



# **MINISTRY OF INFORMATION AND BROADCASTING**

**Annual Report  
1999-2000**

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# 1

## OVERVIEW

The Ministry of Information & Broadcasting, is the nodal Ministry of the information, broadcasting and film sectors. The functions of the three sectors are complementary to each other and cannot be strictly compartmentalised. They are interwoven as all activities are centered on the core objectives of informing, educating and entertaining the people. Each sector works towards the declared objectives and achievements are targetted through specialised media units and other organisations of the Ministry. The Ministry has 13 media units 18 PSUs/independent organisations, to which it provides administrative/budgetary support.

The Media Units function in their area of expertise. The Information sector has Media Units like the Publications Division, Song and Drama Division, Directorate Of Field Publicity, Directorate of Audio-Visual Publicity, Press Information Bureau and Photo Division. These Units use the medium of books, print media, exhibitions, advertisement and folk dance and drama to carry information and message to every part of the country. On the Broadcasting side, Prasar Bharati is an autonomous organisation comprising of All India Radio and Doordarshan, which serve the purpose of public sector broadcasters. In the film sector, the Directorate of Film Festivals endeavours to promote



*The entry of Shri Manish Swarup at the Photo Exhibition on the theme "A moment of Heroism in Kargil" which won the first prize*

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good cinema through organisation and participation in film festivals. The films Division produces documentaries and news-reels to take the policies of the government to the common man.

The Film and Television Institute of India at Pune, the Satyajit Ray Film and Television Institute at Calcutta and the Indian Institute of Mass Communication at Delhi, associated with the Ministry, are institutes of excellence imparting training in specialised areas. The Ministry is also associated with National Film Development Corporation, Children's Film Society of India, National Film Archives of India, and Press Council of India, all of which work to achieve the objectives of the Ministry of I & B.

The development needs of the Ministry and its Units are met through Plan allocations. An outlay of Rs. 2970-34 crore had been approved under the 9th Five-Year Plan, for the activities of the I&B Ministry. Out of this, Rs. 569-38 has been provided under Annual Plan 1999-2000, and an outlay of Rs. 709-35 crore has been projected for the next year. The focus in the current Plan, has been on modernisation and computerisation and upgradation of equipment in the Units. The Plan resources have been directed towards

developing the infrastructure, particularly of the electronic media, to enhance the transmission capacity and reach of All India Radio and Doordarshan. On the Soft-ware side both the electronic and non-electronic media units have concentrated on developing programmes/packages on national integration, communal harmony, family welfare, health care and issues relating to women, children and the weaker sections of society.

The Ministry, through its Media Units has also contributed towards the efforts of various Ministries spread the messages of Pulse Polio Immunization, education, child rights and prevention of AIDS, through the conventional audio visual and print media as well as through inter-personal communication channels. Extensive and round the clock coverage was given to the general elections by the print and electronic media. This included news bulletins, interviews and in-depth analysis of the elections.

The details of the activities taken up in the various sectors, during the year 1999-2000, are provided in the succeeding chapters. Statistical information pertaining to this Ministry is contained in the Appendices at the end of the report.

### HIGHLIGHTS OF THE YEAR

- Extensive live coverage to the Kargil War.
- Launch of the Kashir Channel on Doordarshan by Prasar Bharati.
- Permission for terrestrial transmission to private broadcasters.
- Life time achievement award for outstanding contribution to cinema to a foreign film personality was conferred on Lester James Peries on 20.1.2000.
- The Ministry was placed on the Internet.
- Electronic storage and filing of archival photographs of Photo Division.
- Release of "**Events 2000**", a Year-Book of events.
- Dada Sahib Phalke Award for 1998 conferred on B.R. Chopra on 15.2.2000.
- Release of a CD containing the collected works of Mahatma Gandhi.
- An Editors' Conference on Social Sector Issues was organised for the first time.

## ALL INDIA RADIO

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

### Network

2.2.1 All India Radio presently has 198 radio

stations including 185 full-fledged stations, 10 relay centres and three exclusive Vividh Bharati commercial centres. AIR presently has 310 transmitters which provide radio coverage to 97.7% of the population spread over 90 per cent area of the country.

2.2.2 AIR has taken several steps to strengthen its network and improve the coverage.

i. For strengthening radio coverage in the North-East, schemes for replacement of transmitters at Silchar 10 KW MW transmitter by 20 KW MW transmitter, at Imphal-50 KW MW transmitter by 300 KW MW transmitter, and at Kohima-50 KW MW



*Akashvani Sangeet Sammelan on 11<sup>th</sup> October 1999 in New Delhi*

transmitter by 100 KW MW transmitter are under implementation. New FM channels with stereo playback facilities are also being provided at Shillong, Imphal, Agartala and Aizawl. New Radio stations are being set up at Dhubri, Tezpur, Churachandpur, Dharmanagar and Longtherai. A special scheme to set up Community Radio Stations at 10 places is also under implementation to cater to the small groups of people with different languages and dialects.

ii. For the purpose of expansion of coverage in Jammu and Kashmir, a 50 KW shortwave transmitter is being provided at Jammu. At Leh, the existing 10 KW MW transmitter is being upgraded to 20 KW, at Srinagar the 1 KW MW transmitter of VB is being replaced by 10 KW FM transmitter. At Jammu, VB Channel with 6 KW FM Transmitter is ready for commissioning. In addition, stereo playback facilities are being provided in the VB studios at Srinagar. An integrated plan for enhancing the coverage in Jammu & Kashmir has been recently approved.

2.2.3 Steps have been taken for improving the technical quality of programmes. Digital based technology, which is in use the world over, is also being inducted in All India Radio to ensure superior production and transmission facilities. Compact disc players have already been provided in all the major stations.

2.2.4 AIR has established a sophisticated audio refurbishing centre in New Delhi under a UNDP Scheme. Old and degraded archival audio materials are being refurbished regularly for digital storage ensuring longtime preservation. A permanent archival centre at Todapur in New Delhi is also planned.

2.2.5 The Staff Training Institute located at Kingsway, Delhi caters to the training needs of Staff of All India Radio & Doordarshan. Strengthening of the Institute is proposed under the plan. Another Staff Training Institute has been set up at Bhubaneshwar (Orissa).

2.2.6 All the broadcasting centres of AIR throughout the country have been networked through satellite for relaying national and regional programmes. 18 Uplinks are available for uplinking programmes in different state capitals to be used by regional and local stations of respective states. Aizawl, Kohima, Imphal and Agartala are being provided uplinking

facilities during the current plan. Uplinking facilities at Jammu are also proposed.

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

1. STATIONS	:	198
2. TRANSMITTERS	:	
(A) Medium wave	:	144
(B) Short wave	:	55
(C) VHF (FM)	:	111
Total	:	310
3. COVERAGE		
by Area	:	90.0%
by Population	:	97.3%

2.2.7 Broadcasting facilities have been further strengthened. The power of existing transmitters has been increased and the studio facilities have been modernised at a number of stations. A new radio station with 6 KW FM transmitter, studio and staff quarters has been commissioned at Hissar (Haryana). The old 100 KW MW transmitter at Alleppey in Kerala has been replaced by a 200 KW MW transmitter. This transmitter will strengthen radio cover in the state of Kerala and is expected to cover Lakshadweep also. The old 1 KW MW transmitter at Pondicherry has been replaced by a 20 KW MW transmitter. Keeping in view the vastly improved technical quality of FM broadcasts, a Relay Centre has been set up with 6 KW FM transmitter at Aligarh in Uttar Pradesh. A 6 KW FM transmitter was commissioned at Jodhpur replacing 1 KW MW transmitter. A new radio station with a 20 KW MW transmitter and studios has been commissioned at Kokrajhar (Assam). It has been decided to replace the old 1 KW MW Vividh Bharati transmitters by FM. As a part of this scheme, a 10 KW FM transmitter has been commissioned in place of the 1 KW MW transmitter at Thiruvanthapuram in Kerala. The Yuv Vani service at Delhi has now been changed to FM channel. Yuv Vani service at Calcutta has also been shifted to FM. The existing 1 KW MW transmitter at Allahabad has been upgraded to 20 KW MW. As a part of its plan to introduce digital technology in its network, a centralised digital stereo uplink facility has

been set up at Borivli (Mumbai) where Vividh Bharati Services originated. Vividh Bharati studios at Patna, Hyderabad, Nagpur, Pune, Bhopal, Indore and Ahmedabad have been provided with stereo facilities. Stereo studio facilities are also being provided at Jalandhar for the FM Channel. At Guwahati the existing 50 KW MW transmitter has been upgraded to 100 KW MW. A Vividh Bharati channel has been introduced at Vishakhapatnam 184 of multi-function stereo audio mixing consoles developed indigenously on AIR's initiative have been supplied to nearly 85 stations of AIR. Recordable CDs containing recordings of Gurudev Rabindra Nath Tagore between 1904 to 1930 were prepared which were released by the Prime Minister in Calcutta. CDs based on archival musical recordings titled 'Indian Ethos' were prepared for circulation to Indian Embassies and High Commissions abroad. CDs of Vande Matram were prepared for commercial release.

2.2.8 AIR has 20 projects technically ready as on 6.12.1999. These are : Jammu (J&K), VB Channel 10 KW FM Tr; Guwahati (Assam), VB Channel 10 KW FM Tr; Dhubri (Assam), Relay with 6 KW FM Tr; Ranchi (Bihar), VB Channel 6 KW FM Tr; Jameshpur (Bihar), VB Channel 6 KW FM Tr; Siliguri (West Bengal), VB Channel 10 KW FM Tr; Mumbai (Maharashtra), 2nd Channel 5 KW FM Tr; Jabalpur (Madhya Pradesh), VB Channel 10 KW FM Tr; Bangalore (Karnataka), 6 KW FM Tr; Kodaikanal (Tamil Nadu), Station with 10 KW FM Tr; Tawang (Auranchal), 10 KW MW Tr; Williamnagar (Meghalaya), CRS; Mon (Nagaland), CRS; Trensang (Meghalaya), CRS; Nongstoin (Meghalaya), CRS; Saiha (Mizoram), CRS; Ziro (Aruanchal), LRS; Bhubaneshwar, RSTI (T); North East Zonal Office; and For all Zones Regional Workshop.

### **News Services Division**

2.3.1 The News Services Division (NSD) of All India Radio today puts out 315 bulletins daily with a total duration of 39 hours and 39 minutes. Out of these, 88 bulletins of 12 hours and 05 minutes are broadcast in the Home Services for duration of while 42 Regional News Units (RNUs) originate 137 news bulletins daily for a duration of 18 hours and 01 minute. In the External Services, AIR broadcasts 66 bulletins for 9 hours and 09 minutes in 25 languages (Indian and foreign). The News Services Division is

also putting out 24 headlines bulletins on the FM Channel from Delhi.

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

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

2.3.4 The format of the news bulletins in Hindi and English in the Morning and Evening has been changed to make the bulletins listener-friendly. Voice-casts of correspondents, experts' opinions and actualities of newsmakers were included increasingly in the bulletins. AIR "News on Phone" service provides the latest news highlights in Hindi and English anywhere in the world on phone. AIR news is also available on the Internet. All India Radio launched a daily Malayalam Service for the Gulf region on 1st November, 1999 to coincide with the Formation Day anniversary of Kerala.

