate based films:-

Type of films	Temperatures	Relative Humidity
Nitrate Films	14° C	40%
Black & White films	14° C	40 to 50%
Colour films	2° C + - 1° C	24% + - 5%

Dissemination of Film Culture:-

1) Film Appreciation Course:-

1. Film Appreciation Courses:

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2) Film Preservation & Restoration Workshop at NFAI Pune

A first ever workshop on Film Preservation & Restoration in the history of NFAI was organized jointly by National Film Archive of India with Film Heritage Foundation and International Federation of Film Archives (FIAF) from 25th February to 6th March 2016. The main aim of the Workshop is to create skilled manpower in film preservation and restoration. FPRWI 2016 coincides with the launch of the government's National Film Heritage Mission, aimed at conservation, digitization and restoration of films and non-filmic material. The course

is specially designed by David Walsh, Head of the Technical commission of FIAF taking into consideration Indian requirements and conditions and is certified by FIAF. 5 international experts from various institutions like George Eastman Museum, Museum of Modern Art (MOMA), L'Immagine Ritrovata - Film Restoration & Conservation, Bologna - Italy and Imperial War Museum, London would be imparting inputs in this 10-day workshop. The Workshop was inaugurated by Actor Naseeruddin Shah. The Guest of Honour was Shri Sanjay Murthy, Joint Secretary (Films), Ministry of I&B. The other dignitaries were Mr. Paolo Cherchi Usai, Senior Curator of George Eastman Museum, FIAF Board Shri Sudhanshu Vats, main sponsor and Group CEO of Viacom 18 and the main organizers, Director, NFAI and Founder Director of Film Heritage Foundation, Mumbai. The Annual Award for Outstanding Achievement was presented by Film Heritage Foundation and conferred to Mr. Paolo Cherchi Usai, Senior Curator, of George Eastman House. 48 students have enrolled from all over the country and from Sri Lanka and Bangladesh and also from Films Division and DFF. The inauguration ceremony was followed by screening of silent film " Kaliya Mardan" directed by Dadasaheb Phalke with live musical accompaniment by Dr. Kshama Vaidya and her group. NFAI sections contributed to the preparations for this workshop by providing necessary inputs for the lectures and practical sessions.

3) Supply of films for various programmes & the programmes held by NFAI:-

NFAI's activities to disseminate film culture in India are manifold. Its Distribution Library has about 25 active film club/ members throughout the country. The Archive supplies films for various screening programmes and film festivals across India. During the year NFAI supplied films and organized

various film festivals in coordination with other organizations:-

- Arbhat Short Film Club organized one short film screening PLACEBO (Hindi) on 31st January, 2016, GULABI GANG 3RD April, 2016. Four films screened (evening session) on 15th May, 2016, 30th June, 2016. Further Film Making Workshop was organized on 7th -10th July, 2016. 2 Films screened - MURDER AT MONKEY HILL and JEE KARTHA THA on 23rd October 2016
- M/s Cultural Café Entertainment screening of ANTARANG 7th February, 2016
- Redefine Concepts - screening of promotional film on 10th February, 2016
- M/s Pune Heritage Festival - THE FILM ARCHIVE film was screened on 13th February 2016
- 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.
- Film Preservation and Restoration Workshop - India - total 11 films were 'screened Workshop commenced from 25th February to 6th March, 2016
- Shri Kumar Gavde - film EXTRA TIME was screened on 13 March, 2016.
- 7th International Women's Film Festival organised by AAYAM, Aashay Film Club and NFAI- 4 Films were screened on 18 - 20 March 2016
- F.D.Zone, Pune International Centre - 15 short films were screened on 26 March, 2016.
- M/s Hrishikesh Pawar - film Capturing Grace screened on 27 March, 2016
- M/s Shemaroo, Mumbai - 2 films screened 8 March, 2016
- Shri Himanshu Kesarwani Film screened- SOCH on 2ND April, 2016
- Manovikas Prakashan Book Release function was organized on 8th April, 2016
- Raja Paranjpe Pratishthan - ten films screened from 15 - 19 April, 2016-
- Shri Arun Londhe - one film VACHANVEL was screened on 17th April, 2016
- NFAI & Symbiosis (ELTIS), Pune - Shakespeare on Screen - seven films screened
- Shri Mohan Agashe one film screened - ASTU on 24TH April, 2016
- F.D.Zone/ Pune International Centre / NFAI-two films screened on 27th April, 2016
- Aashay Film & Sanskrutik Club, Pune one Film was screened- DESPERADO on 8TH May, 2016
- M/s Ritu's Composition, Pune, 15th May, 2016 Main Theatre seven films screened (morning session)
- Yashdaa, IIS Training - two films screened 19th May, 2016-
- F.D.Zone & PIC Pune - three films screened 21st May, 2016
- NFAI & FTII Film Appreciation Course - eight films screened-23rd - 26th May, 2016
- Festival of National Award Winning Films was held by NFAI in collaboration with DFF and Aashay Film Club, Pune from 27th to 29th May, 2016. The Festival was inaugurated by Ms.Meghana Gulzar, Film Director on 27th May 2016 followed by her opening film TALWAR. Later the Closing Ceremony was graced by renowned Film Director Shri Subhash Ghai on 29th May, 2016.
- M/s Samvid Centre Psychological Management - RED BALLOON film was screened on 4th May, 2016

- Alliance for Global Education- two films were screened
- M/S Rahi Film Corporation, Pune – SURKYA screened 9th May, 2016 20th May, 2016
- M/s- Akhil Bharatiya Marathi Chitrapat Mahamandal Pune Film screened- IT'S PRABHAT, 1ST June, 2016
- NFAI & FTII Film Appreciation Course screenings (evenings) 1st to 18th June 2016
- Shri Sunil Suktankar, Pune Film – KAASAV was screened on 4TH June, 2016
- Shri Sanjay Dawra, NFDC , Film – VEES MANJE VEES was screened on 5TH June, 2016-
- F.D.Zone & NFAI – two films were screened on -25th June, 2016
- Priti Panemanglor-Two films were screened on 26th June, 2016
- Amrut Satavalekar Film – SHUTTER was screened on 26th June, 2016
- Raj Radha Entertainment Film screened - AALA KHUSHIT SAMUNDAR-28th June, 2016
- Aarbhaat Short film Club -Shri Umesh Kulkarni Short films screened 30th June, 2016
- Mr.James R.Aubrey, USA-Film FIRE was screened-1st June, 2016
- Dr. Mohan Agashe Film screened - KAASAV -21st June, 2016
- M/s Reliance Education Film screened - RAJA HARISCHANDRA -28TH June, 2016
- Iranian Film Festival in collaboration with PIC, NFAI & Netpac- 13 films screened 1ST to 4th July, 2016. Iranian Independents: Film Festival of Iranian films National Film Archive of India (NFAI) in partnership with Pune International Centre (PIC) and Iranian Independents hosted 4 days film festival from 1 July to 4 July at NFAI. The festival was inaugurated by film scholar and critic, Mr. Rashid Irani. During the festival, an exceptional assortment of Iranian films across a mix of genres were screened.
- Shri Akshay Indikar – film Udharnarth Nemade was screened on 6th July, 2016
- Aashay Film Club, Pune Two Films were screened on -7th July, 2016
- Shri Sameer Mahagaonkar - films screened – MY MUM'S BOY FRIEND- 10TH July, 2016
- M/s Saz Sargam Studio-two films screened 7th and 12th August 2016
- **Azadi 70 Saal yaad Karo Qurbani-Independence Day Film Festival-** NFAI in association with Aashay Film Club organized three day Independence Film Festival from 13 to 15 August, 2016 – **Azadi 70 Saal Yaad Karo Qurbani** to remember the invaluable sacrifices and struggle made by our leaders and freedom fighters. There were 9 screenings held on the above theme which included feature films, documentaries and exclusive rare footage from NFAI collection. Screenings were open for public. The festival was inaugurated by Dr. Jabbar Patel and Shri Ketan Mehta was the Chief Guest for closing function. Shri Shyam Benegal, Subodh Bhave, Nachiket and Jayoo Patwardhan also attended the Festival
- Maharashtra Andhashradha Nirmoolan Samithi - Forty short films were screened on 17 &18 August,2016
- Samyak Short Film Festival – 56 short films were screened 19 – 21 August, 2016-
- La Femis short Film Festival organized by Alliance Francaise in collaboration with NFAI-15 short films were screened 26 & 27 August, 2016
- Arbhaat Children 's Film Club & Short Film Club - Film HACHIKO & 7 short films screened on 28 & 31 August, 2016



Col. Rajyavardhan Rathore inaugurating the Iranian Film Festival, in New Delhi

- Numaviy '62 Film – BAIKO MAHERI JATE screened on 28 August, 2016
- Gen Next 8 – Film Festival 2016 organised by Max Mueller Bhavan – six films were screened on 31st August to 2nd Sept, 2016
- Abhijit D. Sarwate Film MANI MANGAL SUTRA screened 16th August, 2016
- Smt Latika Padgaonkar -3 films screened 29 & 30 August, 2016
- Max Mueller Bhavan,- Gen Next 8.0 Film Festival - Two films were screened on 1 -2 Sept. 2016
- M/s Dhananjay Bhawalekar Film GYPSY – Marathi was screened on 4th Sept. 2016
- 11th Rasaswad Cinemacha, - Marathi F.A.Course by FFSI (Maharashtra Chapter) & NFAI on 18th to 24th Sept. 2016
- British Council and NFAI –ROMEO AND JULIET film screened on 24th Sept. 2016
- Kundalik Kedari / Aashay Film Club and Padmagandha Prakashan – 5 films screened 25th & 26th Sept. 2016
- Association of Friends of France and Dr. D.Mande – three films screened 27th Sept. 2016
- Film Festival from Europe in collaboration with Pune Film Foundation & NFAI – four films screened 29th & 30th Sept. 2016
- Hindi Film Week – Pakhwada programme was celebrated from 19th to 21st Sept. 2016

- Kumar Shahani – Film BHAVANTARAN film was screened on 27th Sept, 2016
- **European Film Festival** was organized by Pune Film Foundation and MIT School of Film & TV in collaboration with NFAI from 29th September to 2nd October, 2016. The Festival was inaugurated by Belgium Director, Mr. Andre Ceuterick, Festival International
- Du Film d'Amour de Mons (FIFA) - There was very good response from the public.
- 200 delegates participated in this Festival
- Shri Kunal Navale film screened was CHOUTHITLA SHIVAJI on 3rd October 2016
- V and V Entertainment- film screened was KAHUR on 8th October 2016
- Shivleela Films,Pune, Film screened was SAM DAM DAND BHED on 15th October 2016
- Kishor Londhe Film screened- AAZAD on 23rd October. 2016

Films sent for International Film Festivals and other Special events:

Film Kanchan Sita (Malayalam / G.Arvidan /1977) was loaned to Asian art Museum Los Angeles USA for a special screening during October 2016.

Poster Exhibition:

Exhibition on Indian Cinema at K.G. Joshi College of Arts & N.M.Bedekar College of Commerce, Thana An Exhibition of 100 exhibits on Indian Cinema was displayed as part of the Two Day National Conference on Indian Cinema: Past, Present and Future from 8th Jan to 9th Jan.2016. It was inaugurated by noted actor-filmmaker Shri. Anant Mahadevan. The Exhibition received a thumping response and was a major attraction of the Conference.

Exhibition on Restored Classics in NFAI consisting of 40 panels conducted by National Film Heritage Mission under the aegis of National Film Archive of India, Pune was held

as part of the 14th Pune International Film Festival from 15th Jan to 21st Jan. 2016. It was displayed at the Smita Patil Pavilion at City Pride, Kothrud and was inaugurated by Shri. Shyam Benegal, eminent filmmaker. It received a good response and was attended by film dignitaries and Indian and foreign delegates. It was appreciated by the student community of Pune.

Exhibition of Posters of Waheeda Rehman & Smita Patil Films: 14 Exhibits pertaining to Smita Patil and 25 Exhibits of Waheeda Rehman films were displayed at the Yashwant Film Festival in Mumbai. Both the exhibitions were displayed at Chavan Centre, Mumbai. The Exhibition was open from 22nd January to 28th January 2016.

The Exhibition of Waheeda Rehman was inaugurated by Waheedaji herself. It was well attended and appreciated by delegates and film dignitaries. While the Exhibition of Smita Patil was inaugurated by Mahesh Bhatt.

NFAI also supplied 23 exhibits to M/s Pickle Jar, Bengaluru who organized a film festival entitled Bhumika – A Smita Patil Film Festival from 8th April to 10th April 2016.

An Exhibition on Restored Classics in NFAI consisting of 74 conducted by National Film Heritage Mission under the aegis of National Film Archive of India, Pune was held at Patna as part of the Patna Film Festival from 20th Feb to 25th Feb. 2016. It was inaugurated by Deputy CM of Bihar, Shri. Tejpratap Yadav. It received a good response and was attended by film dignitaries and the Patna public at large. It was appreciated by the student community of Patna.

NFAI celebrated its 52nd Anniversary on 1st February, 2016. There was a display of photographs of the major events that shaped the NFAI and an impressive Exhibition of 20 panels delineating its history alongwith the contribution of previous Directors. All the visitors were presented with NFAI table calendar.

Pune Heritage Festival:

NFAI associated with Janwani, Virasat, and Intach, Pune for their 5th annual Pune Heritage Festival. Their group visited NFAI on 13th February, 2016. An exhibition on the Journey of NFAI was displayed in the lobby for the benefit of this group which was followed by a documentary on NFAI. Furthermore, the Director addressed the group regarding the ongoing activities and prospective plans of NFAI. The group visited all the Sections in NFAI, including the vaults at Phase II. All the visitors were presented with a table calendar .

Indian Shakespeare on Screen

An Exhibition on this theme was held in London in from 27th April to 29th April 2016 in Asia House in Central London to commemorate the 400th Death Anniversary of William Shakespeare. NFAI has provided soft images of photos, wall posters of pertinent 15 films ranging from 1935 to 2006.

An Exhibition on the same theme was specially displayed at the NFAI during its festival Shakespeare on Screen was held in collaboration with ELTIS (Symbiosis) & NFAI from 22nd April to 25th April 2016. The festival and Exhibition was well-attended

Exhibition on Manoj Kumar: An Exhibition of 45 redesigned Exhibits depicting the career of Dadasaheb Phalke Awardee, Manoj Kumar was sourced by NFAI to DFF for the National Film Awards Function at New Delhi on 3rd May, 2016. All the images of posters, photographs, etc also have been supplied for the exhibition displayed at New Delhi. Hon. Minister for I&B and and MoS visited the Exhibition.

National Film Heritage Mission (NFHM):

"National Film Heritage Mission", a ₹ 597.41 Crore project was approved by the Ministry of I&B, Govt. of India, in November, 2014 through Ministry of Finance for restoring and preserving the film heritage of India. This is a part of 12th Five Year Plan which will spill over to 13th Five Year Plan as per the year-wise allocation of Plan outlay. This initiative will be greatly appreciated by the film industry. This new plan scheme has taken care of digitization/restoration of films available with NFAI as well as other media units under film wing of Ministry of Information and Broadcasting. Implementation of the plan scheme is given to National Film Archive of India, Pune.



Shri Venkaiah Naidu releasing NFHM Calendar at IFFI 2016

2nd Meeting, of the High Level Committee constituted under National Film Heritage Mission (NFHM) was held on 23rd August 2016, at NFAI, Pune, under the Chairmanship of Secretary, Ministry of Information and Broadcasting on the implementation of the Mission. AS&FA, JS(Films), Shri Jahnu Barua and Rajiv Mehrotra also attended the meeting. Identification and engagement of personnel and a Consultant to empanel the implementing agency/cies for various activities of National Film Heritage Mission (NFHM) Has been appointed.

Objectives of the National Film Heritage Mission (NFHM)

- i) To undertake film condition assessment of the film collection and to ascertain the left over life of the film.
- ii) Preventive conservation of 1, 32,000 film reels.
- iii) 2k/4k picture and sound restoration of 1086 landmark feature films and 1152 shorts of Indian Cinema and recording of new picture and sound inter-negatives of each film.
- iv) Digitization of 1160 features films and 1660 shorts.
- v) Construction of archival and preservation facilities for preservation of material restored under NFHM in dust free, low humidity, and low temperature conditions at NFAI campus, Pune.
- vi) Training workshops and courses in field of conservation, preservation and archiving in co-ordination with international agencies that are experts in this field.

Theatre Facilities

NFAI has three multi-purpose theatres. A preview theatre of 35 seats and main theatre of 300 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 311 programmes.

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 collected from its collection.

Plan And Non-Plan Programmes

Plan Outlay

NFAI has a budget provision of Rs. 7.00 crores during 2016-17 for two Plan Schemes. The new Plan Scheme namely National Film Heritage Mission (NFHM) has a total outlay of ₹30.00 crore during 2016-17.

A statement showing Plan Performance during 2016-17 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.

Administration

Organizational set up

With headquarters in Pune the NFAI has three Regional Offices at Bengaluru, Kolkata and Thiruvananthapuram. These regional offices are primarily engaged in the task of diffusing film culture in the respective areas through film societies, educational institutions and cultural organizations. The functioning of the regional offices is overseen by the Director, NFAI. The staff strength of NFAI inclusive of the three Regional Offices is 49 (26 in the administrative wing and 23 in the technical wing).

Statement showing the Budget for Plan and Non-Plan are given below:

2016-2017	Budget Estimates 2016-17		
	(` in Crores)		
	Plan	Non-Plan	Total
Major Head "2220"-Information & Publicity			
Revenue Section & Capital	7.00	5.92	12.92
Total	7.00	5.92	12.92

2016-2017	Revised Estimates 2015 - 2016		
Major Head "2220"-Information & Publicity			
Revenue Section & Capital	6.00	6.02	12.02
Total	6.00	6.02	12.02

2017-18	Budget Estimates 2017-18		
Major Head "2220"-Information & Publicity			
Revenue Section & Capital (including National Film Heritage Mission)	309.20	6.02	315.22
Total	309.20	6.02	315.22

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 to provide any budget provisions with regard to Tribal Sub-Plan/Special Component Plan for SCs and STs.