2.3.5 The main highlights of the coverage of news events during the year were the successful conduct of Operation Vijay to flush out Pakistani intruders in the Kargil and other sectors of Jammu and Kashmir, the dissolution of the 12th Lok Sabha and holding of elections for the 13th Lok Sabha and some State Assemblies. For the first time, the NSD broadcast a 36 hour non-stop live programme—Verdict '99 -

analysing the trends and election results with the participation of AIR correspondents, eminent politicians, experts and the common man. The programme was carried live on the worldwide Web-Internet. The constitution of the 13th Lok Sabha, the formation of new governments in Maharashtra, Karnataka, Arunachal Pradesh, Andhra Pradesh and Sikkim, the coverage of proceedings of the new session of Parliament and the President's address to both Houses, election of Speaker and Deputy Speaker of the Lok Sabha, the political changes in Uttar Pradesh and Haryana were some of the important coverages in the bulletins.

2.3.6 A series of programmes were broadcast on the Union Budget-99, which included a Radio Bridge and Phone-in programmes. The warnings issued by the India Meteorological Department regarding the formation of a cyclonic storm in the coastal areas of Orissa, Andhra Pradesh and West Bengal were repeatedly broadcast. The details of the super-cyclone, which hit the coastal areas of Orissa and the initiative taken by the Centre in rushing aid and relief materials to the victims was adequately publicised.

2.3.7 The Centre adding 54 castes including the Jats in the other Backward Classes list, the Government making public the Wadhwa Commission report, the government spelling out the draft nuclear doctrine, the Supreme Court judgements on reservation, vehicular pollution and the Rajiv Gandhi assassination case, the chargesheeting of four persons in the Bofors case, the Union Cabinet approving a 100 crore rupee fund to help small scale information technology units and the Information Technology Bill, the Centre clearing 58 Foreign Direct Investment proposals, the Prime Minister announcing direct lending to Panchayats from the Rural Infrastructure Development Fund, the launching of the National Reconstruction Corps, the fifth phase of the Pulse Polio Immunisation Programme and the India International Trade Fair were covered prominently. The developments relating to Jammu and Kashmir were suitably covered. The antimilitancy operations carried out by the army were duly publicised.

2.3.8 The successful test-firing of surface-to-air missile *Akash*, the test-firing of intermediate range ballistic missile *Agni-II*, the test-flight of unmanned aircraft *Nishant*, the successful launch of the Space

Vehicle *PSLV-C-2* and the flight testing of the Naval version of *Trishul* missile and the second unit of the Atomic Power Station at Kaiga becoming critical were covered in detail.

2.3.9 On the international scene, the developments in Pakistan following Gen. Pervez Musharaff's assuming power through a military coup and dismissing the Nawaz Sharif's Government, the efforts of the government to improve ties with countries like the United States, China, Sri-Lanka and Bangladesh, signing an extradition treaty with UAE and agreements to boost bilateral trade with Qatar, the United States waiving sanctions against India, the postponement of the SAARC Summit, the Prime Minister's visit to Dhaka for the inauguration of the Calcutta-Dhaka bus service, the Prime Minister's visit to Durban to attend CHOGM, the President's visit to Austria, the External Affairs Minister, Mr. Jaswant Singh's visits to China, Russia, Turkmenistan and Uzbekistan were some of the events given prominent coverage. Extensive coverage was given to the visit of Pope John Paul-II to New Delhi. The visits of other foreign dignitaries were also covered. The political developments in Russia, West Asia and East Timor and the elections in Nepal, Israel and Indonesia leading to formation of new governments were also covered.

2.3.10 The Independence Day celebrations were given wide coverage. The President's address to the nation on the eve of the Republic Day and the Prime Minister's address from the ramparts of the historic Red Fort in Delhi were highlighted in the news bulletins. The coverage given to the anniversary of Pokhran-II observed as Technology Day and the Tercentenary celebrations of the Khalsa Panth also merit special mention.

2.3.11 The news bulletins and news-based programmes laid special emphasis on the schemes and programmes for the welfare of the Scheduled Castes, the Scheduled Tribes, the Backward classes and the minorities.

2.3.12 National and International awards for individual service and talent were covered prominently. Major national and international sports events were given wide coverage.

2.3.13 To herald the end of the millenium, special capsules were broadcast in the newsreel programme



under the series "Millenium Milestones". Special programmes like a Radio Bridge and programmes on political thought, agriculture, health, population explosion, education, women's issues, colonization and the freedom movement, inventions and discoveries, economy, trade and currency, mass media, cinema & theatre, art & culture, sports, space, information & technology and man of the century are planned.

## EXTERNAL SERVICES DIVISION

2.4.1 External Services Division of All India Radio rank high among the External Radio network in the world; both in reach and range covering about 100 countries in 26 languages, 16 of them foreign and 10 Indian, with a programme output of about 71 hours per day. All India Radio through its External broadcast, keeps the overseas listeners in touch with India.

2.4.2 During 1999-2000 extensive coverage was given to all conferences, seminars, symposia and Festival of Films and Trade in the form of commentaries, Radio report and interviews. The visit of foreign dignitaries to India and of Indian leaders abroad from time to time, Asia Pacific Meet on Human Right Education, ARF meeting in Singapore, SAARC Ministers meeting at Male, G-15 Trade Ministers meeting at Bangalore and VERDICT-1999 (Mid-term election to Lok Sabha) were covered.

2.4.3 General Overseas Service (English and Hindi) were geared to mount wide publicity for the New Economic Policy of liberalization giving all the details of Government schemes and incentives for the new investment climate in India, specially for the Non-Resident Indians and Multinationals.

2.4.4 External Services Division's transmission directed at SAARC countries, West Asia, Gulf and South East Asian countries continues to carry the 9.00 PM National bulletin in English, originally meant for Home Services. External Services Division continues to beam UN News to different parts of the globe every Saturday. External Services continues to supply recordings of music, spoken word and programmes to about hundred countries and foreign broadcasting organizations, under the Programme Exchange Scheme.

## National Channel

2.5.1 The National Channel of All India Radio went on air on 18th of May, 1998. This channel works as a night service, broadcast from 6.50 P.M. to 6.10 A.M. the next day, covering 64% area and almost 76% of the population. Its programmes represent the culture and ethos of the nation. In order to popularize Indian literature, a programme entitled *Ek Kahani* dramatising of selected short stories from various regional languages, is being broadcast. *Basti Basti Nagar Nagar* is another programme being broadcast to familiarise the people of other states with the various tourist spots in the country.

2.5.2 Hourly news-bulletins in alternatively in Hindi and English, are broadcast only from the National Channel throughout the night. Whenever the Parliament is in Session, the National Channel broadcasts recording of the question hour. In the holy month of Ramzan, the National Channel broadcasts a special early morning programme 'Sahargahi'.

## Commercial

2.6.1 All India Radio introduced commercials on 1st November, 1967 that was now extended to 110 Primary Channel Stations. 30 Vividh Bharati Centres known as Commercial Broadcasting Service Centres, 76 Local Radio Stations (LRS) and four FM Metro Channels. Commercials are also allowed over the National Channel, New Delhi, External Services Division and the North Eastern Services, Shillong.

2.6.2 The Vividh Bharati Service provides 15 hours of entertainment a day from 30 centres including short-wave transmitters at Mumbai, Delhi, Chennai and Guwahati. Army men fighting the Kargil war during July-August, 1999 were connected to their family members and their countrymen with Vividh Bharati Service of AIR in the form of a popular programme "Hello Jaimala".

2.6.3 The primary channel of AIR is gaining popularity due to the vast area it covers with the high demand, the channel was recently opened for sponsored programmes in spoken word category, besides film music.

2.6.4 With the establishment and growing demand of LRS, lately sponsored programmes based on

developmental themes are allowed on Local Radio Stations for a specific time at nominal rates.

2.6.5 FM, Metro Service of AIR, popularly known as AIR—FM at Delhi, Mumbai, Chennai, Calcutta and Panaji, which was privatised for some time (1993-98) is yielding positive results with respect to revenue earnings. After being vacated by the private licences the revenue position has increased manifold as AIR is broadcasting in-house programmes round the clock and marketing the entire commercial airtime. The revenue earned as Licence fee was Rs. 5,55,46,700 for 1998-99 whereas AIR earned total revenue of Rs. 11,51,21,891 from FM channels of AIR.

2.6.6 Lately, production of commercial spots for different Government Departments and private parties at AIR was also allowed. For the first time, all the 17 matches of World Cup 1999 spread over 42 days in a foreign land, were covered by AIR with extensive in-house marketing, yielding Rs. 2.15 crore as revenue. General Elections, 1999 were also marketed by AIR extensively earning substantial revenue. To sum up, the total revenue earned by AIR during 1998-99 was Rs. 93,74,07,206 The target for the year 1999-2000 has been fixed at Rs. 105 crore.

### **Transcription and Programme Exchange Service**

2.7.1 The AIR archives constitutes a major unit of the Transcription and Programme Exchange Service (T&PES). It is a vast library storing about 48,000 tapes of different formats, which include 12,500 tapes of music, both vocal and instrumental in Hindustani and Karnatic styles, and folk and light music. The library preserves a separate collection of important voice recordings of eminent personalities like Mahatma Gandhi, Rabindranath Tagore, Subhas Chandra Bose, Dr. B.R. Ambedkar, Sardar Patel and Sarojini Naidu, besides the speeches of all the Presidents and Prime Ministers. At present, over 13,000 tapes of PM's speeches are available in the archives. Recordings from the Archives are now being transferred to compact discs under the UNDP assisted project which will replace the tapes now being used. So far, 360 CDs of spoken word and music have been prepared under these projects.

2.7.2 Transcription & Programme Exchange Service has a satellite transmission on RN Channel of INSAT-

2C SI and INSAT-2B SI, for all AIR stations. Programmes from AIR archives and Programme Exchange Unit are being transmitted and recorded by different AIR stations for future use.

2.7.3 This year a book cum CD/Cassette entitled Rabindranath Tagore: Facets of a Genius was jointly produced by AIR and Visva Bharati, Santiniketan. The project comprised recordings of R.N. Tagore and manuscripts of his writings. The idea was to digitally refurbish the rare recordings of Tagore preserved in the Archives of AIR and incorporate in the CD/Cassette for posterity and offering to the listeners a truly worthwhile set of the recordings. The book, on the other hand, while including the reproduction of manuscripts of Tagore's work and his impressive handwriting with the famous 'doodlings', also contained reproduction of write ups on Tagore by distinguished persons of letters like C.F. Andrews, Victoria Ocampo, Pearl Buck, P.C. Mahalanobis and others. The facsimile of some outstanding paintings of Tagore also found place in the book. A radio feature on Tagore, produced by Satyajit Ray was an added attraction of the Cassette/CD. The book cum CD/Cassette was released by the Prime Minister.

2.7.4 Following the success of the project on Rabindranath Tagore, another ambitious project was undertaken by AIR. This pertained to the production of a CD containing eleven different renderings of Vande Mataram, the National Song of the country which became a major driving force during our long freedom struggle. Among the various artistes whose voice enriched this CD were Rabindranath Tagore, Hirabai Barodekar, Onkarnath Thakur, Dilip Kumar Roy and M.S. Subbulakshmi. A radio feature narrating the history of the song, its development and contribution to our national ethos was also added to this CD on 9th August, 1999 to commemorate the anniversary of Quit India Movement.

### **Programme Exchange Unit**

2.8.1 The main purpose of Programme Exchange Unit is to exchange good quality programmes among other stations as per their requirements. The Unit at present has 8,100 tapes approximately containing the recordings of music and spokenword programmes, amongst these are the Ramcharit Manas

Gaan and award winning programmes of Akashvani Annual Award, scripts and language lessons in Bengali, English, Gujarati, Kannada, Malayalam, Marathi, Oriya, Sanskrit, Tamil and Telugu.

### **Transcription Unit**

2.9 The speeches delivered by the Presidents and the Prime Ministers are procured from stations and News Services Division. The unit received 161 speeches delivered by the President and the Prime Minister from December 1998 to November 1999.