FIAF

NFAI has been a member of the International Federation of Film Archives since May, 1969. FIAF membership enables NFAI in getting expert advice, know-how and material on preservation techniques, documentation, bibliographies, etc. It also facilitates exchange of rare films with other Archives under archival exchange programmes.

Welfare of SC/ST/OBC

Due care is taken to provide benefits and welfare for the employees belonging to SC/

ST/OBC, as per the norms amended from time to time.

Use of Hindi as Official Language

Hindi week was celebrated with an inaugural function on 19.9.2016. Poetry reading competition, Bhashan Pratiyogita in Hindi and Antakshari were held in which all the employees of NFAI participated. On 20.9.2016 a workshop was conducted by Shri Rajendra Kumar Verma Assistant Director (OL), Hindi Shikshan Yojna, Pune on usage of IT tools for effective usage of Hindi in day today work. Prize distribution was held on 21.9.2016 and prizes were awarded to the winners of the competitions.

Departmentalized Accounts

NFAI follows the departmental accounting system introduced in 1976. Under this arrangement NFAI's Pay and Accounts are controlled by PAO, FD, and 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

Director General of Audit (Central), Mumbai audited the accounts of NFAI from 15- 28 May, 2015. Two earlier paras were dropped and three new paras were raised during the audit conducted in May, 2015. All efforts are being made to settle the outstanding audit paras.

Deputations/Delegations

Visits abroad NFAI team headed by Director, NFAI and accompanied by Officer on Special Duty and Film Preservation Officer were deputed on study and training tour to British Film Institute, London from 12th to 16th January, 2016. This tour was specially to know the recent advances in technology regarding digitization and restoration of films, in view of successful implementation of National Film Heritage Mission at NFAI. It was a very informative and beneficial tour.

Director, NFAI attended the 72nd FIAF Congress, Symposium and General Assembly at Bologna, Italy from 23- 27 June, 2016.

Implementation of the Judgements/orders of CATs

Information in respect of NFAI in this regard under report may please be treated as Nil, as no such Judgements/orders of CATs received by NFAI.

RTI Act – 2005

NFAI has implemented the Right to Information Act, 2005 as notified by the Govt. of India. 24 applications were received by NFAI for the period 1st April, 2016 to 31st December, 2016 and necessary information was provided to the applicants as per the rules. This Act has brought transparency in the functioning of the organization.

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

SFC approval for the New Plan Scheme for the 12th Five Year Plan "Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library" was received on 14.6.2013 which is under implementation. Security fencing and internal road at Phase-II of NFAI was completed, installation of Dolby Digital Sound System, providing of chairs and carpet at Phase-I auditorium and replacement of DG set was completed and Electrical work like replacement of air-conditioning for vaults, auditorium, fire fighting system have been started and are in progress. Restoration of Jayakar Bungalow, which is a heritage monument, has been started and is in progress.

Modernization, Computerization and e-governance/e-commerce

NFAI is a cultural and research organization and is engaged in the primary task of acquiring and preserving the heritage of Indian Cinema. It also acts as a Centre for dissemination of film culture in the country. General public, serious students of cinema and researchers from different parts of the country and from across the globe enjoy better access to the collection and services of the Archive through its website. Application forms for film appreciation courses and Research Fellowship Schemes are available on the website. Public queries are mostly attended through e-mail (nfaipune@gmail.com). NFAI has Internet, fax and scanning facility. The Official Facebook and Twitter accounts of NFAI have are in operation and being actively used.



Shri Venkaiah Naidu experiencing Virtual Reality at NFAI Exhibition at IFFI 2016, Goa

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 : Twelve

- ii. Number of surprise inspections carried out during the period: Ten

3. Surveillance and detection activities during the period:

- i. Details of the areas selected for keeping surveillance: Security and copying of films.

- ii. Number of persons identified for being kept under surveillance: Nil

4. Punitive activities (number to be indicated against 4 (i) to (x) where the appointing authority is other than President):

- i. Number of complaints/references received during the period: Nil

- ii. Number of cases in which preliminary inquiry was conducted: Nil

- iii. Number of cases where preliminary inquiry report were received: Nil

- iv. Number of cases in which charge sheets for major penalty were issued : Nil

- v. Number of cases in which charge sheets for minor penalty were issued: Nil

- vi. Number of persons on whom major penalty was imposed: Nil

- vii. Number of persons on whom minor penalty was imposed: Nil

- viii. Number of persons placed under suspension: Nil

- ix. Number of persons against whom administrative action such as issuance of warning etc was taken : Nil

- x. Number of persons prematurely retired under relevant provisions of rules: Nil

ANNEXURE-A

Some of the important fresh titles added to the Archive during the period under report:-

VIKRAMADITYAM – TAMIL -1962
NADE ADA JENNE – TELUGU - 1965
SWARNA SUNDARI – TELUGU - 1957
VANAMPADI –TAMIL - 1963
RAAMRAAM GANGARAM - 35MM / MARATHI - 1977
TUMCHAAMCHA JAMLA - 35MM / MARATHI - 1976
HYOCH NAVRA PAHIJE – (MARATHI)
MUKA GHYA MUKA (MARATHI) - 1987
EQARO (BENGALI) - 2011
AALI ANGAWAR (MARATHI) - 1982
ANDHERI RAAT MEIN DIYA TERE HAAT MEIN (MARATHI) -
TERI MERE BEECH MEIN (MARATHI)- 1984
MOHANDAS – HINDI- 2009
THAM THAM JAU NAKO LAMB - 1990
MARGATHAM -35MM / TAMIL /B/W/1959
MAHAMANTHIRI -35MM/ TELUGU /B/W/1962
PANDU HAWALDAR - 35MM /MARATHI /B/W/1975
ANDHALA MARTU DOLA -35MM/MARATHI/ B/W 1973
MAYA BAZAR -35MM/ COLOR /TELUGU / 1957
GUNDAMMA KATHA -35MM/B/W/ TELUGU/1962
PATAL BHAIKAVI -35MM/B/W/ TELUGU/1951
JAGADAKA VEERUNI KATHA -35MMB/W/ TELUGU /1962

SHRI RAJESHWARI VILAS COFFEE CLUB -35MM/B/W/TELUGU/1976
SHRI KRISHNA ARJUNA YUDDHAM -35MM/ B/W/TELUGU /1962
RECHUKKA PAGATI CHIKKA-35MM/B/W/ TELUGU /1959
MISSAMMA -35MM/B/W/TELUGU/1955
CHIKADU DOORAKADU /35MM/B/W/ TELUGU/1967
PELLI CHESI CHOODU -35MM/B/W/ TELUGU/1952
.SATYA HARISHCHANDRA -35MM/B/W/ TELUGU/1965
.EDU REETHA-35MM/B/W/TELUGU/1963
.AGGI RAMUDU-35MM B/W/TELUGU.1969
BHALE RANGADU -35MM/B/W/ TELUGU/1969
.SAVUKARU -35MM/B/W/TELUGU/ 1950
.SABASH RAMUDU -35MM/B/W/ TELUGU/1959
.SABASH SURI -35MM/B/W/TELUGU/1964
.SANTHI NIVASAM -35MMB/W/ TELUGU/1960
.APPU CHESI PAPPU KODU-35MM/B/W/ TELUGU/1959
.CHANDRA HARAM -35MM/B/W/ TELUGU/1959
.SAMPOORNA RAMAYANA-35MM/B/W/ TELUGU/1959
.VIMALA -35MM /B/W/TELUGU/1960
SHRI KRISHNA MAYA-35MM/B/W/ TELUGU/1958

ANNEXURE-B**Statement showing archival acquisition as on 31st December, 2016**

Items	As on 31.03.2016	1.4.2016 to 31.10.2016	As on 31.12.2016
Films	18971	103	19085
Video Cassettes	2,798	222	3043
DVD	2,654	189	2854
Books	28875	327	29237
Scripts	38575	150	38750
Pre-recorded audio cassettes	1,098	--	1098
Stills	149026	4496	153945
Wall Posters	24848	2518	27616
Song Booklets		2227	2449
Audio Tapes (oral history)	191	--	191
Press Clippings	2,05,619	427	206088
Pamphlets/folders	8,876	--	8876
Slides	8,576	--	8576
Disc records	3,214	--	3214
Audio Compact Discs	155	--	155
Digitization of ancillary film material	3,70,220	--	370220

ANNEXURE-C**Plan Performance 2016-17**

(₹ in Crores)

Programme/Schemes	S.B.G. 2015-16	R.E. 2015-16	Actual Expenditure upto 31.10.2016
NEW SCHEMES			
1) Acquisition of Archival films and Film Material.	2.00	2.00	1.12
2) Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library.	5.00	4.00	2.40
3) National Film Heritage Mission (NFHM).	30.00	15.00	6.02

ANNEXURE-D**Statistics in respect of all important activities of NFAI**

		No. of Reels	
		16mm	35mm
1.	Detailed checking of films	-	150
2.	Routine checking of films	-	346
Dissemination of film culture			
1.	Distribution Library Members	25	
2.	No. of films supplied to Distribution Library Members	20	
3.	Films supplied for special occasions	25	
4.	Joint Screenings	20	
5.	Films supplied for Film Appreciation Courses	10	
6.	Viewing facilities extended to research worker	12	
7.	Films supplied to FTII for academic screenings	56	
8.	Number of films shown at NFAI	50	
9.	Number of readers who availed of book library service	1,227	
10.	Number of research workers who availed of the services of Documentation Section	615	
11.	Number of viewers attended the screening at NFAI	30,000	

DIRECTORATE OF FILM FESTIVALS

The Directorate of Film Festivals was set up by the Government of India under the Ministry of Information & Broadcasting in 1973 with the prime objective of promoting good cinema. DFF facilitates India's participation in Festivals abroad, arranges programmes of foreign films in India and Indian films abroad and holds the National Film Awards function. As a vehicle of Cultural Exchange, DFF promotes International friendship, provides access to new trends in world Cinema generates healthy competition and, in the process, helps to improve the standards of Indian Films. These objectives are served by organizing the following activities.

- The International Film Festival of India.
- The National Film Awards and the Dadasaheb Phalke Award.
- Cultural Exchange Programme and organizing screening of Indian films

through the missions abroad.

- Selection of Indian Panorama.
- Participation in International Film Festivals abroad.
- Special film expositions on behalf of the Govt. in India.
- Print collection and documentation.

International Film festival of India

The 47th International Film Festival of India (IFFI), was organized in Goa from 20th to 28th November 2016 jointly by the Ministry of Information & Broadcasting and Government of Goa.

- The festival is focussed on screening of Indian and International films in addition to the master classes, work-shops, special sessions of professors and lecturers from the FTII to give the students an opportunity to learn from the masters.
- The Republic of Korea-country focus had a huge presence at the festival with more



Shri M. Venkaiah Naidu releasing the Poster for the IFFI - 2016. Deputy CM of Goa, Shri Francis Dsouza & MoS, Col Rajyavardhan Rathore are also seen

than 70 delegates travelling to India to attend IFFI. His Excellency Mr. Cho Hyan attended the Opening Ceremony.

- Shri Ramesh Sippy was the Chief Guest and Sushant Singh Rajput was the Guest of Honour at the Opening Ceremony of the 47th IFFI.



Artists performing at the inauguration of the 47th IFFI 2016

- This year, IFFI recognized young talents under a new competition section, 'Centenary Award for Best Debut Feature of a Director'. This section showcased some of the outstanding directorial debuts of 2016, from across the world of cinema. The winner Maria Jose San Martin Munita for her film "Ra Ra" was honoured with a Silver Peacock and a cash price of rupees ten lac
- After Image, the last masterpiece of Andrzej Wajda was the Opening Film of the festival. The cast and crew were present in Goa and walked the red carpet at Kala Academy, before the screening.
- Film screening of Swachh Bharat films at 47th IFFI, took forward initiative of Clean India
- National Film Archives of India had organized an exhibition to celebrate the 70 years of Indian Independence. The set up had posters and archives from films which depicted the struggle of our freedom fighters and inspired millions to contribute to the country in some way or the other.
- Master writer and director, Im Kwon-Taek from South Korea was honoured with the Lifetime achievement Award for the year 2016
- Shri S.P Balasubrahmanyam was felicitated with the Centenary Indian Film Personality of the year 2016
- There were numerous red carpets for International and Indian Films at both the Kala Academy and the GMC complex. Stars from films like Sairat, Veeram, Two Birds One Stone, Son of War, Irudhi Suttru, Like Cotton Twines etc. graced the occasion.
- IFFI 2016, in collaboration with ICFT Paris and UNESCO conferred a special 'ICFT-UNESCO Gandhi Medal' on the film Cold of Kalander by Mustafa Kara, which reflected the ideals of peace, tolerance and non-violence.
- A retrospective on the 2016 Dada Saheb Phalke Award Winner Shri Manoj Kumar was screened during the festival. His son, Kunal Goswami attended the 47th IFFI in Goa to present the films to the audiences.
- A package of accessible films were screened for specially-abled children at the festival, for the very first time
- The Jury members for the competition section were, Chairperson-Ivan Passer, members-Larry Smith, Lordan Zafranovic, Leila Kilani and Nagesh Kukunoor.
- Workshops on Restoration of Satyajit Ray Preservation Project by Academy of Motion Picture Arts and Sciences (AMPAS) (HOLLYWOOD) was PRESENTED BY: TESSA IDLEWINE Short Film Preservationist, AMPAS)
- IFFI 2016 screened a special tribute section in the memory of Polish filmmaker Andrzej Wajda and Iranian filmmaker Abbas Kiarostami, who passed away this year
- A total of 88 countries were represented through films at 47th IFFI, with 4 World Premiers and 6 International Premiers.



HMSIB with International Jury members of 47th IFFI

- Masterclass on Cinematography was conducted by Robert Yeoman (Oscar Nominated Cinematographer) (HOLLYWOOD) during the course of the festival
- Workshop on Current Overview of Animation Industry in India from a global point of view was held with Sean Feeney, Senior VP Animation, Prime Focus World
- Numerous co-production seminars with national and international producers were conducted in Goa for young producers and film makers to benefit from International Production houses present
- The Age of Shadows- was the closing film of the festival. It is the official entry of Republic of Korea to the Academy Awards this year. We had the cast & crew present with us for the Closing Ceremony of 47th IFFI
- The Open Forum being held at Kala Academy, gave a chance to the people to have an one-on-one interaction with people who are part of the festival as organizers as well as the people who have been in the industry and travel to other festivals for a more subjective view
- IFFI 2016, screened 4 World premiers, 6 International premiers, 26 Asian premiers and a more than a 100 Indian premier during the course of the festival
- In the Indian Panorama Section : A total of 47 films were screened in the section, 26 feature films out of 230 eligible entries and 21 non-feature films out of 199 eligible entries.
- Feature film Ishti, (Sanskrit) directed by G Prabha and Non-Feature film Ima Sabitri, (Manipuri) directed by Bobo Khurajam were the opening films of the Indian Panorama section.
- A total of 10 films had Red Carpet and 13 Press Conferences were organised for the Indian Panorama films during the 47th IFFI.



Shri Venkaiah Naidu at the inauguration of Indian Panorama, during the 47th IFFI-2016

- The festival hosted nearly 250 international delegates over the period of 9 days and almost 150 India delegates

Celebrities who attended the festival- Satish Kaushik, Nana Patekar, Raima Sen, Goutam Ghose, Palomi Ghosh, Dhritiman Chatterjee, Rajat Kapoor, Kalki Koechlin, Dhananjay, TS Nagabharna, Kaushik Ganguly, Parambrata

Chatterjee, Divya Dutta, Mahesh Majrekar, Mrunal Kulkarni, Tom Alter, Kunal Kapoor, Nagraj Manjule Abbas Ali Zafar etc.

BRICS Film Festival

Directorate of Film Festivals organized the 1st BRCSIS Film Festival, New Delhi on behalf of the Ministry of Information & Broadcasting at Siri Fort Auditorium Complex from 02nd September to 06th September, 2016.

The Grand Opening Ceremony and Closing Ceremony were among the main highlights of the festival. The competition section had 20 films, with 4 from each BRICS nation. 26 out of competition films were screened during the festival.

Director Jayaraj's Veeram, starring Kunal Kapoor was the opening film of the festival.

Indian film Thithi bagged the best film award at the first BRICS Film Festival.

Filmmaker Jianqi Huo from China won the best director award for his film Xuan Zang.

Russia's Yulia Peresild received the best actress honour for The Battle for Sevastopol.

Thabo Rametsi of South Africa bagged the



HMSIB addressing at the 47th IFFI



Shri M. Venkaiah Naidu giving awards at the First BRICS Film Festival, in New Delhi

best actor's trophy for his role in Kalushi, The story of Solomon Mahlangu. Brazil's Phillippe Barcinski got the special jury award

for Between Valleys.

Songs of the Phoenix from China and 14+ from Russia were felicitated with a special mention certificate.

Chinese film Skiptrace starring action star Jackie Chan brought the curtains down on the festival.

The jury members of the film festival included chairperson T.S. Nagabharana (India), Francis Vogner do Reis (Brazil), Kirill Razlogov (Russia), Hou Keming (China) and Xoliswa Sithole (South Africa).

There were 6 panel discussions during the festival which witnessed packed houses.

The audiences witnessed cultural performances from India, Russia, South Africa, Brazil and China every evening during the course of the festival.