### **Central Tape Bank**

2.10 Central Tape Bank (CTB) looks after the needs of AIR stations for exchanging good programmes among each other. At the moment CTB has circulated 76,000 tapes among 194 AIR stations. CTB tapes are utilised by the Transcription and Programme Exchange Service for circulation to AIR archives programmes.

### **Central Monitoring Service**

2.11 The Central Monitoring Service (CMS) is engaged in the task of monitoring news and news based programmes of important foreign Radio and Television networks. During the year, the organization, on an average, monitored 90 broadcasts and 57 telecasts from 13 radio and 6 television networks everyday. The CMS brought out a daily report containing all the material monitored on that day. It also brought out two weekly reports. Weekly Analytical Report giving an analysis of the important news of the week and a Weekly Special Report on Kashmir based on the anti-India propaganda of Pakistan's radio and television networks on the Kashmir issue. These reports were sent to selected senior officers in several Departments/Ministries of Government of India to keep them abreast of the latest developments. The CMS has two units—one at Jammu and the other at Calcutta.

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

2.12 Staff Training Institute (Programme) established in 1948 at Delhi as an attached office of DG, AIR, New Delhi was declared a subordinate office with effect from 1.1.1990. The institute has been imparting in-service training to various cadres

of Programme staff of All India Radio and Administrative Staff of Akashvani & Doordarshan. STI (P) has been established at Cuttack and five Regional Training Institutes at Hyderabad, Shillong, Ahmedabad, Thiruvananthapuram and Lucknow to cater to the needs of the Radio Stations in respective regions. During 1998-99, STI (P), Delhi, Cuttack along with Regional Training Institutes conducted 79 courses imparting training to 1167 personnel. From April to December, 1999, STI (P), Delhi conducted 14 courses and trained 258 programme and administrative personnel. The main thrust of training this year was to develop better presentation techniques and marketing methods to keep pace with changing media scenario.

### **Audience Research Unit**

2.13 Audience Research Unit provides guidelines to improve the effectiveness of AIR programmes and assessment of their impact on target audiences. During the year 1999-2000, the Unit planned and proposed the following major and minor studies: (i) Radio Programme Listenership Studies for 20 LRS and 10 others; (ii) General Listening Survey at Agra; (iii) Survey on Khel Jagat and Lok Dhara of AIR, Rohtak; (iv) Survey on Morning Information Programme at AIR, Pondicherry and AIR, Akola; (v) Survey on Slow Speed News bulletins at Allahabad, Jodhpur, Calcutta, Nagpur and Rohtak; (vi) Survey on effect of Electronic Media in the Border areas of Jammu; (vii) World Cup Cricket Commentary at 12 places; (viii) Survey on FM programmes at 5 places; (ix) Survey on Yuva Vani programmes at 16 places; (x) Akashvani Sangeet Sammelan at 12 places; (xi) Survey on "Umang Programme" at 2 places; and (xii) Survey on Small Studies at 10 places. The fourth issue of "AIR-Facts and Figures—2000" is being brought out.

### **International Relations**

2.14.1 For the first time All India Radio was selected by the Commonwealth Broadcasting Association to depute a trainer for the producers of Hindi Service of Fuji Broadcasting Corporation. The European Union, offered a cross-culture training course to All India Radio on documentaries. The collaborating partner was Radio Netherlands Training Centre. The experiment brought together 6 European and 6 AIR producers to work on pollution. The first lap of the

10 day workshop was held in New Delhi, followed by the next lap in Netherlands.

2.14.2 India hosted the XVIII SAARC Audio-Visual Exchange Programme Committee Meet in October, 1999, to discuss the action plan on various issues for the forthcoming year. All India Radio will host a 5 day workshop on "SHORTS" for the producers of the Radio Organizations of the SAARC countries. The workshop is to be funded by the SAARC—Japan Special Fund. A three-week workshop on Drama will be held at RTC, AIR Lucknow in collaboration with Deutsche Welle.

### **Central Education Planning Unit**

2.15 A project on leprosy eradication has been launched with the collaboration of BBC (MPM). Initially, the broadcast is planned from the AIR stations of Uttar Pradesh, Bihar, West Bengal, Madhya Pradesh and Orissa. Popular radio serial "Tinka-Tinka-Sukh" was transcreated in Tamil, Telugu, Kannada & Malayalam and broadcast from October 1999. There is a plan of broadcasting Hindi lesson targeted at NRIs. To make distant education programme more effective a phone-in programme has been started from this year from all the primary stations of AIR in collaboration with IGNOU. This is an hour long weekly programme broadcast every Sunday. To develop a scientific temperament, a National Science Magazine "Vigyan Bharati" is aired every 4th Wednesday of the month in Hindi and "Radioscope" every 2nd Friday in English.

### **Central English Feature Unit**

2.16 The National Programme of features this year concentrated on cultural, environmental and social problems. Programmes were broadcast on the state of pollution in the Ganga, a feature on domestic violence, a feature with inputs from all the major stations of the North-East entitled "How Far is the North-East" projecting the reasons for slow development in the region, and a feature on the successful use of traditional music and dance in the Kalahandi region of Orissa. An hour long radio-bridge has been planned to project the "Changing Face of India in the 20th century", both at home and abroad. In addition, the series on Kashmir entitled "Under the Shade of Chinar" was continued this year too. From January, 2000, the Features Unit will concentrate

on the millennium programmes projecting significant achievements and future plans.

### **Central Hindi Feature Unit**

2.17.1 The Central Feature Unit (Hindi) has been planning and producing 33 features a year for broadcast on the national hook-up. From January 1999, the Unit started three new series, viz., 'Bharat Ki Sant Parampar', 'Ek Sadi Ka Safar' and 'Chinar Ke Saye Mein'. 'Bharat Ki Sant Parampara', highlight the message of harmony and brotherhood with features on Lalleshwari of Kashmir, Mekandadaa of Bhuj (Gujarat), Shankar Dev of Assam, Meera and Dadu Dayal of Rajasthan, Narshi Mehta of Rajkot (Gujarat), Sant Ghasidas of Raipur (Madhya Pradesh), Nund Rishi of Kashmir and Andal of Tamil Nadu.

2.17.2 In 'Ek Sadi Ka Safar' the main focus is on the achievements made by our country after the Independence. Features on historical events, social changes, industrial developments, health and science were broadcast during 1999. A special feature on Kashmir's culture and the developmental activities entitled 'Kashmir Ek Sanskritik Guldasta' was broadcast on 29th April 1999. The Unit also produced and broadcast four special features on 'Kargil' based on interviews recorded in the Kargil area and the views of countrymen titled 'Shanti Ki Chah Agni Ki Rah', 'Kargil Kshetre: Teerth Kshetre', 'Swar Ek: Goonj Anek' and 'Operation Vijay'.

2.17.3 The Central Hindi Feature Unit is working on a new series entitled "Nai Sadi Mein Chunotiyan" including features on population explosion, unemployment, education, drinking water, housing and casteism, etc. The Unit is also engaged in preparing features on the 50th year of Indian Republic, National Express Ways and Vaastu.

### **Spoken Word**

2.18 The Sardar Patel Memorial Lecture for 1999 was delivered by Shri Balmiki Prasad Singh, Executive Director, World Bank on 27th October 1999. The topic this year was "Democracy, and culture: The Indian Experience". Dr. Rajendra Prasad Memorial Lecture 1999 was delivered by Justice Jagdish Sharan Verma, Chairman, National Human Rights Commission on 1st December, 1999. The topic of this year is "Samvaidhanik Moolya: Vartaman Pariprekshya mein Nagrikon Ke Kartavya".

## Music

2.19.1 In 1999, All India Radio arranged the Akashvani Sangeet Sammelan before an invited audience in October 1999 at 23 different places in the country. Prominent artists who participated in the Sammelan were Pt. Jagdish Prasad, Probha Atre, Shanti Hiranand, Sing Bandhu, Pt. Bhiimsen Joshi and Sharan Rani in Hindustani Classical Music and A.K.C. Natarajan, V.K. Venkatramanuram, M.S. Anantaraman, Prof. Vishweswaran in Karnatic music. In the National programme of Classical music (Hindustani & Karnatic) both eminent and upcoming artists were featured. In Karnatic music, a special programme in connection with the birth centenary of Musiri Subramanya Iyer, the maestro was broadcast.

2.19.2 In the National programme of Regional and Light Music, programmes have been broadcast on various subjects like "Punjab Ki Lok Gathayan", traditional songs of Chhattisgarh, Sarguja and Bastar, rainy sea-

son songs etc. Attempts have been made to project tribal musical variety.

2.19.3. An AIR competition was held in Hindustani/Karnatic and Light Music. In 1999, 40 new artists were introduced. From January 2000 to March 2000, performances by 60 eminent and popular artists of classical music are planned for broadcast. Programmes entitled "Journey of Classical Music" in Hindustani and "Voyage of Music" in Karnatic music are specially planned to mark the new millennium. In National programme of Regional and Light Music, varied form of Rajasthani Mand and traditional Holi Geet have been planned for broadcast.

2.19.4 The Community Singing Cell of this Directorate organises and coordinates the production and broadcast of 'community songs'. At present, there are about 62 'community songs' in various regional languages in circulation and are being broadcast from AIR stations on regular basis.



*Release of the CD "Vande Mataram" at the hands of Master Ankur Ahuja, son of the late Sqn. Ldr. Ajay Ahuja, the first martyr in the Kargil conflict, in New Delhi on 9<sup>th</sup> August, 1999*

## **Farm and home programmes**

2.20 All Stations of All India Radio broadcast Farm and Home programmes directed at rural audiences, in order to provide support to intensive agriculture and high-yielding variety programmes. The duration of broadcast from each farm and home unit is 60-100 minutes per day. Besides imparting technical and other information, the thrust of the broadcasts is dissemination of information relating to ways and means for increasing production of cereals, oilseeds, pulses, vegetables, fruits etc. Adult education programmes; Role of Panchayats in rural development. The programmes lay emphasis on the various economic measures taken by the Government aimed at rural development. During the year, AIR provided extensive programmes on land and water conservation week; phone-in programmes; sustainable agriculture; bio-technology; integrated pest week; management in crops and government's new crop insurance scheme. Farm and Home programmes also included programmes for rural women and rural children. Broadcast of mother and child care series in collaboration with UNICEF and state governments has been undertaken by many AIR stations.

## **Programmes on health and family welfare**

2.21 All AIR Stations broadcast family welfare programmes. In 22 AIR Stations, fullfledged family welfare units are functioning. More than 10,000 programmes on family welfare are broadcast each month. Each AIR Station broadcasts 'Health Forum' once a week where doctors are invited for providing information to the listeners on common diseases. Several serials have been commissioned by AIR to create awareness about AIDS. To emphasise the fact that the dreaded AIDS can be prevented with the proper information and knowledge, AIR mounted special programmes,, such as 'Kavya Natika' (Opera) Phone-in-Programmes/ Interviews of self-experience of AIDS affected persons/ seminars/ plays and special invited audience programmes. Some stations have started radio lessons on

AIDS with registered listeners. AIR broadcasts programmes for children from all stations. Special programmes are also broadcast for rural children.

## **Drama**

2.22 More than 80 stations of AIR broadcast plays in various languages. Radio adaptations of outstanding novels, short stories and stage plays are also broadcast. Besides original plays, a large number of AIR stations regularly broadcast family dramas with a view to eradicate social evils and blind belief in the society. Serials projecting the current socio-economic issues like unemployment, literacy, environmental pollution, problems of girl child etc. are broadcast on a regular basis. The National programmes of plays is broadcast every 4th Thursday of the month in Hindi and its regional versions are broadcast by the relevant stations simultaneously. Special model plays of 30 minutes duration are produced at the Central Drama unit at Delhi, which are broadcast by 33 stations of AIR in a chain of six months. All India Competition for Radio playwrights is being organised in 19 prominent languages. All the prize winning entries are translated in Hindi and then circulated to all stations for further translation and production in various languages. The Drama Unit will organise "Natya Sandhya" in the month of April 2000

## **Sports**

2.23 During 1999-2000, All India Radio provided effective coverage to International & National sporting events held in India and abroad. All major sports events, National championships and tournaments of various disciplines were covered through live commentaries, resumes, voice casts and interviews. In addition to the coverage of National, International Sporting events, All India Radio also encourages traditional, rural and tribal games like Kabaddi, Kho-Kho etc. by broadcasting a running commentary in order to popularise them among the youth of the country and to encourage sporting talents in the domain of traditional sports and games.

## **Akashvani annual awards**

2.24 All India Radio presents the Akashvani Annual Awards to outstanding broadcasts of every calendar year in different disciplines and subjects. There are special prizes for Yuv Vani, Special topic documentary and the 'Lassa Kaul Award' for a programme on National Integration. Running trophies are also given to the stations winning the first prize in each category of programmes.

## **Policy**

2.25 Prominent live coverage provided during 1999-2000 included: (a) Celebration of Tercentenary held at Anandpur Sahib, (b) Direct relay of Vajpayee government seeking vote of confidence, (c) Live coverage of the function on release of AIR's Audio Book by PM on 20th May 1999, (d) Broadcast of special programmes on Kargil on the National hook-up, Radio Kashmir, Srinagar and other AIR stations, (e) Presentation of 46th National Film Awards, (f) Lord Jagannath Rath Yatra at Puri on 14 July, 1999, (g) President's broadcast to the Nation on the eve of Independence Day and Prime Minister's address to the Nation from the ramparts of the Red Fort, (h) Programme on Desh Ka Salaam (i) Presentation of Rajiv Gandhi National Sadbhavana Awards on 15.8.1999 (j) PM's Shram Awards presentation, (k) Function in connection with Sardar Patel Memorial Lecture on 27.10.1999., (l) Presentation of Indira Gandhi award for National Integration at Teen Murti House, (m) Broadcast of Memorial concert to commemorate Smt. Indira Gandhi's death anniversary held at Teen Murti House, (n) Opening ceremony of the 11th International Children's Film Festival at Hyderabad from 14 to 20 November 1999, (o) Commonwealth Heads of Government Meeting held at Durban (p) Direct relay of the inauguration of the 2nd Ministerial conference on Space Appliances by P.M., (q) The inaugural ceremony of the 31st IFFI, 2000

held at New Delhi, (r) Republic Day celebrations and Beating Retreat ceremony, (s) General Elections, 1999, (t) Swearing-in-ceremony of Prime Minister and the Council of Ministers from Rashtrapati Bhavan on 13.10.1999 and 22.11.1999.

## **EDP Cell**

2.26 EDP Cell is responsible for planning and computerisation of AIR stations/officers. A number of developed for use by AIR stations/offices have been sent to them for extensive use. An e-mail server has been established in the AIR headquarters. Personalised e-mail addresses have been assigned to all the senior officers in Delhi. The computerized programme exchange system has been implemented between Mumbai, Pune and Nagpur.

## **Broadcast Engineering Consultants India Limited**

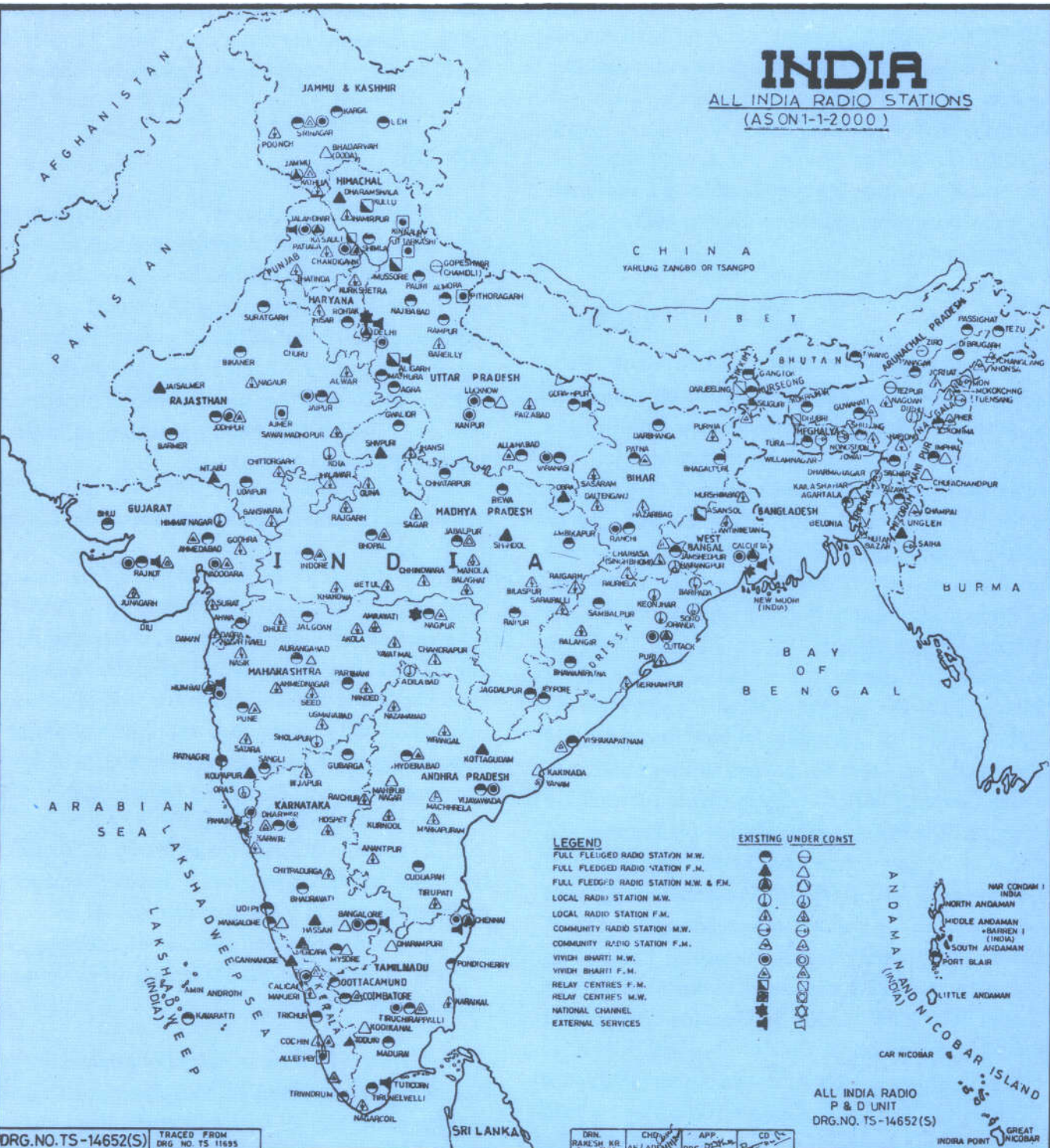
2.27.1 Broadcast engineering Consultants India Limited (BECIL) was established in 1995 as a Government of India Enterprise under the Indian Companies Act 1956. The Company undertakes consultancy and turnkey jobs in the field of acoustics, audio and video systems, satellite uplinking & downlinking, video conferencing, etc. BECIL integrates expertise of All India Radio and Doordarshan.

2.27.2 Since its inception on 24 March, 1995, BECIL has made significant progress in the performance by undertaking jobs in India and overseas for public and private broadcasters and also other agencies. The Company has been paying dividend to the Government right from its inception.

2.27.3 The main focus of operations during this year has been the execution of consultancy and turnkey projects in the various fields of broadcast engineering. During the year 12 projects were completed and 17 projects are in progress.

# INDIA

ALL INDIA RADIO STATIONS  
(AS ON 1-1-2000)





## TRANSMITTER PROJECTS EXPECTED TO BE TECHNICALLY READY BY MARCH 2000

### STATION (S)

#### 1. Churachandpur

## TRANSMITTER PROJECTS EXPECTED TO BE TECHNICALLY READY DURING 2000-01

### STATIONS

1. Bhadawah (J&K)	13. Ambikapur (MP)	20 KW MW Tr.
2. Soro (Orissa)	14. Bhuj (Gujarat)	20 KW MW Tr.
3. Himmatnagar (Gujarat)	15. Ratnagiri (Maharashtra)	20 KW MW Tr.
4. Junagarh (Gujarat)	16. Thiruvananthappuram 'A' (Kerala)	20 KW MW Tr.
5. Saraipalli (MP)	17. Tirunelveli (TN)	20 KW MW Tr.
6. Mandla (MP)	18. Madras 'B' (TN)	20 KW MW Tr.
7. Rajgarh (MP)	19. Hyderabad 'B' (Andhra Pradesh)	20 KW MW Tr.
8. Oras (Maharashtra)	20. Jammu (J&K)	50 KW SW Tr.
9. Manjeri (Kerala)	21. Srinagar 'C' (J&K)	10 KW FM Tr. & Std.
10. Macherla (Andhra Pradesh)	22. Shillong (Megh.)	10 KW FM Tr.
11. Dharmapuri (TN)	23. Aizawl (Mizoram)	6 KW FM Tr.
12. Shantiniketan (WB)	24. Imphal (Manipur)	10 KW FM Tr.
	25. Agartala (Tripura)	10 KW FM Tr.
	26. Rajkot 'B' (Gujarat)	10 KW FM Tr.
	27. Vadodra (Gujarat)	10 KW FM Tr.
	28. Dharwad 'B' (Karnataka)	10 KW FM Tr.
	29. Bangalore 'B' (Karnataka)	10 KW FM Tr.
	30. Mysore (Karnataka)	10 KW FM Tr.
	31. Mangalore (Karnataka)	10 KW FM Tr.
	32. Calicut 'B' (Kerala)	10 KW FM Tr.
	33. Tiruchirapally (TN)	10 KW FM Tr.
	34. Lucknow (U.P.)	10 KW FM Tr.
	35. Tirupati (Andhra Pradesh)	3 KW FM Tr.

### TRANSMITTER PROJECTS

1. Changlang (Arunachal)	C.R.S. 1 KW FM Tr.
2. Kohnsa (Arunachal)	C.R.S. 1 KW FM Tr.
3. Champhai (Mizoram)	C.R.S. 1 KW FM Tr.
4. Nutan Bazar (Tripura)	C.R.S. 1 KW FM Tr.
5. Phek (Nagaland)	C.R.S. 1 KW FM Tr.
6. Rohtak (Haryana)	20 KW MW Tr.
7. Kota (Rajasthan)	20 KW MW Tr.
8. Leh (J&K)	20 KW MW Tr.
9. Silchar (Assam)	20 KW MW Tr.
10. Tura (Mehalaya)	20 KW MW Tr.
11. Aizawl (Mizoram)	20 KW MW Tr.
12. Gangtok (Sikkim)	20 KW MW Tr.