Col. Rajyavardhan Rathore, MoS I&B & Gen VK Singh (retd), MoS MEA at the inauguration of the BRICS Film Festival, in New Delhi

Indian Section and Indian Panorama

26 feature films and 21 non-feature films were selected as part of Indian Panorama. Feature film “Cinemawala” directed by Kaushik Ganguly and Non-feature film “Daughters of Mother India” directed by Vibha Bakshi will be the inaugural film for this section.

63rd National Film Awards for the year 2015

The Best Feature Film was bagged by Baahubali (Telugu) directed by S.S. Rajamouli. The award for Best Popular Film Providing Wholesome Entertainment was given to Bajrangi Bhaijaan (Hindi) directed by Kabir Khan.



Shri Pranab Mukherjee presenting the Rajat Kamal Award to Shri Amitabh Bachhan (Best Actor) for Piku, at the 63rd National Film Awards Function, in New Delhi

The Best Actor award was presented to Amitabh Bachchan for the film Piku and Best Actress to Kangana Ranaut for the film Tanu Weds Manu Returns (Hindi).

The film Amdavad Ma Famous, directed by Hardik Mehta was adjudged the Best Non-Feature Film.

The Best Book on Cinema Award was given to the book titled Dr. Rajakumar Samagra Charithre (Kannada) written by Doddahulluru Rukkonji, whereas Meghachandra Kongbam was awarded Best Film Critic.

The prestigious Dadasaheb Phalke Award for the year 2015 was presented to renowned Actor and Director Shri Manoj Kumar for

his commendable contribution to Indian Cinema.



President, Shri Pranab Mukherjee presenting the Dada Saheb Phalke Award to the Actor Shri Manoj Kumar, at the 63rd National Film Awards Function, in New Delhi

63rd National Film Awards Public Screenings

Public screenings of 63rd award winning film were organized at Siri Fort Auditorium Complex, New Delhi from May 4th-17th, 2016.

Independence Day Film Festival, New Delhi

The Directorate of Film Festivals (DFF) organized the Independence Day film festival as part of the Ministry of Defence programme related to Independence Day celebrations titled “70 Saal Azadi Yaad Karo Kurbanii” from 12th – 18th August, 2016, in Siri Fort Auditorium II.

Day	Time	11.00 AM	2.30 PM	6.00 PM
13.08.2016 (Sat)		BORDER Dir: J.P. Dutta Hindi/1997/178 Minutes	SHAHED UDDHAM SINGH Dir: Chiranjeev Punjabi/1999/165 Minutes	VEER SAHARKAR Dir: Veo Rathi Hindi/2000/165 Minutes

The Festival was inaugurated by the Union Minister of Information & Broadcasting and & Urban Development, Housing and Urban Poverty Alleviation in the gracious presence of Col Rajyavardhan Rathore, AVSM Hon'ble Minister of State for Information and Broadcasting and Shri Ajay Mittal, Secretary, Ministry of Information & Broadcasting.

The festival showcased the timeless classic 'Gandhi' at the opening ceremony included a package of 20 patriotic films in various Indian languages. The festival also had an enthusiast response from the school children.

Patriotic Film Festival in Jorhat, Assam

A three day film festival of patriotic films, titled, 70 Saal Azadi Yaad Karo Kurbanii, was being organized jointly by the Directorate of Film Festivals, Ministry of Information and Broadcasting, Government of India, and Directorate of Cultural Affairs, Government

of Assam, at Jorhat from September 30 – October 2, 2016. The film festival package included seven National Award winning films by the acclaimed Indian filmmakers, and an internationally decorated film.

MAMI Film Festival, Mumbai

Three films from the Directorate of Film Festivals, Chashme Badoor, Katha & Sparsh were screened as part of Retrospective of the filmmaker Sai Paranjpye at MAMI Film Festival in Mumbai from 20th – 28th October, 2016.

Participation in Foreign Film Festivals

Directorate of Film Festivals participated in 14 International Film Festivals. Several films were critically acclaimed:-

1. Indian Film Festival In Saudi Arabia, Jeddah
2. Thrissure International Film Festival
3. Cannes International Film Festival
4. Indian Film Festival In Singapore
5. Namaste India Film Festival, Romania
6. Shanghai International Film Festival
7. Raipur Film Festival
8. Cam Film Festival 2016(Cairo, Egypt)
9. SAARC Film Festival In Colombo, Sri Lanka
10. 5th Hanoi International Film Festival
11. 15th Pyongyang International Film Festival
12. Bali International Film Festival
13. Morocco International Film Festival
14. 5th Jiayuguan International Short Film Festival (China)

Besides DFF facilitated delegation of five film makers to 5th Jiayuguan International Short Film Festival(China) and organized Iranian and European Union Film Festivals in Delhi for the period from 16-19th July 2016 and 30th July to 6th August 2016 respectively wherein top Embassy officials participated in both the Festivals.

Participation in Cannes Film Festival

A five member Indian delegation was led by Hon'ble Minister of State, Ministry of Information & Broadcasting, Shri Rajyavardhan Singh Rathore (Retd), AVSM visited France to participate in the 69th edition of the Cannes Film Festival 2016.

India Pavilion at Cannes was inaugurated by Hon'ble Minister of State, Ministry of Information & Broadcasting, Shri Rajyavardhan Singh Rathore (Retd), AVSM. Interesting interactive sessions were also organized at India Pavilion to showcase the current Indian cinema landscape to the global film community.



Col. Rathore, MoS, I&B unveils official poster of 47th International Film Festival of India at Cannes Film Festival

Honourable Minister of State for Information and Broadcasting Col. Rajyavardhan Singh Rathore met with Ed Vaizey, UK Minister for Culture and Digital Economy at the India Pavilion at Cannes.

A Round Table Discussion with Film Industry Stakeholders also took place at the Hotel Majestic Barriere at the Cannes Film Festival.

Indian Panorama Film Festival

The Public Screenings of Indian Panorama

2015 films were screened in New Delhi from 18th-29th January, 2016.

The festival opened with the Documentary film "Daughters of Mother India Hindi" directed by Vibha Bakshi and the Bengali feature film "Cinemawala" directed by Kaushik Ganguly.

26 Feature Films and 21 Non-Feature Films were selected in the Indian Panorama, 2016 as part of the 47th International Film Festival of India, 2016.

Directorate of Film Festivals also supports film festivals organized by various film bodies as well as state governments by providing films.

Patna Film Festival 2016 (February 19th - 25th 2016)

Directorate of Film Festivals, Ministry of Information and Broadcasting, Government of India; National Film Archive of India; Bihar State Film Development & Finance Corporation Ltd and Art, Culture & Youth Department, Government of Bihar organized Patna Film Festival which was held from 19 - 25th February, 2016.

Indian Panorama Film Festival, Bengaluru (March 17th - 20th 2016)

Directorate of Film Festivals, Ministry of Information and Broadcasting, Government of India, Karnataka Chalanachitra Academy, Department of Information and Public Relations organized Indian Panorama Film Festival at Chamundeshwari Studio, Millers Road, Bengaluru from March 17th - 20th 2016.

Patriotic Film Festival in Wardha

Directorate of film Festivals organised a patriotic film festival 70 Saal Azadi Yaad Karo Kurban on the commemoration of Gandhi Jayanti, in Wardha in collaboration with Govt. of Maharashtra from 30th September - 2nd October, 2016.

CENTRAL BOARD OF FILM CERTIFICATION

Introduction:

1. The production and exhibition of films occupies an important place in the field of culture as the most widely appreciated and democratic of the arts. Films play a significant role in shaping public opinion and in imparting knowledge and understanding of the culture and traditions of the people of various regions. Production of feature films in the country is mostly in the private sector.
2. 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.
3. The Board of Film Censors, which has been re-named as the Central Board of Film Certification from 1-6-1983, has been set up by the Central Government under Section 3 of the Cinematograph Act 1952 for the purpose of sanctioning films for public exhibition. The present Board consists of a Chairperson and eighteen non-official members, all of whom are appointed by the Central Government. The present Board was nominated from time to time with subsequent notifications for appointment of Board Members. The oldest member of the present Board

nominated for three years in January, 2015.

4. 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.
5. Films considered suitable for unrestricted public exhibition are granted “U” certificates. Films which are suitable for unrestricted public exhibition but contain some material which require parental guidance for children below 12 years, are granted “UA” certificates, with a caution to parents to that effect. Films which are found unsuitable for exhibition to non-adults are granted “A” certificates. Those considered unsuitable for the general public, but suitable for exhibition to specialized audiences such as doctors etc. are granted “S” certificates. Films considered unsuitable for public exhibition are not granted certificates.

Work Relating To Certification

6. During the period April, 2016 to December, 2016 the Board issued a total 14334 certificates; NIL certificates were issued for all celluloid films, 6722 certificates were issued to all video films and 7612 certificates for digital films.

838 Indian Feature Films, 268 Foreign Feature Films, 5164 Indian Short films, 435 foreign short films, 17 Indian long films other than feature and Nil Foreign long films other than feature were certified under video category.

1475 Indian Feature Films, 252 Foreign Feature Films, 6636 Indian Short films,

337 foreign short films, Nil Indian long films other than feature and Nil Foreign long films other than feature were certified under digital category.

A statement indicating the certificate-wise and category-wise details of films certified during the year April 2016 to December 2016 is given at Annexure I.

7. The Board continued to receive applications for change of category of certificates from “A” to “UA” or “U” for the purpose of telecast on satellite channels and Doordarshan. After examining the re-edited version in video format, the suitability for change of category of certificate is decided by the Board. The Board also continued to certify film songs and trailers in video format for telecast on Doordarshan.

Board Meetings And Workshops

8. During this period two Workshop-cum-Board meetings were held at Mumbai, viz. on 5th August, 2016 and on 7th November, 2016.
9. Workshops are held for Advisory Panel Members at various regional centers from time to time 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. The members of the Board and Advisory Panels have been requested to implement the guidelines strictly. Specific clarifications

have been issued about interpretations of some of the frequently violated guidelines.

Important Events

10. New office space provided at Regional Office of CBFC, Hyderabad along with a digital projection system.

Complaints

11. 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 and were dealt in accordance with the provisions of the Act/Rules.

Censorship Violations

12. The incidence of censorship violations at the stage of exhibition of films continued to be reported to CBFC this year also. 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) in a certified film.
 - d) Exhibition of uncensored films, with forged certificates, and
 - e) Exhibition of films without censor certificates.

Annexure-I

**CENTRAL BOARD OF FILM CERTIFICATION
CONSOLIDATED STATEMENT INDICATING THE FILMS CERTIFIED BY
THE BOARD FROM 1-4-2016 TO 31-12-2016**

VIDEO

	U	UA	A	S	TOTAL
INDIAN FEATURE FILMS	271	411	156	-	838
FOREIGN FEATURE FILMS	51	161	56	-	268
INDIAN SHORT FILMS	4334	713	117	-	5164
FOREIGN SHORT FILMS	95	310	30	-	435
INDIAN LONG FILMS OTHER THAN FEATURE	16		1	-	17
FOREIGN LONG FILMS OTHER THAN FEATURE	-	-	-	-	-
TOTAL	4767	1595	360	-	6722

DIGITAL

	U	UA	A	S	TOTAL
INDIAN FEATURE FILMS	485	449	175	-	1109
FOREIGN FEATURE FILMS	87	186	39	-	312
INDIAN SHORT FILMS	4083	1342	122	-	5547
FOREIGN SHORT FILMS	182	360	48	-	590
INDIAN LONG FILMS OTHER THAN FEATURE	42	7	-	-	49
FOREIGN LONG FILMS OTHER THAN FEATURE	2	3	-	-	5
TOTAL	4881	2347	384	-	7612
GRAND TOTAL	9648	3942	744	-	14334

Finances Of The Board

Under the provision of the Cinematograph Act, 1952, the Central Board of Film Certification is a statutory body regulating the public exhibition of films. However, for administrative purpose, the Board is treated as a sub-ordinate office under the Ministry of Information and Broadcasting.

The revenue of the Board is by the way of collection of certification fee as per the scales provided in the Cinematograph (Certification) Rules, 1983. The Board also levies projection charges in respect of screening of the films done in the Regional Office. The total income

accrued during the period 1st April, 2016 to 31st December, 2016 is ₹ 345.64 (in lakhs). The revenue collected is credited to the Consolidated Funds of India. The Board does not operate any bank account in this regard.

For the purpose of maintaining the accounts for revenue as well as expenditure, the Board observes the financial year (1st April, 2016 to 31st March, 2017) as per the practice followed by the Government of India. The Board receives grants from the Ministry under Non-Plan head. Sub-head wise funds received by the Board and the expenditure incurred against these sub-heads from 1.4.2016 to 31.12.2016 is furnished below:

BUDGET ALLOCATION AND EXPENDITURE

(₹ In lakhs)

	Non-Plan (B.E) (2016-2017)	Expenditure up to 31st December, 2016
Salaries	620.00	428.03
Medical	4.80	4.21
TE	20.65	12.08
OE	70.00	66.50
PPSS	165.00	106.14
Rent Rates and Taxes	8.00	3.64
Other Administrative Expenses	9.00	4.85
Information Technology	2.55	2.55
Total	900.00	628.00

1 Plan Scheme: Upgradation, Modernization And Expansion Of Cbfc And Certification Process.

The CBFC, under the Scheme “Upgradation, Modernisation and Expansion of CBFC and Certification Process” under the 12th Plan period from 2012 to 2017, proposed to undertake the following activities for which ₹10.00 crores has been earmarked and an amount of ₹3.50 crore had been allocated for the financial year 2016-2017.

- (1) Software Development for online processing of film application and certification, Website
- (2) Digital Projection System and Digital Theatres for all offices of CBFC.
- (3) Requirement of additional office space for Regional Offices of CBFC and Headquarters

₹ 2.04 crore has been utilized under the scheme, till 31.12.2016.

2 Plan Scheme: Training For Human Resources And Development.

CBFC under the Scheme “TRAINING FOR HUMAN RESOURCES DEVELOPMENT” propose to undertake the following activities during 2016-2017.

- (a) Workshop/Seminar/Samvad for Board Members and Regional Officers at Regional Offices and at Mumbai
- (b) Training/Workshop of Advisory Panel Members in each region.
- (c) Training of Group “A” “B” and “C” in Administration, Accounts, Budgeting Maintenance of records, E-governance, IT Skills, Vigilance, and RTI matters.

Against the allocation of ₹ 25.00 lakhs for the scheme in 2016-17, ₹ 13.97 lakh has been utilized till 31.12.2016.

NATIONAL FILM DEVELOPMENT CORPORATION

Incorporated in the year 1975, the National Film Development Corporation Ltd. was set up by the Government of India with the primary objective of planning, promoting and organizing an integrated and efficient development of the Indian film industry in accordance with the national economic policy and objectives laid down by the Central Government from time to time. NFDC was reincorporated in the year 1980 by merging the Film Finance Corporation (FFC) and Indian Motion Picture Export Corporation (IMPEC) with NFDC. Since inception, NFDC has funded/ produced over 300 films in more than 21 regional languages, many of which have earned wide acclaim and won national/international awards. Apart from production of films, NFDC also provides 360 degrees of integrated marketing solutions for Government Agencies and produces advertisements, documentaries, short films, TV series, web advertisements, radio series and thematic musical anthems.

As a film development agency, NFDC is responsible for facilitating growth in areas/ segments of the film industry that not only have a cultural bearing but also in areas which cannot be taken by private enterprises due to commercial exigencies, thereby facilitating a balanced growth of the Industry. However, even while its role in the Indian film industry is largely developmental, as a Public Sector Enterprise, NFDC also has a corporate mandate and is responsible for generating a healthy balance sheet. NFDC was presented the Turnaround Award 2013 on 1st November 2013 by BRPSE (Board for Reconstruction of Public Sector Enterprises) as it posted profits for three consecutive financial years — 2010-11, 2011-12 and 2012-13, within one year of the restructuring of NFDC.

During the year under review, NFDC further enhanced its forte in production

and distribution under the brand, Cinemas of India, production of advertisement, short and corporate films for various government agencies, film exhibition, restoration, Film Bazaar, training in digital non-linear editing, cinematography, subtitling etc.

Production

The Film Production Department produces & co-produces feature films that reflect the diversity in Indian Cinema, under the 12th Five Year Plan Scheme of the Ministry of Information and Broadcasting, titled “*Production of films in various Indian languages*”. Under the said Scheme, NFDC produces & co-produces films under its extant guidelines for film production, whereby it encourages debutant filmmakers by undertaking 100% production of their first feature film and co-production of good quality films in partnership with private players both from India and abroad.

The Production Department’s mandate is to support and drive NFDC’s mission to create artistic movies with a view to foster excellence in cinema and promote Indian culture through the Cinemas of India. In keeping with this directive, the Production Department is continuously seeking to create an environment conducive to the making of cinema that reflects India’s most imaginative, diverse and vibrant film culture. The Production Department endeavours to support, through production and collaboration, a community of versatile and emerging filmmakers who embody diversity, innovation, and uniqueness.

- Film Yasodhara Ek Kaavya(Marathi) directed by Jyoti Patil is under production.
- ISLAND CITY (Hindi) directed by Ms.Ruchika Oberoi and produced by NFDC was participated in National & International Film Festival and won the following awards :-

Awards:

- Best Screenplay Award, New York Indian Film Festival 2016

- Special Jury Award, BIFFES, Bengaluru International Film Festival
- Best Director Award, ImagineIndia International Film Festival Madrid 2016
- Best Actress Award for Tannishtha Chatterjee, ImagineIndia International Film Festival Madrid 2016
- Chauthi Koot (Punjabi) directed by Shri Gurvinder Singh and co-produced by NFDC was participated in National & International Film Festival and won the following awards.

Awards

- India Gold, Mumbai Film Festival
- Best Film, Singapore International Film Festival
- Grand Prix, Belgrade Auteur Film Festival
- National Award 2016 for Best Punjabi Film

Film Distribution

Theatrical Distribution

- Vees Mhanje Vees (Marathi) was released in both multiplex and single screens across the state of Maharashtra on June 10, 2016.
- Island City (Hindi) was released on September 2, 2016 after a one-year festival journey, in select theatres pan India and was well received by the critics and the audiences. It was nominated in the recently concluded Star Screen Awards in the Best Debut Director Category.

In order to monetize films on various platforms NFDC initiated following:-

Syndication

Television

- Entered into a strategic partnership with leading television networks for airing NFDC films on satellite channels as India’s finest films. It has been well received by the audiences and industry elite. NFDC is in discussion with Star

India for syndication of Island City on Star Network Channels.

Digital

- Strategic collaboration with some of the world's leading Voice-on-Demand (VOD) platform, to make available NFDC classics to global audience.
- Strategic partnership with *Hotstar*, an online video-streaming platform owned subsidiary of *Star India*.
- Strategic collaboration with *Reliance Jio*, owned subsidiary of Reliance Industries.
- Work is underway for monetization of NFDC films on VOD platforms such as *Netflix*, *Eros Now*, *Yupp TV* among others.

DTH

- Strategic partnership with the India's leading DTH operator Tata Sky for showcasing NFDC films on its platform.

In-Flight

- Strategic collaboration with one of the India's emerging company for showcasing NFDC films on Airlines globally.

Home Video

India

- Strategic partnership with leading distributors specializing in Home Video Entertainment. NFDC has a library of around 98 titles.

Video on Demand – www.cinemasofindia.com

- NFDC's VOD platform was re-launched on February 20, 2015 along with the India theatrical release of *Qissa – The Tale of a Lonely Ghost*. The films are available on pay-per-view and monthly & yearly subscription basis.
- A total of 130 plus films are available for streaming for the global audiences,

International Film Markets

- Representation at Hong Kong Trade Development Council (HKTDC), Cannes,

AFM, EFM (Berlin) and other major film markets to scout new partnerships to syndicate NFDC titles.

- Business visits to major film festivals and markets such as Venice, Cannes, American Film Market, and Interviews with magazines such as *Screen* and *Box Office India* have helped forge great relationships with A-list festival programmers, International sales agents/distributors and journalists of repute.

Preview Theatre

Preview Theatre at Mumbai and Chennai have kept its commitments to provide improved services to CBFC and private parties in order to increase monthly screenings. Tagore Film Centre in Chennai has done 248 screenings till December 2016 which include 3D screenings also.

Film Clubs & Outreach Program

- Screening of NFDC films for film aficionados through film club such as *Lost the Plot* and *G5A 'The Start-up Film-maker'*
- NFDC has collaborated with an emerging online film screening event company, *1018mb.com* for screening of NFDC films for audiences
- The Assam Outreach program pre-release of Assamese National Award winning film *Kothanodi*. A Series of presentations and interactive sessions were held with academic institutes in Assam on Narratives within the written and the cinematic mediums.
- NFDC, Chennai has collaborated with Korean Embassy and conducted a Korean Film Festival on 26th November 2016 in Tagore Film Centre, Chennai.

Filmbay – Film Culture Centre

During the Financial Year 2015-16, NFDC has acquired a theatre complex in Bandra, Mumbai from the BMC on a thirty-year lease. Titled *FilmBay*, the Centre shall function as a Film Cultural Centre, and shall be equipped,

among other things, with a 100-seater theatre, a research center and library, a cafeteria, a space for temporary exhibition of film related works from both Indian and abroad and an outdoor theatre. The architectural plans for the center are currently under finalization.

The proposed center will cater to programming that shall be a mix of Indian & world cinema. The new theatre will feature a sustainable, environment friendly design and unmatched technology. NFDC will remodel the Theatre as per international standards and FilmBay shall be a place where film screenings, workshops, lectures, research material and interactions with the film fraternity will be offered to cine lovers, youth and local residents.

Overseas Promotion and Marketing

In terms of overseas promotion of Indian cinema, NFDC undertakes various initiatives to increase marketing of its new films, existing catalogue and promotion of Indian films in global networks. Apart from monetizing its catalogue of films in overseas markets, the department also undertakes the developmental mandate of promoting Cinemas of India and Indian filmmakers abroad.

The Overseas division works towards building the presence of Indian Cinema at International Film Festivals & Markets. With International Film community's ever-increasing interest in Indian Cinema, the division primarily focuses on promoting and showcasing Cinemas of India and Indian talent at International Film Festivals & Markets. The division has also fostered partnerships with private and government film institutions from across the world.

In the year 2016 NFDC participated in Cannes Film Festival, France, Sarajevo Film Festival, Bosnia, Kinopoisk Film Market, Russia & American Film Market, USA

Film Bazaar

NFDC's Film Bazaar provides emerging and established filmmakers from South Asia a platform to collaborate and showcase their

works to various distributors, production houses, festival programmers, film curators, sales agents and other important fraternity stakeholders. With a record 1206 delegates (from 36 countries) attending Film Bazaar in 2016, the event has come a long way since its inception in 2007 (204 guests from 18 countries). The Bazaar has now become a focal point for South Asian filmmakers to present their stories to the international & domestic film fraternities. In addition, the event has become a must-attend in the annual calendars of international sales agents, producers, distributors, film festival programmers and film funds. Last but not least, it is also becoming an event where industry professionals are coming to learn about the future trends in the business and also to identify and partner with the next big film/filmmaker.

Increasing, established filmmakers and new talent from across the world view Film Bazaar as a principal platform for launching and funding Indian and South Asian films. 2016 saw a very exciting line-up of projects being submitted for the Co-Production Market, Film Bazaar Screenwriters' Lab, Children's Screenwriters' Lab, and Work-In-Progress Labs from filmmakers in USA, France, Germany, Bangladesh, Sri Lanka, Canada, China, Netherlands & Sweden. The Co-Production Market, Film Bazaar Screenwriters' Lab, Children's Screenwriters' Lab, and Work-In-Progress Labs presented a total of 37 projects, which were at various stages of development and production.

Training and Development

NFDC set up a Training & Development Department in 2012 to address the gap in the area of mid-career training opportunities in the film sector. under the brand NFDC Labs to deliver a key output for the Indian film community: training for professional filmmakers, providing workshops and master classes in core disciplines – directing, writing, editing, cinematography and producing.

- NFDC Labs conducted a two-part program – “Screenwriters’ Lab” which was on its 10th edition. Six writers were chosen to participate from a total of 150 applications. The first session of the lab was conducted in Sarajevo in collaboration with the Sarajevo International Film Festival and the second session was conducted before and during Film Bazaar, Goa, where the participants presented their scripts to the international and domestic film professionals.
- NFDC Labs conducted the second edition of a two-part program – “Children’s Screenwriters’ Lab” with a focus on stories of and for children and the scripts were pitched to the producers, studios and investors at the Film Bazaar 2016. The lab was supported by Dutch Culture Centre for International Co Operation by inviting all six participants lab to attend Cinekid for Professionals, Europe’s largest children’s film festival and co production market. Children’s Screenwriter’s Lab was set up in 2015 to develop content specifically for children, given the paucity of children’s cinema in India.
- During Film Bazaar, participants of both the screenwriting labs pitched their scripts to Indian and international film professionals during the Investors’ Pitch Session. Meetings were arranged for the participants with eminent filmmakers like Satish Kaushik, Jaideep Sahani, Rohan Sippy, Siddharth Ananad and Anubhav Sinha to expose them to the actual concerns of filmmaking.
- The Work-in-Progress lab was organized during Film Bazaar with an aim to provide feedback on editing process.
- NFDC Labs also conducted the 4th year of the Producers’ Lab where 49 aspiring producers were introduced to best practices across the world in the realm of production, ranging from development, budgeting, and distribution and sales practices. Mentored by national and international film professionals, the producers also got a chance to pitch their projects to international film professionals.
- NFDC Labs curated and presented 18 national and international projects for the Co-Production Market held during Film Bazaar 2016. The Co-Production Market in its 10th edition is dedicated to promoting films made in South East Asia. The Co-Production Market introduced video pitching during Open Pitch.
- Created a training guide and support kit for Video Pitching for aspiring filmmakers.
- Created a standard operating process manual for conducting Co Production Market.
- Conducted a presentation of NFDC’s development activities for the state of Assam.

Technical Skill Development –

Under the training for students under State Government Sponsored Schemes, NFDC held 19 Workshops training 1294 candidates in areas namely, Digital non-linear Editing, Digital Videography, Audio Engineering, Digital Still Photography, Animation, Visual Effects and Multimedia. The main Government sponsored scheme for this year was – Tamil Nadu Skill Development Corporation Limited and Department for Differently Abled Persons Welfare. NFDC has also extended its Skill Development Training Programmes for the dependents of Cine Artist Welfare Fund of India (CAWFI) Beneficiaries.

Presently a proposal has been initiated by NFDC through Tamil Nadu Higher Education Department along with Tamil Nadu Skill Development Corporation to undertake Skill Development Training Programme to the Final Semester College Students of the Government Colleges all over Tamil Nadu. The proposal is for Skill Development Training Programme for 3000 Students across Tamil Nadu.

Advertisement, Film Production and Communication

During the financial year 2016-17, NFDC has collaborated with various Ministries, Governmental establishments/departments, etc., and has produced and delivered various types of audiovisuals and cross-platform campaigns, as per the needs and requirements of clients. While doing so, NFDC strengthened itself as a provider of end-to-end communication solutions and established itself as a reliable partner for the creation and dissemination of advertising communication across platforms.

Further, NFDC has produced 296 episodes of sponsored radio programmes, and over 256 audio-video advertisements of various formats. We have also done radio spots in several regional languages.

The Corporation devised a special strategy for collaborating with State Governments and successfully bagged AV content development projects from Rajasthan, Uttar Pradesh, Himachal Pradesh and Madhya Pradesh. Recently, NFDC executed path breaking ground activation activities with Street Play. NFDC produced 144 shows of street play based on Pradhan Mantri Awasiy Yojana (PMAY) across 3 states New Delhi, Uttar Pradesh and Rajasthan for Ministry of Housing and Urban Poverty Alleviation. The Ministry very well appreciated real time feedback of these plays received from ground zero.

The Regional Office in Chennai caters to the needs of production and dissemination of audio visuals for the Central and State Government Departments. The Regional Office has produced number of audio visuals for various Departments including National Police Academy, Hyderabad; Silk Mark Organization of India, Chennai Metro Rail; Election Commission, Puducherry, Planning Department, Kamaraj Port Trust, Naval Institute of Education and Training. The projects which are under production are Tamil Nadu Tourism, National Institute of Sidha, and Department of Higher Education, Tamil Nadu

Working towards devising a comprehensive communication strategy NFDC also organized live mega event “Ek Nayi Subah” in May 2016 at five locations in the country with the central hub of event in New Delhi involving celebrity anchors and union ministers to communicate effectively the impact of schemes like Jan Dhan Yojana, Beti Bachao Beti Padhao, Give it up, Swachh Bharat Abhiyan and Digital India.

NFDC’s most recent remarkable other productions this year includes Citations for Civil Service Day 2016 for Department of Administrative Redress and Personnel Grievances (DARPG), Raising Day film for Indian Navy, 100 e- courses for Swacchh Bharat Mission, Compost TVCs and Radio Spots for Ministry of Urban Development.

NFDC has implemented IT application in order to ensure transparency, efficiency and effective compliance of media planning and related activities in accordance with the electronic media policy. The entire planning, billing and payment processes are integrated through the media software to provide complete error free solution. With the proper institutionalization of IT application, BARC software and SOPs, NFDC has provided its 360 degree end-to-end services to number of Ministries/Departments to cater their media publicity requirements to their best satisfaction.

The Swachh Bharat Short Film Festival

NFDC on behalf of Ministry of Information and Broadcasting, Government of India organized a short film festival/competition with the theme of Swachh Bharat. The entries were invited from all Indian residents to submit short films of 1-3 minutes duration. An overwhelming number of 4346 short films were received. The first shortlist consisted of 110 films and from this shortlist, the jury comprising of Mr. Prahlad Kakkar, Ms. Vani Tripathi and Ms. Gitanjali Rao selected 20 films for the final round. Filmmakers of these 20 short films were felicitated at an event organized on 2nd October 2016 at Siri



Shri M. Venkaiah Naidu distributing the award for the best film “Murga”, at the felicitation ceremony of the Swachh Bharat Short Film Festival

Fort Auditorium, New Delhi. The Hon'ble Minister of Information & Broadcasting and the Minister of State, along with an audience of approximately 400 people attended this event. Awards were presented to the top 10 films. The 1st prize of Rs 10 lakhs went to the winning entry, the 2nd prize of Rs 5 lakhs went to three films, and the 3rd prize of Rs 2 lakhs went to 6 films. The other 10 films of the shortlist received Consolation Certificates.

After the conclusion of the event in New Delhi, the Ministry of I&B has taken the initiative to screen the 20 award winning films of the Swachh Bharat Short Film Festivals in different cities like Hyderabad, Vijayawada, Kochi, etc.

Film Facilitation Office (FFO)

There was an urgent need to simplify the existing procedures to facilitate shooting of films across various locations in the country so that international filmmakers could take advantage of the domestic film industry's vast talent pool of resources, production facilities and low production costs.

It is against this backdrop that the Ministry of I&B, took the lead with a long-term objective of positioning and promoting India as a preferred destination for filmmakers across the world, by setting up the Film Facilitation Office (FFO), which is housed in National Film Development Corporation Ltd. (NFDC).

The FFO thus has evolved into a single

window facilitation mechanism for according permissions for filming across India and promoting India as a filming destination, leveraging the diverse locales and vast resources available within the film industry. The activities undertaken by it in the FY 2016-17 in accordance with the mentioned mandate is given below.

1. Facilitating Permissions

The Film Facilitation Office (FFO) started facilitating permissions for international films being shot in India from mid 2016. While the total number of international films including television series given permission to shoot in India by the Ministry was 27 for the period April 1, 2016 to December 31, 2016, the FFO facilitated the according of permissions to 20, out of which 16 were feature films and 4 were television series. 3 international feature films are currently being processed by the FFO for permission to shoot in India. Some of the major countries of origin for the international productions in India are United Kingdom, France, Bangladesh, Argentina, Germany, U.S.A, Italy, Norway among others.

2. Film Policy

As per the mandate of the FFO towards creating a film friendly environment in the country, the FFO is required to work closely with State Governments in assisting them to set up facilities towards ensuring single window clearance. In view of this, the FFO is currently working closely with the National Film Development Corporation (NFDC) to frame the Film Policy for the State of Haryana, so that it can evolve as a primary shooting destination for both domestic and international filmmakers.

3. Appointment of Central and State Government Nodal officers

FFO worked closely with the Ministry of I&B towards appointment of Nodal Officers in all stakeholder Central and State Government Ministries, who would function as the one point contact for the purpose of promoting and facilitating film shootings under their

jurisdiction. While the FFO facilitated the appointment of 36 Nodal Officers, 1 for each State/U.T, it has enabled the appointment of Nodal Officers in key Central Government Ministries/Agencies like Ministry of Home Affairs, Ministry of External Affairs, Ministry of Defence, Ministry of Tourism, Ministry of Railways, Ministry of Civil Aviation, Border Security Force, Central Board of Excise and Customs, Airports Authority of India, Indian Coast Guard and is currently reaching out to other stakeholders such as the Archeological Survey of India, Ministry of Environment Forests and Climatic Change, Sports Authority of India among others. The larger objective of this outreach program is to synergize the guidelines of these Stakeholders with that of the FFO so as to facilitate ease of filming in the country and integrate them with the FFO web portal.

Most Film Friendly State Award 2016

The Most Film Friendly State (MFFS) Award, which was introduced by the Ministry of I&B, Govt. of India and executed by the FFO, as a new category under the 63rd National Film Awards which was held on May 3, 2016. While 16 States participated in the MFFS Award 2015, the FFO is looking forward to a larger participation this year. The parameters have been revised on the basis of the recommendations made by the previous Jury and the criteria laid down by the Department of Industrial Policy and Promotion, Ministry of Commerce & Industry, towards ease of doing business/filming in the States.

Web Portal

The FFO is in the process of establishing a dedicated web portal to take this application process online, which would be operational in the next few months. The portal would not only enable online submission of application, and enlist Guidelines of key Central Government Ministries/Departments regarding shooting of films in one place, but also create a Locations Guide and Service Directory, so as to become a single window Facilitation and clearance mechanism for the

international film community who are looking to shoot their films in India.

International Marketing

With a view to increase the number of international productions interested to shoot the country, FFO is working closely with the Ministry of External Affairs to ease the facilitation of Visas to filmmakers who wish to shoot their films/television series in India. Furthermore, the FFO participated in the Locations & Global Finance Show held in Los Angeles from 20th – 24th April 2016, as well as the Cannes Film Festival 2016 and is now a member of the Association of Film Commissioners International (AFCI), with a view to promote India as a filming destination.

Workshops

As part of its national and provincial outreach and as mandated by the MoU, the FFO conducted a workshop titled Film in India - Creating a Film Friendly Nation – Role

of State and Central Governments, in Goa on November 22, 2016 alongside the Film Bazaar and the International Film Festival of India. The Workshop involved nodal officers from various State and Central Government Ministries/Departments and international producers such as Malte Forssell from Sweden, Philip Lee from Hong Kong, Trade Bodies such as the Motion Pictures Association of America, The Association of Film Commissioners International, domain experts on marketing like Piyush Pandey from Ogilvy and acclaimed filmmakers from India such as Sudhir Mishra, Imtiaz Ali, Prakash Jha, Anubhav Sinha, Bharat Bala among others. The workshop aimed at sensitizing the Nodal Officers of Central Ministries and State/U.T Governments towards easing the process of filming in their respective jurisdictions since they are the one-point contact for filmmakers and motivating them to undertake initiatives/policies for a favourable filming environment in the country.