## EXISTING A.I.R. STATIONS WITH POWER 31.12.99

### Total Stations - 198

S.No.	State & Places	Power of the Transmitters	No. of AIR Stations in the State	S.No.	State & Places	Power of the Transmitters	No. of AIR Stations in the State
<b>ANDHRA PRADESH</b>				<b>12</b>			
1.	Hyderabad	200 KW MW 10 KW MW 6 KW FM (VB)	50 KW SW	27.	Bhagalpur	1 KW MW (VB) 50 KW SW	
2.	Adilabad	1 KW MW (LRS)		28.	Darbhanga	20 KW MW	
3.	Vijayawada	100 KW MW 1 KW MW (VB)		29.	Jamshedpur	10 KW MW	
4.	Vishakhapatnam	100 KW MW	10 KW FM (VB)	30.	Sasaram	1 KW MW	
5.	Cuddapah	100 KW MW		31.	Sasaram	6 KW FM (LRS)	
6.	Kothagudam	6 KW FM		32.	Purnea	6 KW FM (LRS)	
7.	Warangal	10 KW FM (LRS)		33.	Chaibasa	6 KW FM (LRS)	
8.	Nizamabad	6 KW FM (LRS)		34.	Hazaribagh	6 KW FM (LRS)	
9.	Tirupathi	3 KW FM (LRS)		35.	Daltonganj	10 KW FM (LRS)	
10.	Anantapur	6 KW FM (LRS)		<b>GOA</b>			
11.	Kurnool	6 KW FM (LRS)		<b>1</b>			
12.	Markapuram	6 KW FM (LRS)		35.	Panaji	100 KW MW 20 KW MW (VB) 6 KW FM (Stereo) 2 x 250 KW SW (Ext. service)	
<b>ARUNACHAL PRADESH</b>				<b>4</b>			
13.	Itanagar	100 KW MW 50 KW SW		<b>GUJARAT</b>			
14.	Passighat	10 KW MW		36.	Ahmedabad	200 KW MW 10 KW FM (VB)	
15.	Tawang	10 KW MW		37.	Vadodra	1 KW MW (VB)	
16.	Tezu	10 KW MW		38.	Bhuj	10 KW MW	
<b>ASSAM</b>				<b>8</b>			
17.	Guwahati	100 KW MW 10 KW MW 50 KW SW (Reg. Service) 50 KW SW (VB, Synchronised operation)		39.	Rajkot	300 KW MW 1 KW MW (VB) 100 KW MW (Ext. service)	
18.	Silchar	10 KW MW		40.	Godhra	6 KW FM (LRS)	
19.	Dibrugarh	300 KW MW		41.	Surat	6 KW FM (LRS)	
20.	Jorhat	10 KW FM (LRS)		42.	Ahwa	1 KW MW	
21.	Hailong	6 KW FM (LRS)		<b>HARYANA</b>			
22.	Nowgong	6 KW FM (LRS)		<b>3</b>			
23.	Diphu	1 KW MW (LRS)		43.	Rohtak	20 KW MW	
24.	Kokrajhar	20 KW MW		44.	Kurukshetra	6 KW FM (LRS)	
<b>BIHAR</b>				<b>6</b>			
25.	Patna	100 KW MW 6 KW FM (VB)		45.	Hissar	6 KW FM (LRS)	
26.	Ranchi	100 KW MW		<b>HIMACHAL PRADESH</b>			
				<b>6</b>			
				46.	Simla	100 KW MW 50 KW SW	
				47.	Kasauli	10 KW FM (Relay Centre)	
				48.	Harnirpur	6 KW FM (LRS)	
				49.	Dharamshala	10 KW FM	
				50.	Kullu	6 KW FM (Relay)	
				51.	Kinnaur (Kalpa)	1 KW MW (Relay)	

S.No.	State & Places	Power of the Transmitters	No. of AIR Stations in the State	S.No.	State & Places	Power of the Transmitters	No. of AIR Stations in the State
<b>JAMMU &amp; KASHMIR</b>				<b>MADHYA PRADESH</b>			
<b>6</b>				<b>19</b>			
52.	Srinagar	200 KW MW 10 KW MW (Yuv Vani) 1 KW MW (VB) 50 KW SW		78.	Ambikapur	20 KW MW	
53.	Jammu	300 KW MW 3 KW FM (Yuv Vani) 1 KW SW (under replacement by 50 KW)		79.	Bhopal	10 KW MW 6 KW FM (VB) 50 KW SW	
54.	Leh	10 KW MW 10 KW SW		80.	Chhatarpur	20 KW MW	
55.	Kathua	6 KW FM (LRS)		81.	Gwalior	20 KW MW	
56.	Poonch	6 KW FM (LRS)		82.	Indore	100 KW MW 6 KW FM (VB)	
57.	Kargil	1 KW MW		83.	Jabalpur	200 KW MW	
<b>KARNATAKA</b>				<b>MAHARASHTRA</b>			
<b>13</b>				<b>20</b>			
58.	Bangalore	200 KW MW 1 KW MW (VB) 6x500 KW Sw (Ext. service)		84.	Jagdalpur	100 KW MW	
59.	Bhadrawati	20 KW MW		85.	Raipur	100 KW MW	
60.	Dharwad	200 KW MW 1 KW MW (VB)		86.	Rewa	20 KW MW	
61.	Gulbarga	20 KW MW		87.	Khandwa	6 KW FM (LRS)	
62.	Mangalore/Udipi	20 KW MW (Udipi) 1 KW MW (Mangalore)		88.	Bilaspur	6 KW FM (LRS)	
63.	Mysore	1 KW MW		89.	Betul	6 KW FM (LRS)	
64.	Chitradurg	6 KW FM (LRS)		90.	Shivpuri	6 KW FM	
65.	Hassan	6 KW FM		91.	Chhindwara	6 KW FM (LRS)	
66.	Hospet	10 KW FM (LRS)		92.	Raigarh	6 KW FM (LRS)	
67.	Raichur	6 KW FM (LRS)		93.	Shahdol	6 KW FM (LRS)	
68.	Mercara	6 KW FM		94.	Balaghat	6 KW FM (LRS)	
69.	Karwar	3 KW FM (LRS)		95.	Guna	6 KW FM (LRS)	
70.	Bijapur	6 KW FM (LRS)		96.	Sagar	6 KW FM (LRS)	
<b>KERALA</b>				<b>MAHARASHTRA</b>			
<b>7</b>				<b>20</b>			
71.	Alleppey	200 KW MW (Relay Centre)		97.	Aurangabad	1 KW MW	
72.	Calicut	100 KW MW 1 KW MW (VB)		98.	Mumbai	100 KW MW 'A' 100 KW MW 'B' 50 KW MW (VB) 10 KW FM (Stereo) 100 KW SW (VB, Synchronised operation)	
73.	Trichur	100 KW MW		99.	Jalgaon	20 KW MW	
74.	Trivandrum	10 KW MW 10 KW FM (VB) 50 KW SW		100.	Nagpur	100 KW MW 6 KW FM (VB) 1000 KW MW (National Channel)	
75.	Cochin	6 KW FM (LRS) 10 KW FM (VB)		101.	Parbhani	20 KW MW	
76.	Cannanore	6 KW FM		102.	Pune	100 KW MW 6 KW FM (VB)	
77.	Idukki (Devikulam)	6 KW FM		103.	Ratnagiri	20 KW MW	
				104.	Sangli	20 KW MW	
				105.	Sholapur	1 KW MW (LRS)	

S.No.	State & Places	Power of the Transmitters	No. of AIR Stations in the State	S.No.	State & Places	Power of the Transmitters	No. of AIR Stations in the State
106.	Dhule	6 KW FM (LRS)		133.	Rourkela	6 KW FM (LRS)	
107.	Beed	6 KW FM (LRS)		134.	Puri	3 KW FM (LRS)	
108.	Ahmednagar	6 KW FM (LRS)		135.	Joranda	1 KW FM (LRS)	
109.	Nanded	6 KW FM (LRS)		<b>PUNJAB</b>			<b>3</b>
110.	Akola	6 KW FM (LRS)		136.	Jalandhar	300 KW MW 200 KW MW 1 KW MW (VB) 10 KW FM	
111.	Kolhapur	6 KW FM		137.	Bhatinda	6 KW FM (LRS)	
112.	Yeotmal	6 KW FM (LRS)		138.	Patiala	6 KW FM (LRS)	
113.	Satara	6 KW FM (LRS)		<b>RAJASTHAN</b>			<b>17</b>
114.	Chandrapur	6 KW FM (LRS)		139.	Jaipur	1 KW MW 1 KW MW (VB) 50 KW SW	
115.	Nasik	6 KJW FM (LRS)		140.	Kota	1 KW MW (LRS)	
116.	Osmanabad	6 KW FM (LRS)		141.	Ajmer	200 KW MW (Relay Centre)	
<b>MANIPUR</b>			<b>1</b>	142.	Bikaner	20 KW MW	
117.	Imphal	50 KW MW 50 KW SW		143.	Udaipur	20 KW MW	
<b>MEGHALAYA</b>			<b>3</b>	144.	Jodhpur	100 KW MW 6 KW FM (VB) (Replacement of 1 KW MW, VB)	
118.	Shillong	100 KW MW 50 KW SW (NE Integrated Service)		145.	Suratgarh	300 KW MW	
119.	Tura	20 KW MW		146.	Alwar	6 KW FM (LRS)	
120.	Jowai	6 KW FM (LRS)		147.	Nagaur	6 KW FM (LRS)	
<b>MIZORAM</b>			<b>2</b>	148.	Banswara	6 KW FM (LRS)	
121.	Aizawl	20 KW MW 10 KW SW		149.	Chittorgarh	6 KW FM (LRS)	
122.	Lungleh	6 KW FM		150.	Barmer	20 KW MW	
<b>NAGALAND</b>			<b>2</b>	151.	Sawai Madhopur	6 KW FM (LRS)	
123.	Kohima	50 KW MW 50 KW SW		152.	Churu	6 KW FM	
124.	Mokokchung	6 KW FM Tr. (LRS)		153.	Jhalawar	6 KW FM (LRS)	
<b>ORISSA</b>			<b>11</b>	154.	Jaisalmer	10 KW FM	
125.	Cuttack	100 KW MW 1 KW MW (VB) 6 KW FM (STEREO)		155.	Mount Abu	6 KW FM	
126.	Jeypore	100 KW MW 50 KW SW		<b>SIKKIM</b>			<b>1</b>
127.	Sambalpur	100 KW MW		156.	Gangtok	20 KW MW 10 KW SW	
128.	Keonjhar	1 KW MW (LRS)		<b>TAMILNADU</b>			<b>8</b>
129.	Baripada	1 KW MW (LRS)		157.	Coimbatore	20 KW MW	
130.	Berhampur	6 KW FM (LRS)		158.	Chennai	200 KW MW 'A' 10 KW MW 'B' 20 KW MW (VB) 10 KW FM (Stereo)	
131.	Bhawanipatna	200 KW MW					
132.	Bolangir	6 KW FM (LRS)					