Director of film 'Mellow Mud' receives Silver Peacock award for Best Actor (Female) on behalf of Actress Ellina Vaska, from MoS I&B Col. Rajyavardhan Rathore at IFFI 2016



Minister of Information, Bangladesh, Mr. Hasanul Haq Inu meeting I&B Minister, Shri M. Venkaiah Naidu

7

INTERNATIONAL CO-OPERATION

India and UNESCO

India is among the founder members of UNESCO, one of the specialized agencies of the United Nations. UNESCO's main goal is to promote International Co-operation in the field of education, science and technology, social sciences, culture and mass communication. In order to promote communication capabilities of developing countries, the 21st Session of the General Conference of UNESCO in 1981 approved the setting up of an International Programme for the Development of Communication (IPDC). India played a significant role in its conception and has been a member of the IPDC and also of the Inter-Governmental Council (IGC) of the IPDC. India was elected by acclamation by the General Conference at its 35th Session, to be a Member of the IGC for the period 2009-2013.



HMSIB Col. Rajyavardhan Singh Rathore with the President of Kenya, Mr. Uhuru Kenyatta at a Business Session, organised by FICCI, CII & ASSOCHAM, in New Delhi

International Media Exchange Programme

This is one of the Components under the new Plan Scheme 'Human Resource Development' being implemented by the Ministry under the

XII Five Year Plan with an outlay of ₹1.50 Crore. An outlay of ₹15 lakhs was kept for the year 2016-17. This Programme comprises of Media Exchange Programme, Joint Working Groups & Agreement on cooperation in the field of Information & Film Sector and International Media Seminars/Workshops. The main objectives of the programmes are as follows:

- Recognizing the vital role that Media play in the promotion of better understanding between countries and in enhancing regional cooperation through greater interaction between media persons and for dissemination of information about each other.
- Recognizing the critical role that media plays in the promotion of democratic values and tolerance in societies.
- The broad objective of this scheme is to strengthen the friendly ties with different countries by promoting better understanding in the 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.



Minister of Culture of Portugal Mr. Luis Castro Mendes meeting MoS for I&B, Col. Rajyavardhan Singh Rathore, to discuss cooperation in Films & Broadcast sector

- To strengthen the relationship between India and the other Countries.
- To promote exchange of ideas between India and the other Countries in the spheres of Mass Media, Broadcasting and Films
- Advanced Media Training
- Crisis Communications
- Social and Multimedia Training

Cultural Exchange Programmes (CEP) with Countries

The Cultural Exchange Programmes have

the aims and objectives to strengthen the relationship and also to promote exchange of ideas between India and the other Countries in the spheres of Mass Media, Broadcasting and Films.

Under these Cultural Exchange Programmes, there are identified areas of Co-operation in Information, Broadcasting and Film sectors.

During the year 2016-17, there are 23 draft CEP proposals to be executed between India and other countries such as Russia, Senegal, Canada, Brazil, Turkey etc. which have been received from Ministry of Culture and are under active consideration in the Ministry.



Minister of Information, Bangladesh, Mr. Hasanul Haq Inu meeting I&B Minister, Shri M. Venkaiah Naidu, in New Delhi



Shri M. Venkaiah Naidu, Minister for I&B releasing a publication on the theme “Embracing Disruption to Stay Competitive” at the 5th Edition of CII Big Picture Summit 2016



HMSIB Col. Rathore addressing at the 28th SIMCON in New Delhi. HMIB Shri Venkaiah Naidu and Secretary I&B are also seen

8

REPRESENTATION OF SCHEDULED CASTES, SCHEDULED TRIBES AND OTHER BACKWARD CLASSES

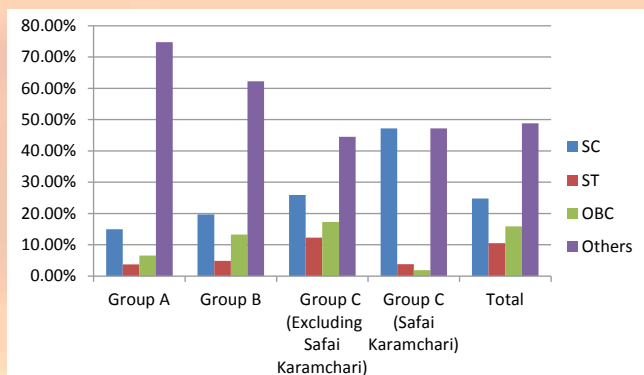
This Ministry has been making all possible efforts to ensure adequate representation of Scheduled Castes, Scheduled Tribes and Other Backward Classes in the posts and Services under its administrative control keeping in view the orders/instructions/guidelines issued by the Government in this regard. Efforts are also made to ensure adequate representation of officers belonging to Schedules 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 SC/ST/OBC in Services and for other benefits, issued from time to time by the Nodal Ministries/Departments, are circulated to all the Media Units for strict compliance.

The percentage of representation of SC, ST and OBC vis-à-vis the total number of employees in the Ministry including all its attached and subordinate offices as on 01.01.2016 was as under:

Category	Group A	Group B	Group C (Excluding Safai Karamchari)	Group C (Safai Karamchari)	Total
SC	14.95%	19.68%	25.89%	47.17%	24.78%
ST	3.75%	4.82%	12.30%	3.77%	10.50%
OBC	6.54%	13.25%	17.32%	1.89%	15.91%
Others	74.77%	62.25%	44.50%	47.17%	48.82%



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 role of this Ministry and its attached and subordinate offices.



HMIB Shri Venkaiah Naidu addressing at the 5th Edition of CII Big picture

9

REPRESENTATION OF PHYSICALLY DISABLED PERSONS IN SERVICE

The instructions and guidelines regarding Persons with Disabilities issued by the nodal Ministry/Department from time-to-time are 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 interest of Persons with Disabilities.

In accordance with the guidelines issued

by DoP&T, Special Recruitment Drive has been launched in the Ministry to fill up backlog vacancies reserved for Persons with Disabilities. The representation of Persons with Disabilities in this Ministry is also compiled annually and furnished to DoP&T. The representation of Persons with Disabilities in this Ministry collectively and in Direct Recruitment and Promotion quota as on 01.01.2017 is given below:-

Ministry of Information and Broadcasting
Government of India

#AskonAccessibleIndia

Accessible India Campaign
Accessible India - Empowered India

- Accessibility is the key to inclusion & equal access for people with disabilities
- Creating an accessible barrier-free environment is the first step towards it

[/MIB_India](#) [/Inbministry](#) [+Inbministry](#) [/Inbministry](#) [/Inbministry.blogspot.in](#) [/MIB_India](#)

PWD Report-I

ANNUAL STATEMENT SHOWING THE REPRESENTATION OF THE PERSONS WITH DISABILITIES IN SERVICE (for the year 2016, as on 01.01.2017)

Ministry/Department:-Ministry of Information & Broadcasting

Attached/Subordinate Office : Admn. II section, M/o I&B

Group	Number of Employees				
	Total	In Identified posts	VH	HH	OH
1.	2	3	4	5	6
Group A	1507	17	02	00	05
Group B	8893	111	06	07	52
Group C	20339	247	25	13	100
Group D	3562	65	03	01	07
Total	34301	440	36	21	164

Note :-

- (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 Orthopedically Handicapped (persons suffering locomotor disability or cerebral palsy).

PWD Report-II

**STATEMENT SHOWING THE NUMBER OF PERSONS WITH DISABILITIES APPOINTED DURING THE CALENDER YEAR FOR THE YEAR : 2016 (as on 01/01/2017)
MINISTRY OF INFROMATION & BROADCASTING**

GROUP	No. of Vacancies Reserved for PwD under Recruitment Quota			No. of Appointment Made in Direct Recruitment Quota				No. of Vacancies Reserved for PwD under Promotion Quota			No. of Appointment Made in Promotion Quota					
	VH	HH	OH	Total appointment made	Total appointment made in Identified Posts for PwD	VH	HH	OH	VH	HH	OH	Total appointment made	Total appointment made in Identified Posts for PwD	VH	HH	OH
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Group A	05	02	05	24	04	01	00	02	00	00	00	00	00	00	00	00
Group B	04	06	09	110	19	03	04	08	00	00	00	00	00	00	00	00
Group C & D	28	25	47	725	31	16	06	24	03	01	03	02	01	00	00	01
Total	37	33	61	859	54	20	10	34	03	01	03	02	01	00	00	01

Note :-

- (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 Orthopedically Handicapped (persons suffering from locomotor disability palsy)
- (iv) There is no reservation for Persons with Disabilities in case of promotion Group A and B Posts. However, persons with disabilities can be promoted to such posts, provided the concerned post is indentified suitable for persons with disabilities.



First Asia Pacific Broadcasting Union Dance Festival in Hyderabad hosted by Prasar Bharati in Hyderabad

10

USE OF HINDI AS OFFICIAL LANGUAGE

Hindi is the Official Language of the Union of India. There is a well-considered policy of the Government to accelerate the progressive use of Hindi in Official work. This Ministry has been emphasizing on the use of Hindi as per the Official Language Policy of the Government of India. The Official Language Implementation Committee (OLIC) in the Main Secretariat of the Ministry monitors the progressive use of Hindi in the Main 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 program as fixed by the Department of Official Language.

To provide necessary assistance in translation, implementation and monitoring of the Official Language Policy of the Government of India, the Main Secretariat of the Ministry has an approved strength of one Director (OL), one Deputy Director (OL), two Assistant Directors (OL), two Senior Hindi Translators and two Junior Hindi Translators.

In order to ensure issuance of all papers/documents under Section 3(3) of the Official Languages Act in bilingual form and that letters received in Hindi and signed in Hindi are invariably replied to in Hindi only, check-points were strengthened. In addition, quarterly progress reports received from

different sections and media units were reviewed and remedial actions were taken/suggestions were 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 during 14-28 September 2016. During this period, Essay Writing, Poetry, Noting/Drafting, Dictation, Translation, Debate and Quiz competitions were organized in which 82 officials participated, 52 officials (Both from Hindi and Non-Hindi speaking areas) won prizes.

An incentive scheme for original noting and drafting as per the directions of Deptt. Of Official Language, Ministry of Home Affairs is also operative. Three officials of the Ministry (Main Secretariat) were awarded cash prizes for the year 2015-16 under the scheme. In order to facilitate the officials in use of Hindi in official work, Hindi workshops were organized in the Ministry; attached & subordinate offices were also requested to organize Hindi workshops in their respective organizations.

The second sub-Committee of Parliament on Official Language has inspected 16 offices under this Ministry during the year. The suggestions made by the Committee were noted and remedial actions initiated for better implementation of the Official Language Policy. Other ten offices under the Ministry were also inspected.



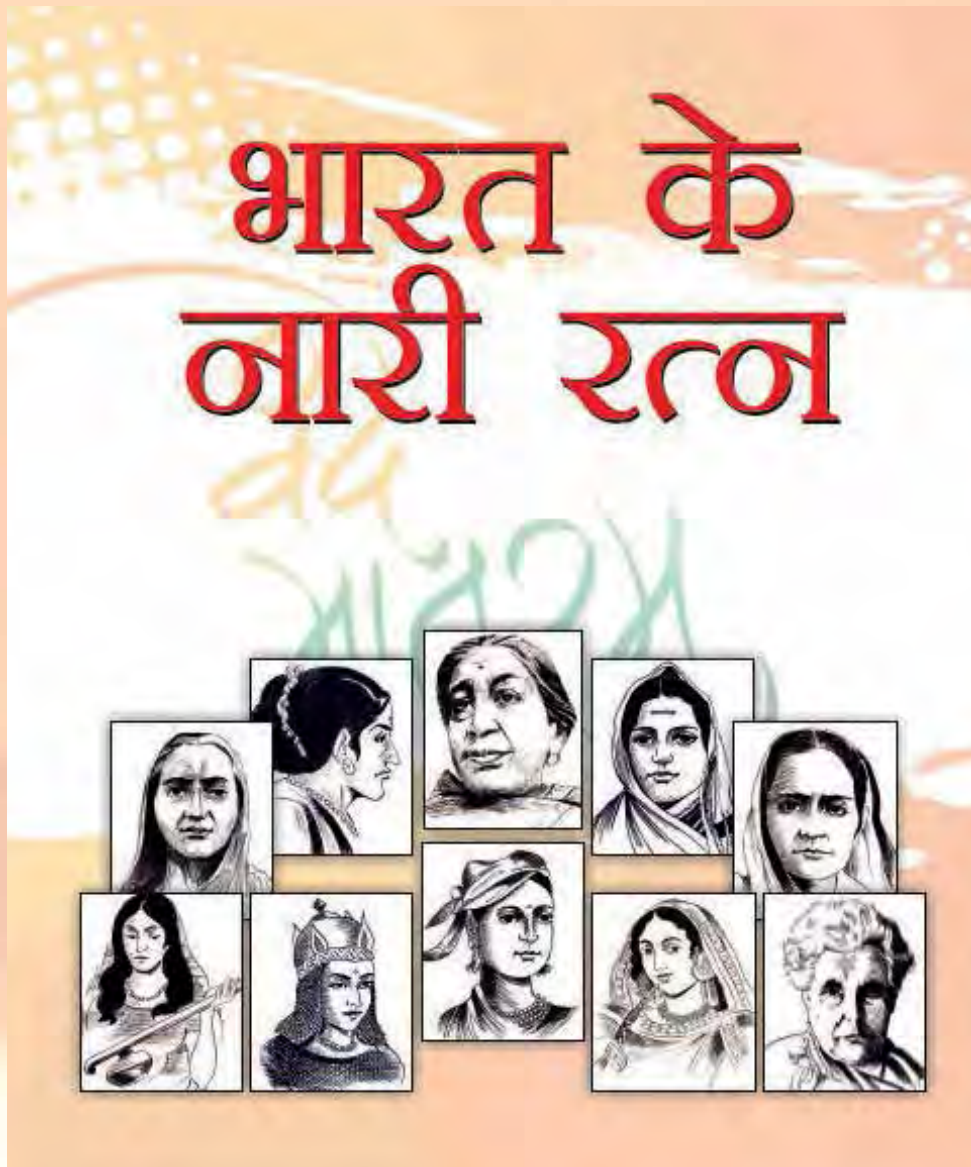
HMSIB Col. Rajyavardhan Rathore at an event organised by DFP Jaipur in collaboration with CRPF on Self defence for Girl Child

11

WOMEN WELFARE ACTIVITIES

To review the programmes and monitor implementation of development schemes for women in accordance with the guidelines of the National Commission for Women, a Women Cell was created in the Ministry in 1992. Later in accordance with the Supreme Court guidelines laid down in Vishakha &

Others Vs. State of Rajasthan case, the Cell was re-constituted on 16th May 2002 as the Complaint Committee for matters relating to sexual harassment at work place. An external expert from YWCA as non-official member in the Women Cell was included on 13th January, 2006.



Cover Page of Publication Division's book on Indian Women

Later on, in accordance with the guidelines of the Supreme Court and recommendation of National Commission for Women, Women's Cell has been renamed as "Internal Complaint Committee" on 25.10.2013.

This Committee has been reconstituted last time on 11.11.2016 vide Circular No. B-11020/17/2011-Admn.III (Vol- II). Ms. Anju Nigam, Joint Secretary (B-II), Ministry of Information & Broadcasting has been nominated as Chairperson of ICC. Besides, Ms. Kalpana David, National Secretary Administration, an external expert from YWCA of India has been nominated as non-

official member of this Committee. Three other women members and one male member of the Ministry are its official members.

The Internal Complaint Committees are also functioning in the attached/ subordinate offices and autonomous bodies of the Ministry. The Guidelines regarding Central Civil Services (Conduct) Rules, 1964 regarding prevention of sexual harassment of women at the workplace issued by Department of Personnel & Training from time to time are also forwarded to all the Media Units under this Ministry for adherence.



MoS I&B Col. Rajyavardhan Rathore along with Girl Students at the self defence training camp



HMIB Shri Venkaiah Naidu and HMSIB Col. Rajyavardhan Rathore at the Akashwani Annual Awards 2012-13 function



HMIB Shri M. Venkaiah Naidu addressing at the Akashvani Annual Awards Ceremony, in New Delhi

12

VIGILANCE RELATED MATTERS

The vigilance set up of the Ministry functions under the overall supervision of the Secretary, I&B. Vigilance Wing of the Ministry is headed by a Chief Vigilance Officer (CVO) at the level of Joint Secretary) who is appointed with the approval of Central Vigilance Commission (CVC) out of one of the Bureau Heads of the Ministry is assisted by a Deputy Secretary (Vigilance), an Under Secretary (Vigilance) and Vigilance Section. CVO of the Ministry provides a link between the Ministry and its subordinate/attached office and CVC as well as CBI. A full time Chief Vigilance Officer has been appointed for Prasar Bharati with the approval of CVC, who supervise 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 CVO of the Ministry coordinates vigilance activities of the attached and subordinate offices, public sector undertakings of the Ministry as per CVC guidelines.

Concerted efforts were made to streamline the procedures in order to minimize scope for corruption. 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 2016 to 31st December 2016, 90 regular and 66 surprise inspections were carried out. In addition a total of 22 areas have been selected for being kept under surveillance in the different media units and Main Secretariat of this Ministry. A week long Vigilance Awareness Week was observed by the Ministry of I&B and its Media Units from 31st October to 05th November, 2016.

During the period from 1st April, 2016 to 31 December 2016, 313 fresh complaints were received in the Ministry and its media units from different sources. These were examined and preliminary inquiries were ordered in 41 cases. In addition to this Preliminary inquiry reports in respect of 66 cases (current and old) were received during this period. Regular departmental action for major penalty was initiated in 17 cases and for minor penalty in 9 cases. During the period major penalties have been imposed in 14 cases and minor penalties in 9 cases. During the period under report 3 officials were placed under suspension and in 15 cases, administrative action have been taken under relevant provisions of rules.