S.No.	State & Places	Power of the Transmitters	No. of AIR Stations in the State	S.No.	State & Places	Power of the Transmitters	No. of AIR Stations in the State
		5 KW FM (2nd Channel)				(Two under replacement by new)	
		50 KW SW					
		100 KW SW					
		('VB' synchronised operation)					
159.	Madurai	20 KW MW					
160.	Tiruchirapalli	100 KW MW					
		1 KW MW (VB)					
161.	Tirunelveli	10 KW MW					
162.	Nagarcoil	10 KW FM Tr. (LRS)					
163.	Oottachamund	1 KW MW					
164.	Tuticorin	200 KW MW (Ext. service)					
<b>TRIPURA</b>			<b>3</b>	<b>WEST BENGAL</b>			
165.	Agartala	20 KW MW		187.	Calcutta	200 KW MW 'A'	5
166.	Belonia	6 KW FM (LRS)				100 KW MW 'B'	
167.	Kailashahar	6 KW FM (LRS)				20 KW MW (VB)	
						10 KW MW (Yuva Vani)	
						5 KW FM (Yuv Vani)	
						10 KW FM (STEREO)	
						50 KW SW	
						1000 KW MW (Ext. service)	
				188.	Kurseong	50 KW SW	
						1 KW MW (Reg Service)	
				189.	Siliguri	200 KW MW	
				190.	Murshidabad	6 KW FM (LRS)	
				191.	Asansole	6 KW FM (relay)	
<b>UTTAR PRADESH</b>			<b>19</b>	<b>UNION TERRITORIES</b>			
168.	Lucknow	300 KW MW		192.	Port Blair (A & N)	20 KW MW	1
		10 KW MW (VB)				10 KW SW	1
		50 KW SW		193.	Chandigarh	3 KW FM (VB)	1
169.	Almora	1 KW MW				(Replacement of 1 KW MW)	
170.	Allahabad	20 KW MW		194.	Delhi	200 KW MW 'A'	1
		10 KW FM (VB)				100 KW MW 'B'	
171.	Varanasi	100 KW MW				20 KW MW (VB)	
		1 KW MW (VB)				5 KW FM (Yuv Vani)	
172.	Rampur	20 KW MW				10 KW FM (Stereo)	
173.	Kanpur	1 KW MW (VB)				20 KW MW (NC)	
174.	Mathura	1 KW MW				5 x 100 KW SW (Ext. Service)	
175.	Gorakhpur	100 KW MW				(Three under replacement by 250 KW each)	
		50 KW SW (Ext. service)				9x50 KW SW (Ext. service)	
176.	Najibabad	100 KW MW				(Two under replacement by 250 KW each)	
177.	Agra	20 KW MW		195.	Pondicherry	20 KW MW	2
178.	Faizabad	6 KW FM (LRS)		196.	Karaikal (Pondicherry)	6 KW FM Tr. (LRS)	
179.	Bareilly	6 KW FM (LRS)					
180.	Jhansi	6 KW FM (LRS)					
181.	Obra	6 KW FM					
182.	Mussoorie	10 KW FM (Relay)					
183.	Pauri	1 KW MW					
184.	Pithoragarh	1 KW MW (Relay)					
185.	Uttarkashi	1 KW FM (Relay)					
186.	Aligarh	6 KW FM (Relay)					
		4x250 KW SW (Ext. service)					

## DOORDARSHAN

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

### Major Developments

3.2.1 Doordarshan launched a new round-the-

clock free-to-air satellite channel, DD-News, on August 15, 1999 and with this, the number of DD Channels has increased to 20. This channel is exclusively devoted to News and Current Affairs Programmes.

3.2.2 DD-Sports channel, launched in March 1999, was strengthened during this year. This channel is now on the air for about 13 hours everyday and features about two hours of 'live' telecast of sporting events from different parts of



*Inauguration of Doordarshan's New Studio in Mumbai on 2<sup>nd</sup> June, 1999. The photograph shows recording in progress*

the country. During this year Doordarshan procured exclusive rights for coverage of all the Cricketing events organised by the Board of Cricket Control of India for five years. With this Doordarshan will regain its status of the Prime Sports Broadcaster of the Country.

3.2.3 The country elected a new Lok Sabha this year. Doordarshan provided free air time for all the recognised and registered political parties as per the norms laid down by the Election Commission. It telecast a number of programmes to educate the voters on the various aspects of the elections. During the counting of votes Doordarshan had arranged the telecast of two special programmes 'Aap Ka Faisla' and 'India Votes'.

3.2.4 Doordarshan extended the transmission time of many of its channels to make them available to the viewers round-the-clock. DD-1 National Channel and DD-2 Metro Channel started their round-the clock service in August 1999 and DD-4 Malayalam, DD-5 Tamil, DD-7 Bengali, DD-8 Telugu and DD-9 Kannada have already started the round-the-clock transmission from January 2000.

3.2.5 Another major step taken by Doordarshan during the year was the introduction of satellite digital broadcasting. The transmissions of DD-1, DD-2, DD-News, DD-Sports and DD-India are now available in digital mode.

3.2.6 There have been complaints from viewers from various cities that the cable operators are not providing good quality signals of Doordarshan channels on their cable networks. The Government has made some amendments in the Cable Television Network Rules of 1994 making it compulsory for cable operators to provide at least two channels of Doordarshan on their prime bands which are not used by Doordarshan for its terrestrial transmission. Doordarshan has been giving wide publicity to these amendments and also taken steps to motivate cable operators to implement these rules.

3.2.7 Doordarshan had made elaborate arrangements for heralding the new millennium. On 31st December-1st January there were

simultaneous telecasts on DD-1, DD-2. 'Millennium Dawns on India' a composite programme reviewing the major developments in all fields of culture, language, literature, science and technology was telecast on DD-1. Indian viewers joined the international community in heralding the new millennium through a multicountry global telecast on DD-2.

3.2.8 A new studio complex at Mumbai set up at a cost of about Rs. 40 crores was commissioned. With this studio complex, programme production facilities at DDK, Mumbai have been considerably strengthened. New studios at Nagpur and Rajkot have been commissioned besides the studio at Pune. The total number of studio centres in Doordarshan network now stands at 47.

3.2.9 For the purpose of expansion of Primary channel (DD 1) coverage, a high power transmitter at Jodhpur and 11 low power and 6 very low power transmitters at various places in the country have been commissioned. Construction of 300M tower at Bhuj has been completed and its transmitter commissioned thereby increasing coverage substantially. IIPT projects (permanent set ups) at Rajamundry and Calicut are expected to be completed by the end of the current financial year. In addition, a large number of LPT and VLPT projects are expected to be commissioned. For expansion of Metro channel (DD2) coverage, 2 high power transmitters, at Rajpur and Srinagar and a low power transmitter at Ambajogai have been commissioned. 11 more high power transmitter projects for DD2 service are expected to be completed by the end of current financial year. With the commissioning of the above mentioned transmitters, the number of DD1 transmitters in Doordarshan network has increased to 1000 and that of DD-2 transmitters to 57. The total number of transmitters now stands at 1060 (including two transmitters for Parliament coverage and one for Kashir Channel).

## **DD Channels**

3.3.1 Doordarshan operates the following 20 channels - four All India channels, 11 Regional Language Satellite Channels (RLSC), four State Networks (SN) and an International channel:

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

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

3.3.3 The four Hindi Language states have state-networks which enable the relay of the programmes originating from the state capital by all the transmitters in the state. In Jammu and Kashmir, there is provision to relay the news bulletins of DDK Srinagar by all transmitters in the state. DD-India is targeted to viewer outside India.

3.3.4 DD-Sports and DD-News are thematic channels exclusively devoted to sports and news

respectively. In addition, there are a number of Local Kendras relaying programmes on a single transmitter. In Delhi, two Low Power Transmitters operate to bring live the proceedings of the two Houses of the Parliament. In Srinagar there is another Low Power Transmitter relaying programmes of interest to the people in the Kashmir valley. Efforts are being made to extend the reach of the Kashmir channel by introducing a wide variety of new programmes.

### Organisation

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

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

### DD-1 National

3.5 National Programme, mainly aimed at promoting national integration and inculcating a sense of unity, fraternity and pride in the Indian people were introduced on 15th August 1982 and has been extended in stages to include programmes in the mornings, afternoons, etc. At present. National Programmes are telecast for 18-20 hours each day. The rest of the time is devoted to Regional programmes. Major events in the country are covered 'live' on the channel.



## Regional Service

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

### DD-2 Metro

3.7.1 DD-Metro Channel came into existence as an entertainment channel in 1993 when four High Power Transmitters in Delhi, Mumbai, Calcutta and Chennai were linked by satellite. Metro Channel is an entertainment channel catering mostly to the urban viewers. Over a period of time the metro service has been made available terrestrially in 56 cities, giving it an edge as a channel which is transmitting both in the satellite and terrestrial mode. In the current year, the Metro Channel Transmission has been extended from 18 hours to 24 hours. The programming comprises daily soaps and serials, fashion shows, game shows, talk shows, programmes on business, travel, etc. Most of the programmes on this channel are being telecast on sponsorship basis.

### DD-India (International Channel)

3.8.1 Doordarshan opened its window to the world by launching its International Channel on 14th March 1995 through a transponder on Asiasat-1. It was a modest beginning with a transmission of three hours daily, five days a week. In July 1996 when Doordarshan acquired a transponder on PAS-4, a daily service was introduced and the transmission was extended to four hours a day. The transmission was further extended to eighteen hours in November 1996 consisting of a nine hours capsule and its repeat

telecast. The signal of DD International can be received in countries of South Asia, the Gulf, Europe and North America through PAS-4 and PAS-1 satellites.

3.8.2 The International Channel began 24-hours transmission from 27 December 1999 with eight hours of fresh programming repeated twice. This round the clock transmission will help amplify its distribution round the globe. Earlier a few Cable TV Networks, Ethnic Channels and some individuals used to take up the distribution of the signal at a nominal fee but from 1 January 2000, Doordarshan has entered into an agreement with Global Connections Television (GCTV) in the USA for sustained and wide distribution of its programmes.

### Educational TV

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

3.9.2 Doordarshan is providing time on the National network for the telecast of Higher Education programmes. The Country Wide Classroom of University Grants Commission extends Higher Education to those living in smaller towns and villages. The programmes produced by Indira Gandhi National Open University supplements the education provided by other modes.

### News and Current Affairs

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

3.10.2 During the year, Doordarshan launched hourly News Bulletins on DD-1 with effect from July 10, 1999 and 24 hour News and Current Affairs Channel w.e.f. August 15, 1999. Some of the important programmes telecast on News and Current Affairs during the year are various election related programmes, live shows based on results of exit polls conducted after various phases of the Lok Sabha election and a 40-hour live show on DD-1 and 26-hour live show on DD-2 based on analysis of election results.

### Sports

3.11.1 In the history of Indian Broadcasting for the first time a dedicated Indian Sports Satellite Channel was launched on 18th March, 1999 by the Prime Minister. The duration of transmission has been increased to twelve hours daily from 25th April 1999. This DD-Sports Channel caters to millions of Sports lovers not only in India but also abroad. It is available on PAS-4 having footprints in 34 countries of MiddleEast, CIS and neighbouring region, European Region and African Region.

3.11.2 During the year Doordarshan telecast live, deferred live or recorded all major events held in India or outside India. Important matches of World Cup Cricket 99 played in England were telecast 'live'. L.G. Safari Cricket series held in Kenya and India-New Zealand Cricket Series were also telecast 'live'. SAF Games held at Kathmandu were covered in a big way. In Tennis, Wimbledon and French Open matches and Davis Cup Asia Oceania Zonal group tie between India and China played at Calcutta and Goldflake India Open Tennis matches were telecast live. For the first time matches of the SAFF Coca-Cola Cup Football Tournament played in Goa were telecast live. Other important Football events telecast include Copa-America Cup, Bangabandhu Cup International Football Tournament (Dhaka), Asia Cup Winners Cup Football Matches (Dhaka). Doordarshan also telecast for the first time 1999 FIA Formula-1 World Championship live from different major centres of the world. The semi-finals and finals of almost all the Senior National Championships in various disciplines held in India were covered. Apart from this all the major domestic events were also telecast live/deferred live.

### Films

3.12 Doordarshan implemented a new Film Policy in October 1999 with the main objective of introducing new slots for Feature Films on DD-1 and DD-2 to maximise revenue and increase the popularity of the channel. Under this scheme producers were invited to offer films on minimum guarantee and sponsorship. There has been a good response to the scheme and Doordarshan has been able to telecast new films. Doordarshan is now planning to introduce block buster films on Saturday which has the potential of generating more revenue.