Shri M. Venkaiah Naidu lighting the lamp to inaugurate the 'Independence Day Film Festival', in New Delhi. MoS Col. Rajyavardhan Rathore & Secretary I&B are also seen

13

CITIZENS' CHARTER & GRIEVANCE REDRESSAL MECHANISM

The Citizens'/Clients' Charter of Ministry of Information & Broadcasting is available on the website of the Ministry i.e. <http://www.mib.nic.in>. The following 12 main services have been included in the Charter which are being provided by this Ministry directly to its stakeholders:-

- (i) Issue of license for providing DTH services to prospective licensee;
- (ii) Issue of license to Multi System Operators;
- (iii) Issue of license for providing HITS services to prospective licensee;
- (iv) Registration of Television Rating Points (TRP) Agencies to operate in India;
- (v) Setting up teleports by TV Channels for up linking/ down linking;
- (vi) Issue of permission for Up linking/ Down linking of TV Channels uplinked from India;
- (vii) Issue of permission for Down linking of TV Channels uplinked from Abroad;
- (viii) Setting up of Community Radio Stations(CRS) by Non Governmental Organizations (NGO), Educational Institutes and Krishi Vigyan Kendras/ Institutes;
- (ix) Issue of approval letter for the publication of Indian editions of foreign magazines/ journal/ periodical/New Magazine by an entity having foreign investment in the category of Specialty/ Technical/ Scientific;
- (x) Issue of approval letter for the publication of Indian editions of foreign magazines dealing with news and current affairs/ newspapers by an entity having foreign investment/facsimile edition of foreign newspaper by an entity having/not having foreign investment;
- (xi) Grievance Redressal Mechanism; and
- (xii) Issue of permission letter to the foreign Producers for shooting of feature films for TV/Cinema and reality shows/ commercial TV serials

Grievance Redressal Mechanism

The Grievance petitions received in the Ministry are registered and processed in the computerized Centralized Public Grievance Redress and Monitoring System (CPGRAMS). All the petitions received are acknowledged according to norms fixed for the purpose. The acknowledgement letter contains registration number of the grievance, expected time of disposal and the details of the contact person. The grievance petitions are sent to the concerned media units/offices/divisions for taking necessary action to redress the grievance, with the direction to send a suitable reply to the petitioner, as per rules. These petitions are monitored on regular basis to keep track of their disposal, by sending reminders to the concerned offices/divisions and by convening review meetings etc. In all the media units, normally, an officer of the rank of Joint Secretary/Director/Deputy Secretary is designated as Public Grievance Officer of that Unit. In important and urgent nature of cases, senior officers of the concerned media units/offices hold discussions for quick disposal of the cases. The position regarding final disposal of petitions is also intimated to the authority/individuals concerned from whom the grievance is received, by post or through CPGRAMS.

The guidelines received from time to time regarding redressal of public grievances/ activating machinery for redressal of public grievances, from Department of Administrative Reforms and Public Grievances etc. are circulated to all media units/autonomous bodies etc. functioning under the aegis of

this Ministry. Disposal of grievances in the Ministry is monitored by the Secretary (I&B) also.

A similar mechanism is also in place in all the

attached/subordinate offices, autonomous bodies and public sector undertakings working under the administrative control of the Ministry.

TIME FRAME PRESCRIBED FOR REDRESSAL OF THE GRIEVANCES:

S. N.	Subject	Time
01.	Issue of acknowledgement/interim reply to the petitioner	3 days
02.	Time taken for transfer of the Grievance Petition to the concerned Administrative Wing/Responsibility Centre	7 days
03.	Time taken to give final reply to the petitioner from the date of receipt of grievance or date of receipt of clarification /additional information sought from the petitioner, whichever is later	2 months



Secretary I&B Shri Ajay Mittal addressing at the Pre Bid conference for E-Auction of 2nd batch of private FM Radio



HMIB Shri Venkaiah Naidu visiting exhibition area put up during SIMCON 2016. All India Radio showcasing its classics

14

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 CDs or in any other electronic mode or through printouts where such information is stored in a computer or in any other device.

Implementation of RTI Act in the Main Secretariat:

The Information and Facilitation Counter (IFC) of the Ministry was established on 4th July, 1997 in pursuance of the decision of the Government to make administration more transparent and responsive.

All Applications, appeals and decisions of the CIC under RTI Act, 2005 related to the Ministry and its attached, sub-ordinate offices, PSUs, autonomous bodies are received in IFC. 27 Central Public Information Officers (CPIOs) and 17 Appellate Authorities (AAs) 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 Secretariat of the Ministry. List of CPIOs and Appellate Authorities are available in this Ministry's website www.mib.nic.in

1746 applications and 193 appeals have been received during the period from 01.01.2016 to 14.12.2016 at IFC and all the applicants have been replied suitably as prescribed under RTI Act, 2005. A web portal namely RTI online with url 'https://rtionline.gov.in' was launched in April 2013 by Ministry of Personnel, Public Grievances & Pensions. The Ministry has received 785 online applications and 101 appeals which is included under 1746 applications and 193 appeals. RTI applications received physically through Dak are also being uploaded on RTI web portal w.e.f. 01.09.2014. An amount of ₹24,707/- has been received as application fee/ information charges/ inspection charges. Approximately 1300 visitors belonging to different States of India have been attended to by IFC. The information sought by them pertained to information relating to various TV Channels, Cable TV etc.

The Information and Facilitation Counter provides the following services to the clients/ customers of the Organization:

- (a) Information regarding services provided and programames, 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 Redressal 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.

Constant monitoring and review is done to ensure that the provisions contained under the Act are fully implemented.

Mechanism to deal with RTI applications

All applications received under RTI Act are scrutinized in the Section. Those RTI requests which do not concern this Ministry are transferred to the CPIO of the concerned Ministry. Remaining applications are forwarded to the concerned CPIOs after making necessary entries in the RTI Register.

As a mechanism to follow up on the pending applications, colour coded reminders are being issued to CPIOs on blue and pink papers after 15 and 25 days respectively so that there may not be any lapse in providing information to the applicant within the prescribed period of 30 days.

RTI applications and appeals received through online RTI portal are forwarded online to concerned CPIOs / AAs of the Ministry. All the CPIOs and AAs have been provided username and password to check status of the applications / appeals and send online replies.

Implementation of Section 4 of the RTI Act, 2005

The Ministry has already completed the obligations under Section 4(b)(i) and 4(b)(ii) which deals with suo-moto disclosure of all information held by the Public Authority and uploading the same in the public domain through its website. RTI applications, appeals and their replies are uploaded on the website by the Ministry. Quarterly Report giving the figures of applications/ appeals received, rejected, transferred is uploaded on the CIC's website regularly.

Implementation of RTI Act in the Attached/ Subordinate offices of the Ministry

CPIOs and Appellate Authorities have also been appointed by all the attached/ subordinate/ PSUs and autonomous bodies under this Ministry to work in accordance with the instructions issued in this regard by DoPT from time to time.



HMIB Shri Venkaiah Naidu inaugurating the National Film Archives of India exhibition at IFFI Goa



Shri Venkaiah Naidu addressing officers of Ministry of I&B, HUPA and UD. MoS Col. Rajyavardhan Rathore and Secretaries of these Ministries are also seen

Secretary, Ministry of Information and Broadcasting is the Chief Accounting Authority of the Ministry. Secretary performs this function with the assistance of Additional Secretary & Financial Advisor and the Chief Controller of Accounts.

The Chief Controller of Accounts is the administrative head of the Accounting Organization, and is assisted by a Controller of Accounts and 14 Pay & Accounts Officers. The Pay & Accounts Offices are located in Delhi, Mumbai, Kolkata, Chennai, Lucknow, Nagpur and Guwahati.

The major responsibilities of the office of Chief Controller of Accounts include:

- Preparation of the Annual Budget and Accounts of Ministry of Information & Broadcasting and all matters related thereto.
- Monitoring timely realization of receipt of the Ministry.
- Administration of the payments and accounting system through PAOs and DDOs in various units of the country;
- Preparation & submission of Statement of Central Transaction, Appropriation Accounts, Union Finance Accounts to O/o the CGA and Receipt Budget to Ministry of Finance;
- Publication of 'Accounts at a Glance' for the year;
- Providing general guidance to Internal Audit teams and liaison with the O/o C&AG of India;
- Ensure payment of grants in aid, loans and bills and monitor repayments and utilization certificates;
- Ensure speedy settlement of pension and other retirement benefits, General Provident Fund and other personal claims cases;.

- Exercise of the powers of the Head of the Department for the Accounting Organization and managing the cadre with reference to training, transfer, promotion, leave, vigilance and disciplinary matters etc;
- Function as Internal Finance Advisor to Press Information Bureau (PIB) and the Directorate of Field Publicity (DFP).

Payment and Accounting System

Payments relating to the Ministry are effected through designated Pay & Accounts Offices. E-payment system using the Government Electronic Payment Gateway (GePG) was introduced successfully in the Pay & Accounts Offices of the Ministry. Consequently, the amount due for payment is now credited directly to the recipient's bank account.

The Monthly Accounts and the Annual Appropriation Accounts of the Ministry are prepared in the form and in accordance with the timelines prescribed by the Controller General of Accounts (CGA) Ministry of Finance Government of India. The payment transactions are effected through COMPACT which is an application developed by the O/o CGA with technical support of National Information Centre (NIC). The data is then uploaded to e lekha which is the electronic payment and accounting software solution for the Civil Accounts Organization. Built on and around COMPACT running at Pay and Accounts Offices and other offline interfaces e lekha provides a system of core accounting with integration of daily, monthly and annual accounting process for value added reporting and monitoring mechanism. The PAOs render their monthly Accounts to the Pr. Accounts Office which compiles monthly accounts for the Ministry and transmits it to the office of Controller General of Accounts online through E-lekha module.

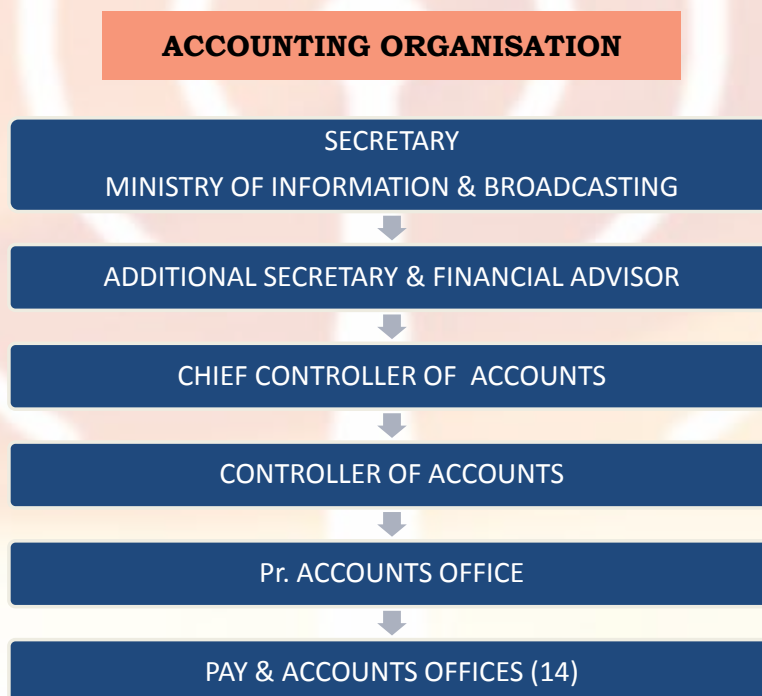
These applications have facilitated daily reporting of the expenditure vis-à-vis budgetary allocation till the lowest level of accounting, resulting in optimum utilization of the resources for effective monitoring of social projects initiated by various ministries/ departments of the central government.

The Central Plan Scheme Monitoring System (CPSMS), now known as Public Finance Management System is a Government of India public financial management reforms initiative which monitors programs in the social sector and tracks funds disbursed. The CPSMS is an initiative of the Central Government to ensure that the money is spent according to its intended purpose and provide an accounting of same. Till 31/03/2016 four Pay & Accounts offices of this Ministry (i.e Pao-Individual Running Ledger Accounting System, Pao-Directorate of Advertising & Visual Publicity, Pao-Main Secretariate, Pao-Film Division, Mumbai) has started making online payment through CPSM e-portal. This system includes (i) generation of sanction (ii) making of bills (iii) passing of bills (iv) payment to vendor and (v) accounting of expenditure. All these activities are online and reflect a true accounting picture at any time.

A summary of Receipts and Expenditure of the Ministry is being displayed on the website of Ministry of Information & Broadcasting every month along with corresponding figures of previous year.

Launch of non-tax revenue e-portal

NTRP portal provides a one-stop platform to citizens/corporate/other users for making online payment of Non-Tax Receipts to Government of India. The annual collection of Non Tax Receipts of Government of India is over Rs. 3 (three) lakh Crores. The biggest share flows from Dividends paid by Public Sector Undertaking, RBI, etc. The major items of Non Tax Receipts are interest receipts, spectrum charges, license fee, sale of forms, RTI application fee, etc. The online electronic payment in a completely secured IT environment will help common users/citizens from the hassle of visiting bank premises for issue of drafts and later to Government offices to deposit the instrument for availing services. It also stops avoidable delays in the remittance of these instruments into Government account as well as eliminates undesirable practices in the delayed deposit of these instruments into bank accounts.



IRLA (Individual Running ledger Accounting System)

Pay & Accounts Office (IRLA) came into existence along with other departmentalized PAOs of other Ministries. The idea of IRLA system (Individual Running Ledger Accounts) originated to keep all service and payment detail in a centralized system so that officers of media units of the Ministry of Information and Broadcasting and Prasar Bharati, who have an all India transfer liability can draw their Salary conveniently. Pay & Accounts Office (IRLA) is maintaining service and salary records of media units of the Ministry of Information and Broadcasting and offices of Prasar Bharati (Doordarshan & All India Radio) located in various cities all over India. This office disburses salary payments to approximately 1200 serving officers and facilitates payment of pensions to almost 12000 retired officers of Media Units of Ministry of Information and Broadcasting and Prasar Bharati. PAO (IRLA) is headed by the Chief Controller of Accounts who is assisted by 4 Accounts Officers and 8 Assistant Accounts Officers. Efforts are underway to upgrade the existing systems to provide better services to the officers.

Internal Audit

The Internal Audit function has always been an integral part of government financial management. Traditionally it has been a mechanism for assuring the Ministries that public funds are received and spent in compliance with appropriations and other relevant rules and laws. Internal Audit also reports on the quality of maintenance of accounting records so that use of government funds is appropriately reflected in the accounts. In Central Civil Ministries (Union Government), the internal audit function is discharged by the Controller General of Accounts in accordance with Allocation of Business Rules for Ministry of Finance, Department of Expenditure, item no 6 ©, which inter alia requires him to “oversee the maintenance of adequate standards of accounting by central civil accounts office”.

This largely explains the focus of Internal Audit Wings in central civil ministries on “Compliance Audit”.

Department of Expenditure has issued the Revised Charter of Financial Advisers which stipulates that Internal Audit Wings working under the control and supervision of Chief Controllers of Accounts/ Controllers of Accounts would move beyond compliance/regulatory audit and focus on:-

- Assessment of adequacy and effectiveness of internal controls in general, and soundness of financial systems and reliability of financial and accounting reports in particular;
- Identification and monitoring of risk factors (including those contained in Outcome Budget);
- Critical assessment of economy, efficiency and effectiveness of service delivery mechanism to ensure value for money; and
- Providing and effective monitoring system to facilitate mid course corrections.

The revised charter has thus augmented the scope of internal audit, from merely ascertaining whether the rules and regulations have been followed and procedures in accounting and financial matters complied with to include appraisal and evaluation of individual schemes, assessment of adequacy of internal control, monitoring of risk factors, efficiency etc.

The augmented scope of Internal Audit is in line with international best practices, as the audit function itself had evolved to take a more comprehensive view of economic and social implications of government operations- often termed as “value for money” or performance audit. In practical terms, the revised charter necessitates a change from “compliance audit” to an approach that focuses on risks that may potentially impede the achievement of the objectives of an organization/department/ ministry. In this new environment, internal auditors help programme managers by evaluating the

internal controls and commenting on their comprehensiveness, adequacy and efficacy in operational terms, thus facilitating mid-course corrections.

The Internal Audit Wing, working under the overall guidance of Financial Advisor has focused on strengthening governance structures, capacity building and leveraging technology in appropriate manner to ensure an efficient and effective Internal Audit practice.

The main thrust of inspection parties being to assist the Drawing and Disbursing Officers in the units of Prasar Bharati and Non-Prasar Bharati under various media units of the Ministry spread throughout the length and breadth of the country in proper discharge of their financial responsibilities. For the sake of administrative and functional convenience and economy, four Zonal Internal Audit parties have been established at New Delhi, Chennai, Mumbai and Kolkata, respectively. The audit reports are discussed by the concerned audit parties with the auditee units and forwarded to Internal Audit (IA) headquarters for vetting and issue after obtaining necessary approvals. The Internal Audit reports are reviewed at the HQs and important paras are taken up by the CCA/CA with the divisional heads for early

settlement.

During the year 2015-16, ADG (B&A), Prasar Bharati requested AS & FA to conduct Test Audit/Check of Non-Plan Expenditure under Salary Related Heads in respect of Grants-in-aid released by Ministry of Information & Broadcasting.

As per the records of Internal Audit, there are 568 Stations/Units of Prasar Bharati located all over India. Audit of all these stations is a voluminous exercise and Internal Audit Wing of M/o Information & Broadcasting does not have manpower to cover the same in a defined time period, also it will lead to diversion of manpower & deferment of Audit of all other media units. It will lead to a huge expenditure on travelling of audit personnel. Accordingly, Text Check/Audit of 76 units of Prasar Bharati located at 30 Stations was conducted by Internal Audit Parties stationed at Delhi, Kolkata, Chennai and Mumbai. The audit programme was accordingly approved by AS & FA. Another two Units also audited during 2015-16 of Song & Drama Division (i.e Delhi Region and Main Unit under Non-Prasar Bharati). The overall financial implication of various audit observations was nearly ₹11543.09 lakhs.

A summary of para of important irregularities and total amount involved therein should be shown under the following distinct headings:

Sr.No.	Nature of irregularities	No. of Para	Total amount involved (₹ In lakhs)
1	Non-recovery of Govt. dues from Central Govt. Department/State Govt./Govt. bodies/Private parties	4	69.23
2	Over payments	28	140.51
3	Idle machinery/surplus stores	0	0
4	Loss/in fructuous expenditure	0	0
5	Irregular expenditure	56	3061.29
6	Irregular purchase	0	0
7	Non-adjustment of advances-		
	Contingency Advance	0	0
	T.A Advance	0	0
	LTC Advance	0	0
8	Blocking of Govt. money	35	7395.59
9	Non-accounted of costly stores/Govt. money	0	0.00
10	Any other items of special nature	18	876.47
	Total	141	11543.09



Master Film Maker from Republic of Korea, Mr. Im Kwon Taek being conferred Life Time Achievement Award, at 47th IFFI Goa CM Laxmikant Parsekar. HMIB Shri Naidu is also seen

16

C & AG Paras

List of C&AG paras received from 01.04.2016 to 31.12.2016

S. No.	Report No. & Year	Para No.	Details of Subject
1.	11 of 2016 (Compliance Audit)	11.1	Working of Central Board Film Certification (CBFC)- Unexplained delay in the Certification Process, alerting order of films for examination by the committee, conversion of certified films from A to UA/A category etc.
2.	11 of 2016 (Compliance Audit)	11.2	Academic activities of Satyajit Ray Film and Television Institute (SRFTI)., Kolkata- Failed to introduce various courses as envisaged in its objectives even after 20 years of its establishment. The activities of the Institutes was marred with delay in completion of courses, Vacant seats, lesser teaching hours and gap in evaluation of performance of students.



Artists performing at the inauguration of the 47th International Film Festival of India (IFFI-2016), in Panaji, Goa

17

IMPLEMENTATION OF THE JUDGEMENTS/ORDERS OF CATS

As per the instructions received from Department of Personnel and Training, the information in r/o Implementation of the Judgements/Orders of CAT Cases was received from various Media Units & Main Secretariat of the Ministry. The status for the year 2015-16 is as follows:

S. N.	Media Units	No. of Orders received from CAT for the year 2015-16	No. of the Judgements/Orders implemented 2015-16
1	Main Secretariat*	4	4
2	DG: DAVP	2	1**
3	DPD	0	0
4	PIB	4	4
5	S&DD	0	0
6	DFP	6	6
7	RNI	0	0
8	Photo Division	0	0
9	New Media Wing	#	#
10	PCI	0	0
11	IIMC	0	0
12	DG: AIR (including CCW)	93	49
13	DG: DD	61	53
14	BECIL	0	0
15	CBFC	2	2
16	SRFTI	1	1
17	FTII	0	0
18	Films Division	2	0***
19	NFDC	0	0
20	NFAI	0	0
21	CFSI	0	0
22	DFP	#	#
23	PAO	#	#
24	EMMC	0	0
	TOTAL	175	120

* Information in r/o Main Secretariat does not include BA(P) /F(F) /F(I)/ F(PSU) section/ desk

** One implemented and in the other one no action was required on the part of respondent

*** One is not yet implemented, while no action is required in another one

Data not received



International Jury members of 47th IFFI. Secretary I&B Shri Ajay Mittal and Bollywood actor Shri Sushant Rajput are also seen

18

PLAN OUTLAY

Plan Programmes

Plan Outlay (2016-17):

The Plan outlay for 2016-17 in respect of the Ministry of I&B was ₹1000 Crore (₹ 800 crore GBS + ₹ 200 crore IEBR).

(₹ in crore)

S. No.	Sector	GBS	IEBR	Total
1	Information Sector	183.02	0.00	183.02
2	Films Sector	141.48	0.00	141.48
3	Broadcasting Sector	475.50	200.00	675.50
	Total	800.00	200.00	1000.00

- Scheme wise break-up of the Annual Plan 2016-17 is annexed.
- The North East component at ₹80.00

crore represents 10 % of the total plan outlay (GBS) of ₹ 800 crore earmarked for Plan Schemes. The break-up of North East component is as under:

(₹ in crore)

Information Sector	
PIB	2.00
DAVP	13.25
IIMC	2.00
Photo Division	0.05
DFP	0.50
S&DD	1.00
Film Sector	
Main Sectt.(Film Wing Schemes)	3.00
Broadcasting Sector	
AIR	31.00
Doordarshan	27.00
Main Sectt. (Broadcasting)	0.20
Total	80.00

Ministry of Information and Broadcasting
Statement of Budget Estimates 2016-17 (Scheme-wise)

(₹ in crore)				
Sl. No	Name of the Scheme	Total Plan Provision (2016-17)	Provision earmarked for NER (2016-17)	Provision as shown in Statement of Budget Estimates (2016-17)
1	2	3	4	5
	INFORMATION SECTOR			
A	On-going Schemes			
1	Setting up of National Press Centre at New Delhi (PIB)	0.00	0.00	0.00
2	Up-gradation of IIMC to International Standards (IIMC)	6.00	0.00	6.00
3	Construction of Sookna Bhawan (MS) Completed	0.00	0.00	0.00
	Total	6.00	0.00	6.00
B	New Schemes			
4	Media Infrastructure Development Programme			
4.1	Revamping & Restructuring of DAVP (DAVP)	3.00	0.00	3.00
4.2	Modernisation of PIB (PIB)	5.00	0.00	5.00
4.3	Opening up of New Regional Centers of IIMC (IIMC)	13.00	2.00	11.00
4.4	Revitalization, up-gradation and modernization of Publications Division and Employment News (Publications Division)	5.00	0.00	5.00
4.5	National Centre of Photography and Special Drive for North Eastern States (Photo Division)	1.12	0.05	1.07
4.6	Strengthening of RNI Headquarters (RNI)	0.50	0.00	0.50
	Total	27.62	2.05	25.57
5	Development Communication & Dissemination			
5.1	People's Empowerment through Development Communication (Conception and Dissemination) (DAVP)	125.60	13.25	112.35

(₹ in crore)

Sl. No	Name of the Scheme	Total Plan Provision (2016-17)	Provision earmarked for NER (2016-17)	Provision as shown in Statement of Budget Estimates (2016-17)
1	2	3	4	5
5.2	Media Outreach Programme and Publicity for Special Events (PIB)	8.00	2.00	6.00
5.3	Direct Contact Programme by Directorate of Field Publicity (DFP)	4.00	0.50	3.50
5.4	Live Arts and Culture (S&DD)	3.00	1.00	2.00
5.5	Social Media Platform (MS)	4.00	0.00	4.00
	Total	144.60	16.75	127.85
6	Human Resource Development			
6.1	Training for Human Resource (excluding Prasar Bharati)(Main Sectt.)	3.00	0.00	3.00
6.2	International Media Programme (Main Sectt.)	0.15	0.00	0.15
6.3	Policy Related Studies, Seminar, Evaluation, etc. for all three sectors (excluding Prasar Bharati) (Main Sectt.)	0.15	0.00	0.15
6.4	HRD of Film Media Units(Main Sectt.)	1.00	0.00	1.00
6.5	Payment for Professional Services (Main Sectt.)	0.50	0.00	0.50
	Total	4.80	0.00	4.80
	Grand Total (Information Sector)	183.02	18.80	164.22
	Total On-going schemes	6.00	0.00	6.00
	Total New schemes	177.02	18.80	158.22
	FILM SECTOR			
A	Ongoing Schemes			
7	National Museum of Indian Cinema (FD)	28.69	0.00	28.69
8	Grant-in-Aid to SRFTI (SRFTI) Completed	0.00	0.00	0.00
	Total	28.69	0.00	28.69
B	New Schemes			
9	Infrastructure Development Programme relating to Film Sector			

(₹ in crore)				
Sl. No	Name of the Scheme	Total Plan Provision (2016-17)	Provision earmarked for NER (2016-17)	Provision as shown in Statement of Budget Estimates (2016-17)
1	2	3	4	5
9.1	Upgradation, modernisation and expansion of CBFC and certification process (CBFC)	4.00	0.00	4.00
9.2	Upgradation of Siri Fort Complex (DFF)	1.00	0.00	1.00
9.3	Upgradation of building infrastructure of Films Division (FD)	1.68	0.00	1.68
9.4	Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library (NFAI)	5.00	0.00	5.00
9.5	Grant-in-Aid to FTII – Upgradation and Modernisation of FTII (FTII)	20.00	0.00	20.00
9.6	Infrastructure development in SRFTI (SRFTI)	7.00	0.00	7.00
	Total	38.68	0.00	38.68
10	Development Communication & Dissemination of Filmic Content			
10.1	Promotion of Indian cinema through film festivals and film markets in India and abroad (Main Sectt.)	20.00	2.00	18.00
10.2	Production of films and documentaries in various Indian languages (Main Sectt.)	16.00	1.00	15.00
10.3	Centenary Celebrations of Indian Cinema (Main Sectt.) Completed	0.00	0.00	0.00
10.4	Webcasting of Film Archives (FD)	1.00	0.00	1.00
10.5	Acquisition of archival films and film material (NFAI)	2.00	0.00	2.00
	Total	39.00	3.00	36.00
	Missions /Special Projects			
11	National Film Heritage Mission (Main Sectt.)	30.00	0.00	30.00
12	Anti-Piracy initiatives (Main Sectt.)	0.01	0.00	0.01
13	Setting up a Centre of Excellence for Animation, Gaming and VFX (Main Sectt.)	5.10	0.00	5.10

(₹ in crore)

Sl. No	Name of the Scheme	Total Plan Provision (2016-17)	Provision earmarked for NER (2016-17)	Provision as shown in Statement of Budget Estimates (2016-17)
1	2	3	4	5
	Total	35.11	0.00	35.11
	Grand Total (Film Sector)	141.48	3.00	138.48
	Total On-going schemes	28.69	0.00	28.69
	Total New schemes	112.79	3.00	109.79
	BROADCASTING SECTOR			
A	Main Sectt			
14	Strengthening of Electronic Media Monitoring Centre (EMMC)	12.00	0.00	12.00
15	Supporting Community Radio Movement in India	4.00	0.20	3.80
16	Infrastructure Support Cell in the Ministry renamed as Digitisation Mission	5.00	0.00	5.00
17	Automation of Broadcasting Wing	4.50	0.00	4.50
	Total (Main Sectt.)	25.50	0.20	25.30
B	Prasar Bharati			
18	Grant-in-aid to Prasar Bharati	390.00	50.00	340.00
19	Grant-in-aid to Prasar Bharati for Kisan Channel	60.00	8.00	52.00
	Total Prasar Bharati	450.00	58.00	392.00
	Total - Broadcasting Sector	475.50	58.20	417.30
	Grand Total of Budgetary Support (Information+Film+Broadcasting)	800.00	80.00	720.00
20	New Content Development to be financed by IEBR by Prasar Bharati			
	AIR	75.00	0.00	75.00
	DD	125.00	0.00	125.00
	Sub-Total	200.00	0.00	200.00
	OVERALL PLAN SIZE	1000.00	80.00	920.00



A delegation of Senior Editors & Journalist of Nepal meeting Secretary, Ministry of Information & Broadcasting, Shri Ajay Mittal, in New Delhi

Demand No. 59- Ministry of Information & Broadcasting

(₹ in thousands)							
	Name of Media Unit/Activity	B.E. 2016-17			R.E. 2016-17		
		Plan	Non Plan	Total	Plan	Non-Plan	Total
	Revenue Section						
	Major Head-'2251'- Secretariat Social Services						
1.	Main Sectt. (including PAO)	0	703200	703200	0	735200	735200
	Major Head -'2205' - Art & Culture Certification of Cinematographic films for public exhibition						-
2.	Central Board of Film Certification		90000	90000	0	88000	88000
3.	Film Certification Appellate Tribunal	0	3200	3200	0	2800	2800
	Total Major Head '2205'	0	93200	93200	0	90800	90800
	Major Head - '2220' - Information, Films & Publicity						
4.	Films Division	10000	594600	604600	9200	521800	531000
5.	Directorate of Film Festivals	0	131200	131200	0	132200	132200
6.	National Film Archive of India	20000	59200	79200	20000	60200	80200
7.	Grants-in-aid to Satyajit Ray F.&T.I., Kolkata	70000	134700	204700	70000	133700	203700
8.	Grants-in-aid to Children's Film Society of India (CFSI)	0	31000	31000	0	31000	31000
9.	Grants-in-aid to Film & Television Institute of India, Pune	200000	246600	446600	200000	235400	435400
10.	Film Wing Plan Schemes	639100	0	639100	568900	0	568900
11.	Information Wing Plan Schemes	78000	0	78000	75600	0	75600

(₹ in thousands)							
	Name of Media Unit/Activity	B.E. 2016-17			R.E. 2016-17		
		Plan	Non Plan	Total	Plan	Non-Plan	Total
12.	Broadcasting Wing Plan Schemes	133000	0	133000	74300	0	74300
13.	Electronic Media Monitoring Centre (EMMC)	100000	14200	114200	96000	6200	102200
14.	New Media Wing (erstwhile Research, Reference & Training Division)	0	29400	29400	0	28800	28800
15.	Grant-in-aid to Indian Institute of Mass Communication (IIMC)	170000	133700	303700	118500	188300	306800
16.	Directorate of Advertising & Visual Publicity	1153500	845600	1999100	1529600	672000	2201600
17.	Press Information Bureau (PIB)	110000	704100	814100	76100	695000	771100
18.	Grants-in-aid to Press Council of India	0	73800	73800	0	74100	74100
19.	News Pool Cell (Professional Services)	0	100	100	0	0	0
20.	Directorate of Field Publicity (DFP)	35000	679600	714600	410300	664500	1074800
21.	Song and Drama Division (S&DD)	20000	427000	447000	20000	417000	437000
22.	Publications Division	50000	371500	421500	60000	376500	436500
23.	Employment News	0	223500	223500	0	135500	135500
24.	Registrar of Newspapers for India	5000	73600	78600	5000	74500	79500
25.	Photo Division	10700	54700	65400	10700	44000	54700
26.	Private FM Radio Station	0	38500	38500	0	20000	20000
27.	Contribution to International programme for the Development of Communication (IPDC)	0	2100	2100	0	2100	2100
28.	Contribution to Asia Pacific Institute for Broadcasting Development (AIBD)	0	2600	2600	0	2600	2600
	Total: Major Head '2220'	2804300	4871300	7675600	3344200	4515400	7859600

(₹ in thousands)

	Name of Media Unit/Activity	B.E. 2016-17			R.E. 2016-17		
		Plan	Non Plan	Total	Plan	Non-Plan	Total
	Total: Major Head '2251', '2205' and '2220'	2804300	5667700	8472000	3344200	5341400	8685600
	Broadcasting (Major Head - '2221')						
	Grants to Prasar Bharati (Minor Head)						
29.	Prasar Bharati						
	Grants-in-aid General	450000	1635000	2085000	450000	1826800	2276800
	Grants for Creation of Capital Assets	3470000	0	3470000	3470000	0	3470000
	Grants-in-aid Salaries	0	25533600	25533600	0	25841800	25841800
	Total- Prasar Bharati	3920000	27168600	31088600	3920000	27668600	31588600
	Total - Broadcasting	3920000	27168600	31088600	3920000	27668600	31588600
30.	North Eastern Area other expenditure scheme for the benefit of North Eastern Region & Sikkim						
	Lump Sum Provision (Major Head - 2552)	800000	0	800000	860000	0	860000
	Total - Revenue Section	7524300	32836300	40360600	8124200	33010000	41134200
	Capital Section						
I.	Machinery & Equipment						
31.	Acquisition of Equipment for Films Division	2800	0	2800	2800	0	2800
32.	National Film Heritage Mission - Machinery & Equipment	2000	0	2000	100	0	100
33.	Acquisition of Equipment for Establishment of Computerised Management system and modernization of certification process of CBFC	30000	0	30000	27100	0	27100
34.	Film Festival Complex - Additions and alterations - Machinery and Equipment	100	0	100	0	0	0
35.	Electronic Media Monitoring Centre - Machinery & Equipment	100	0	100	100	0	100

(₹ in thousands)							
	Name of Media Unit/Activity	B.E. 2016-17			R.E. 2016-17		
		Plan	Non Plan	Total	Plan	Non-Plan	Total
II.	Buildings						
	Upgradation of building infrastructure of Films Division- Major Works	14000	0	14000	14000	0	14000
37.	Setting up Museum of Moving Images (FD) Major Works	286900	0	286900	343900	0	343900
38.	Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library	50000	0	50000	40000	0	40000
39.	Film Festival Complex - Additions and alterations - Major Works	9900	0	9900	0	0	0
40.	National Film Heritage Mission - Major Works	50000	0	50000	19900	0	19900
41.	Upgradation and expansion of Infrastructure of CBFC	10000	0	10000	8000	0	8000
42.	Electronic Media Monitoring Centre - Major Works	19900	0	19900	19900	0	19900
	Total - Capital Section Major Head '4220'	475700	0	475700	475800	0	475800
	Total - Demand No. 59	8000000	32836300	40836300	8600000	33010000	41610000