### Commercial Service

3.13.1 Commercial advertisements were introduced on Doordarshan from 1st January 1976 on lines similar to those followed for commercial broadcasting on All India Radio. The Commercial service is responsible for direction and supervision of planning and scheduling of advertisements, acceptance of contracts and approval of materials and scripts. Doordarshan Commercial Service at Delhi accepts booking for National Network, DD-2, DD-International and all regional Kendras. Facilities exist at individual Kendras to accept bookings of sports and sponsorship for the programmes of the particular Kendra.

3.13.2 Doordarshan Commercial Service is also involved in billing of commercial time, collection of payments, finalisation of rates, etc. for sponsorship, telecast fee, spot rate and minimum guarantee programmes.

#### The revenue earned during the last 8 years are furnished below :

Year	Gross Revenue (Rs. in Crores)
1992-93	360.23
1993-94	372.98
1994-95	398.02
1995-96	430.13
1996-97	572.72
1997-98	490.15
1998-99	399.32
1999-2000	450-500.00 (Target)

3.13.4 The acceptance of advertisements is governed by a comprehensive Code for Commercial Advertising. Normally, advertisements in Hindi are telecast on the National Network while advertisements in regional languages are telecast on the Regional services. Spots on cigarettes, tobacco products, liquor, wine and other intoxicants are not accepted.

### Audience Research

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

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

### Lok Seva Sanchar Parishad

3.15 Lok Seva Sanchar Parishad (LSSP) is a voluntary advisory body consisting of a group of professionals from the field of communication, advertising, marketing, research, print media and other related disciplines. The body was constituted at the initiative of Doordarshan in 1987 with the approval of Ministry of Information and Broadcasting to serve as an advisory group to the National broadcasting network to play an important role in public service communication in India. Programmes on the National Network related to the field of environment, social justice and women's issues. LSSP is also commissioning public service quickies/spots for telecast in the National Network regularly. During the year a total of 11

documentaries on women and environment made by some of the top film producers were telecast on the National Network.

## I. CURRENT STATUS

### 1. Channels in Operation

3.16.1 Doordarshan is presently operating twenty channels :

(a) Primary channel	DD1
(b) Metro channel	DD2
(c) News & current affairs channel	DD News
(d) Sports channel	DD Sports
(e) International channel	DD India
(f) Regional channels	11 Nos
(g) State Networks	4 Nos.

3.16.2 Software requirements of the above channels are catered to by 47 Studio centres all over the country. Satellite uplinking facilities are available at 23 Doordarshan stations. Simulcast uplinking facilities (analogue & digital) are available at 7 Doordarshan stations viz. Mumbai, Chennai, Guwahati, Calcutta, Trivandrum, Bangalore & Hyderabad. Programmes of 5 channels viz DD1, DD2, Sports, News & International channels are being uplinked in digital mode. Twenty transponders on five different satellites are being utilised for dissemination of various services. Doordarshan programmes are available on Internet also. (Website-["http://ddindia.net"](http://ddindia.net))

### 2. Terrestrial Network

3.17.1 For terrestrial transmission, 1060 transmitters as under installed throughout the country are in operation.

DD1 transmitters	1000 (HPTs-85, LPTs-664, VLPTs-233, Trans.-18)
DD2 transmitters	57 (HPTs-10, LPTs-43, VLPTs-4)

Other transmitters 3

3.17.2 Primary Channel (DD1) coverage is estimated to be available to about 87.9% population of the country. Areawise coverage is about 74.8%. Metro Channel (DD2) coverage is available to about 20.8% population. The above coverage figures are inclusive of fringe coverage.

### 3. Regional Services

3.18.1 Satellite based regional services catering to particular states in the language of the state are in operation in the following states.

Andhra Pradesh	Tamil Nadu
Assam & North East	Kerala
Maharashtra	Uttar Pradesh
Karnataka	Orissa
Madhya Pradesh	West Bengal
Gujarat	Rajasthan
Jammu & Kashmir	Bihar
Punjab	

3.18.2 Transmitters (HPTs & LPTs) in the above states are linked to the capital station via satellite for relay of regional service programme.

## II. DEVELOPMENT PROGRAMMES

### 1. IX Plan proposals

3.19.1 IX Plan (1997-2002) proposals of Doordarshan involve an outlay of Rs. 1836 crores (since reduced to Rs. 1761.65 crores). These lay stress on replacement of old studio and transmitter equipment; modernisation of the network and consolidation of existing facilities. Besides, schemes for expansion of terrestrial coverage (DD1 & 2 Channels); remote monitoring of VLPTs; Digital Terrestrial Television Broadcasting; additional satellite earth stations; uplinking facilities for news feeds, DTH service; a few studio centres; digital studios and augmentation of post production facilities and a number of ancilliary schemes are included.

3.19.2 During the IX Plan period (April 97 to Dec. 99), Doordarshan have established 13 studios, 6 HPTs for DDI service, 5 HPTs for DDII service & 226 LPTs/VLPTs. In addition News and Current affairs channel and sports channel in satellite mode has been started and six satellite earth stations set up in North East region and one at Nagpur besides implementation of a no. of ancilliary schemes. Doordarshan has entered the new era of digital satellite transmission with the uplinking of DD-1, DD2, DD-News, DD-Sports, and DD-India channels in digital mode.

### 2. Outlay for 1999-2000

3.20 Doordarshan have been allocated an amount of Rs. 391.5 crores (Cap.-296.5, Rev.-95) under Annual plan 1999-2000.

### 3. Current Development Programme

#### (a) Transmission facilities

3.21.1 For the purpose of expansion of Primary Channel (DD1) coverage, 231 transmitter projects (HPTs-32, LPTs/VLPTs-192, Transposer-7) are presently under implementation. In addition, 32 transmitters (HPTs-28, LPTs-3, Transposer-1) are under implementation for expansion of Metro Channel (DD2) coverage. The above projects are at different stages of implementation and are generally expected to be implemented, in phases during the next three years.

3.21.2 A scheme involving an outlay of Rs. 218 crores for massive expansion of DD coverage in J&K has been recently approved. This is to be implemented in about two years time.

#### (b) Studio facilities

3.22 To augment inhouse production, 16 studio projects are presently under implementation. In addition, a National Studio complex at Delhi viz. Doordarshan Bhawan comprising 8 studios of size varying from 36 Sq. meters to 593 Sq. meters and associated technical facilities housed in an eleven storied building is under implementation. State-of-art facilities are envisaged to be provided in the aforesaid studio complex. The above studio projects are planned to be completed during the next 2 to 3 years.

#### (c) Satellite services

3.23 The following projects have been taken up :

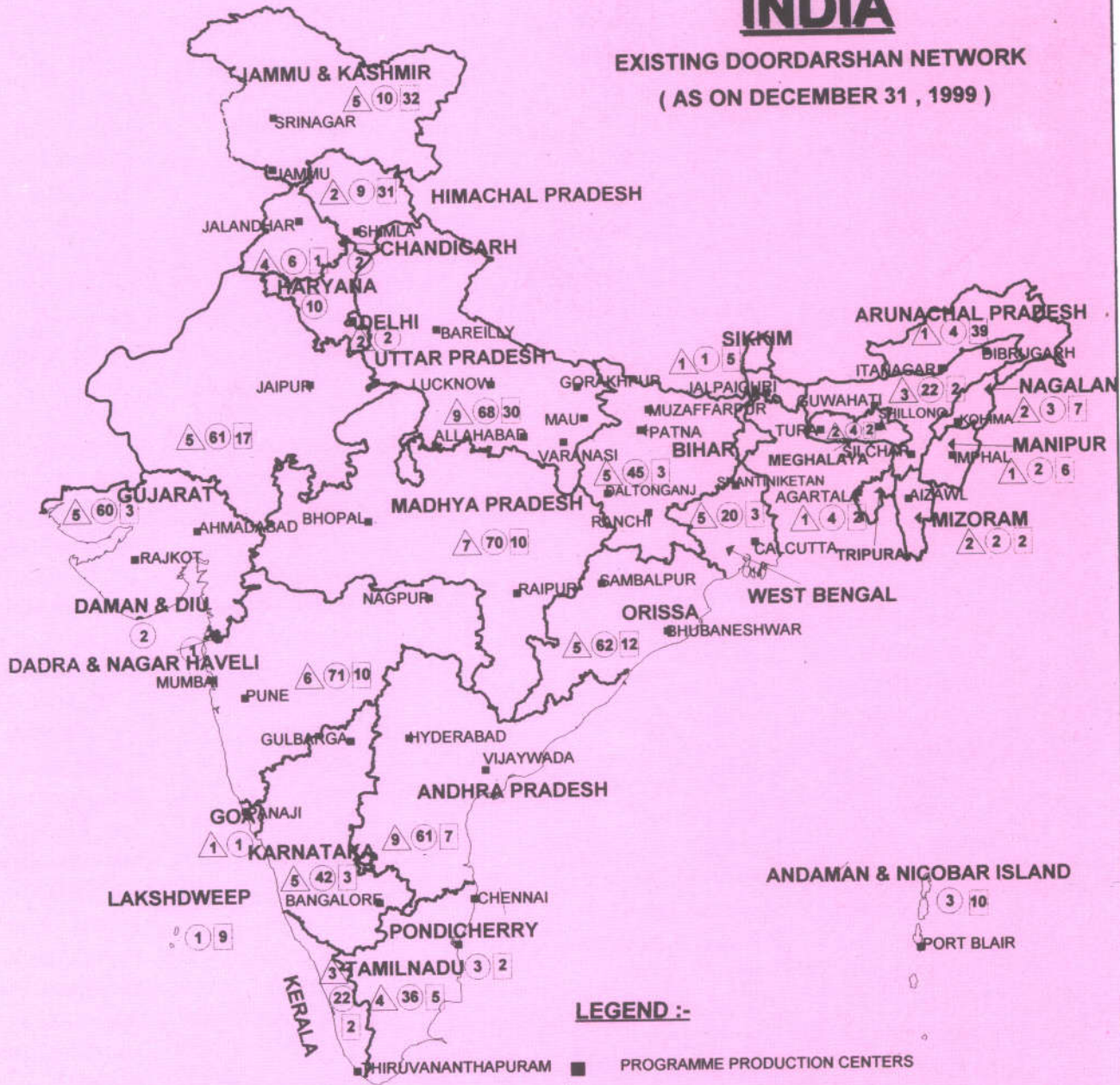
- (i) Earth stations of Shimla, Srinagar, Panaji & Port Blair. All these earth stations are expected to be ready for commissioning, in phases, during 2000.
- (ii) Permanent earth station complex at Delhi.
- (iii) Uplinking facilities for News & Sports channels in pmt. setups, are envisaged to be provided.
- (iv) Uplinking facilities for the proposed new channel 'DD Prime'.