(₹ in thousands)				
	Name of Media Unit/Activity	B.E. 2017-18		
		Scheme	Non-Scheme	Total
Revenue Section				
A. ESTABLISHMENT EXPENDITURE OF THE CENTRE				
Major Head-'2251' -Secretariat Social Services				
1	Main Sectt. (including PAO)	0	795200	795200
	Major Head -'2205' - Art & Culture Certification of Cinematographic films for public exhibition			
2	Central Board of Film Certification	0	99000	99000
3	Film Certification Appellate Tribunal	0	3300	3300
	Total Major Head '2205'	0	102300	102300
	Major Head - '2220' - Information, Films & Publicity			
4	Films Division	0	572300	572300
5	Directorate of Film Festivals	0	134200	134200
6	National Film Archive of India	0	59950	59950
7	Electronic Media Monitoring Centre (EMMC)	0	8500	8500
8	New Media Wing (erstwhile Research, Reference & Training Division)	0	33800	33800
9	Directorate of Advertising & Visual Publicity	0	714200	714200
10	Press Information Bureau (PIB)	0	735000	735000
11	News Pool Cell (Professional Services)	0	0	0
12	Directorate of Field Publicity (DFP)	0	676000	676000
13	a. Song and Drama Division :Voted (S&DD)	0	457000	457000
	b. Song and Drama Division :Charged (S&DD)	0	0	0
14	Publications Division	0	376500	376500
15	Employment News	0	136000	136000
16	Registrar of Newspapers for India	0	79500	79500
17	Photo Division	0	52000	52000
18	Private FM Radio Station	0	20000	20000
19	Contribution to International programme for the Development of Communication (IPDC)	0	2100	2100
20	Contribution to Asia Pacific Institute for Broadcasting Development (AIBD)	0	2600	2600

(₹ in thousands)				
	Name of Media Unit/Activity	B.E. 2017-18		
		Scheme	Non-Scheme	Total
21	Payment of annual membership subscription to Association of Moving Images Archivists (AMIA)	0	40	40
22	Contribution to membership of International Organizations by NFAI	0	210	210
	Total: Major Head '2220'	0	4059900	4059900
	Total: Establishment Expenditure of the Centre	0	4957400	4957400
B. CENTRAL SECTOR SCHEMES				
23	Webcasting of Film Archives (Films Division)	2500	0	2500
24	Acquisition of Archival Film & Film Material (NFAI)	20000	0	20000
25	Infrastructure Development in SRFTI	80000	0	80000
26	Grant-in-aid to FTII- Upgradation and Modernization of FTII	180000	0	180000
27	Film Wing Schemes (Main Secretariat)	1356500	0	1356500
28	Information Wing Schemes (Main Secretariat)	88000	0	88000
29	Broadcasting Wing Schemes (Main Secretariat)	108000	0	108000
30	Strengthening of Electronic Media Monitoring Centre (EMMC)	100000	0	100000
31	Indian Institute of Mass Communication (IIMC)	160000	0	160000
	(a) Opening of New Regional Centres of IIMC	120000	0	120000
	(b) Upgradation of IIMC to International Standards	40000	0	40000
32	Directorate of Advertising & Visual Publicity (DAVP)	1153000	0	1153000
	(a) Revamping & Restructuring of DAVP	32500	0	32500
	(b) People's Empowerment through Development Communication & Dissemination	1120500	0	1120500
33	Press Information Bureau (PIB)	82000	0	82000
	(a) Modernization of PIB	50000	0	50000
	(b) Media Outreach Programme and Publicity for Special Events (PIB)	32000	0	32000
34	Direct Contact Programme by DFP	55000	0	55000
35	Live, Arts & Culutre (S&DD)	25000	0	25000
36	National Centre of Photography and Special	12000	0	12000

(₹ in thousands)				
	Name of Media Unit/Activity	B.E. 2017-18		
		Scheme	Non-Scheme	Total
	Drive for North Eastern States (Photo Division)			
37	Revitalization, Up-gradation and modernization of Publicaiton Division and Employment News	60000	0	60000
38	Strengthening of Registrar of Newspapers for India (RNI) Headquarters	5000	0	5000
	Total: Major Head '2220'	3487000	0	3487000
	Broadcasting (Major Head - 2221)			
	Grants to Prasar Bharati (Minor Head)			
39	Grants-in-aid to Prasar Bharati	3080000	0	3080000
	Grants for Creation of Capital Assets	3080000	0	3080000
40	Grants-in-aid to Prasar Bharati for Kisan Channel	700000	0	700000
	Grants-in-aid General	550000	0	550000
	Grants for Creation of Capital Assets	150000	0	150000
	Total- Grants to Prasar Bharati	3780000	0	3780000
	Total - Broadcasting	3780000	0	3780000
41	North Eastern Area other expenditure scheme for the benefit of North Eastern Region & Sikkim Lump Sum Provision (Major Head - 2552)	842000	0	842000
	Total - Revenue Section	8109000	0	8109000
	Capital Section (Major Head 4220)			
	I. Machinery & Equipment			
41	Acquisition of Equipment for Films Division	2000	0	2000
42	National Film Heritage Mission - Machinery & Equipment	5000	0	5000
43	Acquisition of Equipment for Establishment of Computerised Management system and modernization of certification process of CBFC	27000	0	27000
44	Film Festival Complex - Additions and alterations - Machinery and Equipment	100	0	100
45	Electronic Media Monitoring Centre - Machinery & Equipment	100	0	100
	II. Buildings			0
46	Upgradation of building infrastructure of Films Division- Major Works	14000	0	14000

(₹ in thousands)				
	Name of Media Unit/Activity	B.E. 2017-18		
		Scheme	Non-Scheme	Total
47	Setting up Museum of Moving Images (FD) Major Works	80000	0	80000
48	Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library	30000	0	30000
49	Film Festival Complex - Additions and alterations - Major Works	9900	0	9900
50	National Film Heritage Mission - Major Works	95000	0	95000
51	Upgradation and expansion of Infrastructure of CBFC	8000	0	8000
52	Electronic Media Monitoring Centre - Major Works	19900	0	19900
	Total - Capital Section Major Head '4220'	291000	0	291000
	Total- Central Sector Schemes	8400000	0	8400000
III. OTHER CENTRAL EXPENDITURE (AUTONOMOUS BODIES)				
53	Grant-in-aid to Indian Institute of Mass Communicaiton (IIMC)	0	212300	212300
54	Grant-in-aid to Press Council of India (PCI)	0	85400	85400
55	Grant-in-aid to Chidren's Film Society, India (CFSI)	0	32000	32000
56	Grant-in-aid to Film & Television Institute of India, Pune (FTII)	0	292200	292200
57	Grant-in-aid to Satyajit Ray Institute of Film & Television Institute, Kolkata (SRFTI)	0	143700	143700
58	Grant-in-aid to Prasar Bharati	0	29967000	29967000
	Total - Other Central Expenditure (Autonomous Bodies)	0	30732600	30732600
	Total - Demand No. 59	8400000	35690000	44090000



HMIB Shri M. Venkaiah Naidu along with Secretary I&B, Shri Ajay Mittal visiting the exhibition setup on the occasion of 28th SIMCON



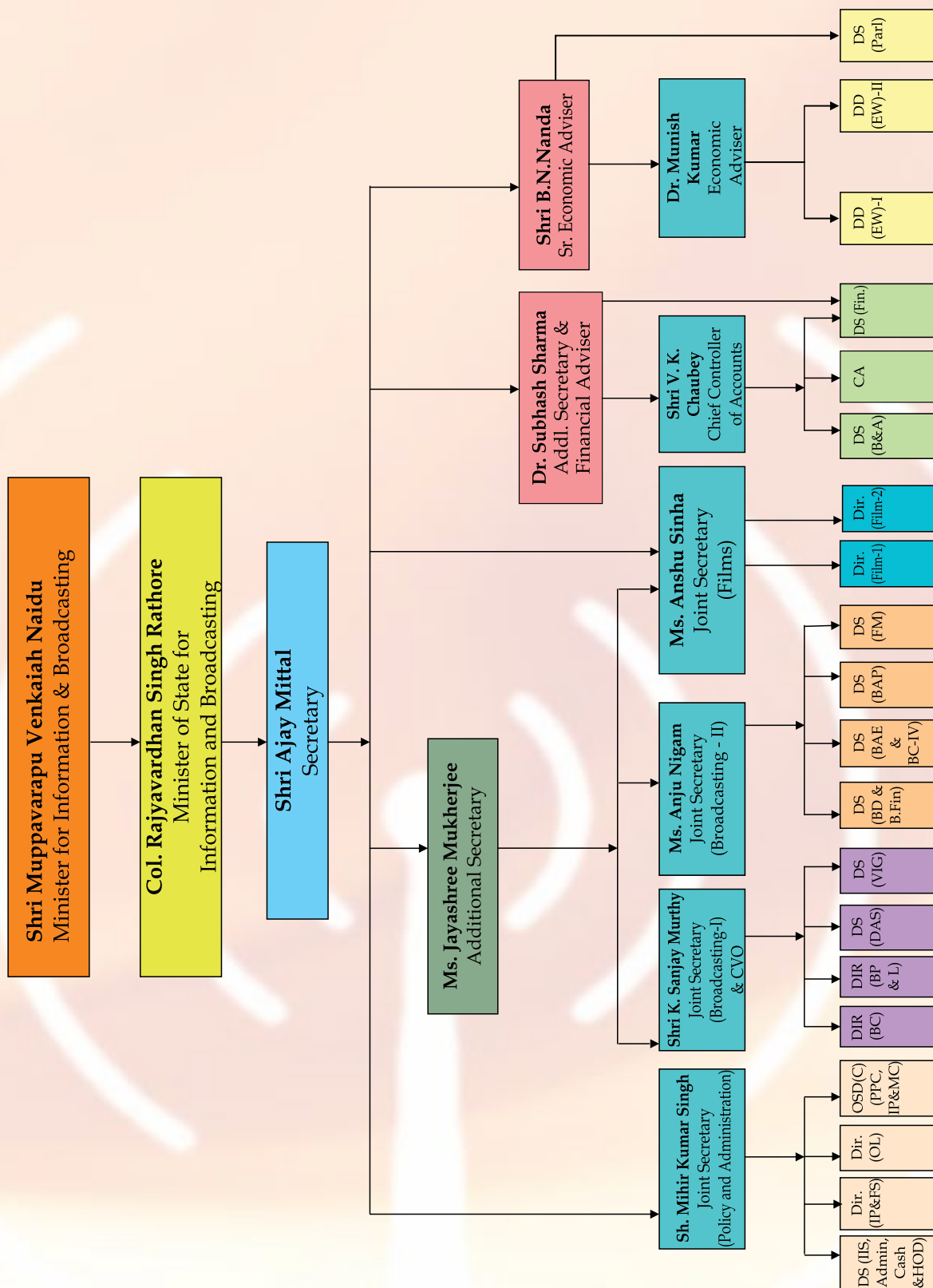
Shri Ajay Mittal, Secretary I&B addressing at the 47th IFFI in Goa

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ORGANISATIONAL CHART OF MINISTRY OF I&B

- **Organisational Chart**
- **Designations In The Ministry**
- **Website Addresses**

Organisational Chart of Ministry of Information and Broadcasting



Designations In The Ministry

Secretary	Secretary
A.S	Additional Secretary
AS & FA	Additional Secretary & Financial Adviser
Sr. Economic Adviser	Senior Economic Adviser
JS(P&A)	Joint Secretary(Policy & Administration)
JS (B-I)	Joint Secretary (Broadcasting-I)
JS(F)	Joint Secretary (Films)
JS(B-II)	Joint Secretary (Broadcasting-II)
Economic Adviser	Economic Adviser
CCA	Chief Controller of Accounts
Director(Films-I)	Director (Films-I)
Director(Films-II)	Director (Films-II)
Director (BC)	Director (Broadcasting Content)
Director(BP&L)	Director(Broadcasting Policy& Legislation)
Director(IP&FS)	Director(Information Policy & Films Society)
DS(BD& B(Fin.))	Deputy Secretary (Broadcasting Development & Broadcasting Finance)
DS(FM)	Deputy Secretary (Frequency Modulation)
Director(OL)	Director(Official Language)
DS(Fin.)	Deputy Secretary (Finance)
DS(BAP)	Deputy Secretary (Broadcasting Administration Programme)
OSD (C)	Officer on Special Duty (Co-ordination)
DS (IIS, Cash, Admn. & HoD)	Deputy Secretary(Indian Information Service, Cash, Administration, & Head of Department)
DS(DAS)	Deputy Secretary(Digital Addressable System)
DS(BAE)	Deputy Secretary (Broadcasting Administration Engineering)
DS(B&A)	Deputy Secretary(Budget & Account)
CA	Controller of Accounts
US(MUC)	Under Secretary(Media Unit Coordination)
US (FS & Parl.)	Under Secretary (Films Society & Parliament)
US (Admn.II &IV)	Under Secretary (Administration II&IV)
US(Admn.I , III & Cash)	Under Secretary (Administration I, III & Cash)
US (Vigilance)	Under Secretary (Vigilance)
US(IIS)	Under Secretary(Indian Information Service)

US(NMC/NMW)	Under Secretary(New Media Cell/New Media Wing)
US(PPC, IP&MC)	Under Secretary(Policy Planning Cell & Information Policy & Media Coordination)
US (BC-I,II & III)	Under Secretary (Broadcasting Content-I, II & III)
US (INSAT - TV)	Under Secretary (Indian Satellite Television))
US(Press)	Under Secretary (Press)
US (DAS)	Under Secretary (Digital Addressable System)
US (BP&L)	Under Secretary (Broadcasting Policy & Legislation)
US (BD & B Fin.)	Under Secretary (Broadcasting Development & Broadcasting Finance)
DD(FM)	Deputy Director (Frequency Modulation)
US (BAP-I)	Under Secretary (Broadcasting Administration Programme-I)
US (BAP-II)	Under Secretary (Broadcasting Administration Programme-II)
US (BA-E)	Under Secretary (Broadcasting Administration Engineering)
US(BC-IV)	Under Secretary(Broadcasting Content- IV)
US (F-I & III)	Under Secretary (Finance-I & Finance-III)
US (Fin-II)	Under Secretary (Finance-II)
US (B&A)	Under Secretary (Budget & Accounts)
US[F (C), F(F) & F(I)	Under Secretary (Films Certification, Film Festival, and Film Industry)
US(F(A), F(FTI) & F(PSU)	Under Secretary (Films Administration, Film & Television Institute & Film Public Sector Undertaking)
US(FA & F PSU)	Under Secretary (Films Administration and Films Public Sector Undertaking)
DD(EW)-I	Deputy Director (Economic Wing)-I
DD(EW)-II	Deputy Director (Economic Wing)-II
AD(OL)-1	Assistant Director(Official Language)-1
AD(OL)-2	Assistant Director(Official Language)-2
DD(CRS)	Deputy Director(Community Radio Station)
Admn-I	Administration-I
Admn-II	Administration-II
Admn-III	Administration-III
Admn-IV	Administration-IV
Cash	Cash
Parliament Cell	Parliament Cell
MUC	Media Unit Cell

FS Desk	Films (Society) Desk
OL	Official Language
Vigilance	Vigilance
IP&MC	Information Policy & Media Coordination
PP Cell	Policy Planning Cell
Press	Press
IIS	Indian Information Service
F (F) Desk	Films(Festivals)Desk
F (FTI) Desk	Films(Film & Television Institute) Desk
F (A) Desk	Films(Administration) Desk
F (C) Desk	Films(Certification) Desk
F(I) Desk	Films(Industry) Desk
F(PSU) Desk	Film(Public Sector Undertaking) 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 (Fin.)	Broadcasting (Finance)
BP&L	Broadcasting Policy & Legislation
BA-P	Broadcasting Administration-Programme
FM Cell	Frequency Modulation Cell
CRS Cell	Community Radio Stations Cell
INSAT-TV	Indian Satellite Television
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
NMC/NMW	New Media Cell/New Media Wing
P&AO	Pay & Accounts Officer
IFC	Information Facilitation Counter

Website Address of Media Units under Ministry of I&B

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	Publication Division	www.publicationsdivision.nic.in
4	Registrar of Newspaper of India	www.rni.nic.in
5	Directorate of Field Publicity	www.dfp.nic.in
6	Photo Division	www.photodivision.gov.in
7	Indian Institute of Mass Communication	www.iimc.nic.in
8	Press Council of India	www.presscouncil.nic.in
9	New Media Wing	
10	Prasar Bharati (i) Doordarshan (ii) All India Radio	www.prasarbharati.gov.in www.ddindia.gov.in www.allindiaradio.gov.in
11	Song and Drama Division	
12	Directorate of Film Festival	www.dff.nic.in
13	Broadcasting Engineering Consultant India Limited	www.becil.com
14	Films Division	www.filmsdivision.org
15	Children's Film Society of India	www.cfsindia.org
16	Film and Television Institute of India	www.ftiindia.com
17	National Film Development Corporation Ltd.	www.nfdcindia.com
18	Central Board of Film Certification	www.cbfcindia.gov.in
19	Satyajit Ray Film and Television Institute	www.srfti.gov.in
20	National Film Archives of India	www.nfaipune.gov.in
21.	Electronic Media Monitoring Centre	www.emmc.gov.in

Discontinuation of Volume-II of Annual Report of Ministry of Information and Broadcasting

As per the recommendations of the Estimates Committee, communicated by Lok Sabha Secretariat vide their O.M. No. 61/2/EC/2009 dated 18th December 2009, the Volume-II of the Annual Report of Ministry of Information and Broadcasting has been discontinued from the Year 2009-10 onwards.

However, the same is available on the website of the Ministry at www.mib.nic.in or www.mib.gov.in in the same format as published earlier in Volume-II of the Annual Report of Ministry of Information & Broadcasting.