**PROJECTS TECHNICALLY READY (as on 31.12.1999)**

PROJECT	LOCATION	STATE	PROJECT	LOCATION	STATE
<b>STUDIOS</b>	JAGDALPUR	MADHYA PRADESH	KARANJIA	ORISSA	
	GWALIOR	MADHYA PRADESH	RAJGANGAPUR	ORISSA	
	INDORE	MADHYA PRADESH	BIRMITRAPUR	ORISSA	
	BHAWANTPATNA	ORISSA	KUSHALGARH	RAJASTHAN	
<b>HPTs</b>	HASSAN	KARNATAKA	TARANGAR	RAJASTHAN	
	MUSSOORIE (DD II)	UTTAR PRADESH	SAGWARA	RAJASTHAN	
<b>LPTs</b>	VINUKONDA	ANDHRA PRADESH	NAVALGARH	RAJASTHAN	
	VELDANDA	ANDHRA PRADESH	MAKRANA	RAJASTHAN	
	DEVARKONDA	ANDHRA PRADESH	DENKANIKOTA	TAMILNADU	
	TEKKALI	ANDHRA PRADESH	NATTAM	TAMILNADU	
	BOBBILI	ANDHRA PRADESH	PERANAMPET	TAMILNADU	
	PEDAPALLI	ANDHRA PRADESH	CHIDAMBARAM	TAMILNADU	
	BOKAKHAT	ASSAM	VANDAVASSI	TAMILNADU	
	BARHARWA	BIHAR	AMARPUR	TRIPURA	
	VYARA	GUJARAT	JOLAIBARI	TRIPURA	
	FIROZPUR JHIRKA	HARYANA	KARWI	UTTAR PRADESH	
	TOHANA	HARYANA	TALBEHAT	UTTAR PRADESH	
	KARNAL	HARYANA	DUDHI NAGAR	UTTAR PRADESH	
	MAHENDERGARH	HARYANA	KALAGARH	UTTAR PRADESH	
	YAMUNAGAR	HARYANA	GARHBETA	WEST BENGAL	
	UDHAMPUR	JAMMU & KASHMIR	GARIBETA	WEST BENGAL	
	HOSDURG	KARNATAKA	BALRAMPUR	WEST BENGAL	
	HIRIYUR	KARNATAKA	<b>VLPTs</b> BADAMI	KARNATAKA	
	DANDELI	KARNATAKA	TIVSA	MAHARASHTRA	
	PALA	KERALA	ARJUNI	MAHARASHTRA	
	MULTAI	MADHYA PRADESH	SINDEWAHI	MAHARASHTRA	
	PENDRA ROAD	MADHYA PRADESH	CHIMUR	MAHARASHTRA	
	KUKSHI	MADHYA PRADESH	KURKHERA	MAHARASHTRA	
	DHARMABAD	MAHARASHTRA	KARANJIA	MAHARASHTRA	
	PATAN	MAHARASHTRA	ASHTI	MAHARASHTRA	
	PANDHARKAWADA	MAHARASHTRA	PIMPALNER SAKRI	MAHARASHTRA	
	PHALTAN	MAHARASHTRA	WAI	MAHARASHTRA	
	KHANAPUR	MAHARASHTRA	SIMLIPALGARH	ORISSA	
	PULGAON	MAHARASHTRA	KOTRA	RAJASTHAN	
	MANGALWEDHA	MAHARASHTRA	GINGEE	TAMILNADU	
	LAWNGTLAI	MIZORAM	OKHIMATH	UTTAR PRADESH	
	MOKOKCHUNG (DD II)	NAGALAND	RUDRAPRAYAG	UTTAR PRADESH	
	GONDIYA	ORISSA	KHUBIA NANGAL	UTTAR PRADESH	
	KHARIAR	ORISSA	SANKHI VIEW	ARUNACHAL PRADESH	

# INDIA

EXISTING DOORDARSHAN NETWORK  
( AS ON DECEMBER 31 , 1999 )



**LEGEND :-**

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

## DOORDARSHAN STUDIO (As on 31.12.99)

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

**PROJECTS COMMISSIONED DURING 1999-2000 (01.04.99 to 31.12.99)**

State/U.T.	Studio location
ARUNACHAL PRADESH	VLPT. MUKTO
BIHAR	VLPT. GARHWA *
GUJARAT	STU. RAJKOT (Augumentation)
	HPT. BHUJ (Pmt.)
	LPTM. PUNANDHRO
	LPT. RAJULA
	LPT. RAJPIPLA *
	LPT., JAMJODHPUR
	LPT. KHAMBHALIA
	LPT. LUNAWADA *
	LPT. MODASA *
	LPT. UMARGAON *
J&K	HPT. SRINAGAR (DD II)
MAHARASHTRA	STU. MUMBAI (Expansion)
	STU. NAGPUR (Augmentation)
	STU. PUNE *
	LPT. BHANDARA
	LPT. AMBAJOGAI (DD II)
MANIPUR	VLPT. JIRIBAM
MADHYA PRADESH	HPT. RAIPUR (DD II) *
NAGALAND	VLPT. SHAMTORR
RAJASTHAN	HPT. JODHPUR
	LPT. BHARATPUR
	LPT. KISHANGARHVAS
	VLPT. VIRATNAGAR
UTTAR PRADESH	VLPT. POKHRI

**Note :**

\* Projects in TSP districts



## DOORDARSHAN NETWORK (AS ON 31.12.99)

Sl. No.	State/UT	Studios	Primary coverage (DD 1) Trs.				Metro Channel (DD 2) Trs.				
			HPTs	LPTs	VLPTs	Trp.	Total	HPTs	LPTs	VLPTs	Total
1.	Assam	3	3	19	1	1	24	-	3	-	3
2.	Andhra Pradesh	2	8	61	6	1	76	1	-	-	1
3.	Arunachal Pradesh	1	1	3	39	-	43	-	1	-	1
4.	Bihar	4	5	44	2	1	52	-	1	-	1
5.	Goa	1	1	-	-	-	1	-	1	-	1
6.	Gujarat	2	4	59	3	-	66	1	1	-	2
7.	Haryana	-	-	9	-	-	9	-	1	-	1
8.	Himachal Pradesh	1	2	8	29	2	41	-	1	-	1
9.	Jammu & Kashmir	2	4	7	31	1	43	1	2	-	3
10.	Kerala	1	3	18	2	-	23	-	4	-	4
11.	Karnataka	2	4	42	3	-	49	1	-	-	1
12.	Madhya Pradesh	2	6	69	10	-	85	1	2	-	1
13.	Meghalaya	2	2	2	2	-	6	-	2	-	2
14.	Maharashtra	2	5	69	9	1	84	1	2	-	3
15.	Manipur	1	1	1	6	-	8	-	1	-	1
16.	Mizoram	1	2	-	2	-	4	-	2	-	2
17.	Nagaland	1	2	2	6	1	11	-	1	-	1
18.	Orissa	2	4	58	9	1	72	1	4	2	7
19.	Punjab	1	4	5	-	1	10	-	1	-	1
20.	Rajasthan	1	5	59	15	2	81	-	2	-	2
21.	Sikkim	-	1	-	5	-	6	-	1	-	1
22.	Tamil Nadu	1	3	36	3	2	44	1	-	-	1
23.	Tripura	1	1	2	1	1	5	-	2	-	2
24.	Uttar Pradesh	6	9	63	26	3	101	-	5	1	6
25.	West Bengal	3	4	19	3	-	26	1	1	-	2
26.	Delhi	1	1	-	-	-	1	1	-	-	1
27.	A.& N. Islands	1	-	2	10	-	12	-	1	-	1
28.	Daman & Diu	-	-	2	-	-	2	-	-	-	0
29.	Pondicherry	1	-	2	2	-	4	-	1	-	1
30.	L' Dweep Islands	-	-	1	8	-	9	-	-	1	1
31.	Chandigarh	-	-	1	-	-	1	-	1	-	1
32.	Dadra & Nagar Haveli	-	-	1	-	-	1	-	-	-	0
Total		47	85	664	233	18	1000	10	43	4	57

**Note :** 1. In addition to above transmitters, **two** LPTs at **Delhi** for relay of LS & RS proceedings and **one** LPT at Srinagar for relay of **Kashir** channel programmes are in operation.  
Total number of transmitters - 1060

## Doordarshan Transmitters (as on 31.12.1999)

STATE/UT	STATE/UT	STATE/UT	STATE/UT
<b>ANDHRA PRADESH</b>	MADHIRA	PASSIGHAT	<b>HPTs</b>
<b>HPTs</b>	MADNAPALLI	TEZU	DIBRUGARH
ANANTAPUR	MANDASSA	ITANAGAR (DD 2)	GUWAHATI
HYDERABAD	MARKAPUR		SILCHAR
KURNOOL	MEDAK	<b>VLPTs</b>	<b>LPTs</b>
NANDYAL	MEHBOOBNAGAR	ALONG	BONGAIGAON
RAJAMUNDRY (INT.)	NAGAR KARNUL	ANINI	DHUBRI
TIRUPATI	NALGONDA	BARIRIJO	DIPHU
VIJAYAWADA	NARAYANPET	BASAR	GOALPARA
VISHAKHAPATNAM	NARSARAOPET	BOLENG	GOHPUR
HYDERABAD (DD2)	NELLORE	BOMDILLA	GOLAGHAT
	NIRMAL	CHANGLANG	HAFLONG
	NIZAMABAD	CHAYANGTAJO	HATSINGHMARI
<b>LPTs</b>	ONGOLE	DAPORIZO	HOJAI
ACHAMPET	PEDANANDIPADU	DARAK	JORHAT
ADILABAD	PRODUPTUR	DIRANG	KOKRAJHAR
ADONI	RAJAMPET	GEKU	LUMDING
ALAGADDA	RAMAGUNDAM	GENSI	MARGHERITTA
AMALAPURAM	SIDDIPET	HAWAI	NAGAON
ATMAKUR	SRIKAKULAM	HAYULIANG	NAZIRA
BANSWADA	TAMBLAPALLI	HUNLI	NORTH LAKHIMPUR
BELHIMPALLY	TANDUR	INKIYONG	SONARI
BHADRACHALAM	TIRUPATI	KALAKTANG	TEZPUR
BHAINSA	TUNI	KEYING	TINSUKHIA
BHEEMADOLU	VISHAKHAPATANAM	KHIMYONG	DIBRUGARH (DD-2)
BHEEMAVARAM	WANAPARTHY	KHONSA	GUWAHATI (DD-2)
CHITTOOR	WARANGAL	LIROMOBA	SILCHAR (DD-2)
CUDDAPAH	YELLANDU	MARIYANG	
DARSI		MECHUKA	<b>VLPT</b>
EMMIGANUR	<b>VLPTs</b>	MUKTO	DIGBOI
GADWAL	CHINTAPALLI	NAMPONG	
GIDDALUR	ICCHAPURAM	NAMSAI	<b>TRANSPOSER</b>
GUNTAKAL	PADERU	PALIN	GUWAHATI
HINDUPUR	PARWATIPURAM	RAGA	
JADCHERLA	SEETAMPETA	ROING	<b>BIHAR</b>
JAGTIAL	SRISALEM	RUPA	
KADIRI		SAGALEE	<b>HPTs</b>
KAKINADA	<b>TRANSPOSER</b>	SEJOSA	DALTONGANJ
KAMAREDDY	VIJAYAWADA	SEPPA	KATI HAR
KARIMNAGAR		TALIHA	MUZAFFARPUR
KAVALI	<b>ARUNACHAL PRADESH**</b>	TAWANG	PATNA
KHAMMAM		TIRBIN	RANCHI
KOSGI	<b>HPT</b>	YOMCHA	
KOTAGUDAM	ITANAGAR	ZIRO	<b>LPTs</b>
KUPPAM			AURANGABAD
L.R. PALLY	<b>LPTs</b>	<b>ASSAM**</b>	BEGUSARAI
MACHERLA	MIAO		BETTIAH

STATE/UT	STATE/UT	STATE/UT	STATE/UT
BHAGALPUR	RAMGARH HILL	KOSAMBA	SIRSA
BOKARO		LIMBDI	MANDI DABWALI (DD-2)
BUXAR	<b>GOA **</b>	LUNAWADA	
CHAIBASA	<b>HPT</b>	MAHUVA	<b>HIMACHAL PRADESH</b>
DARBHANGA	PANAJI	MANGROL (Junagarh)	<b>HPTs</b>
DAUDNAGAR		MANGROL (Surat)	KASAULI
DEOGHAR	<b>LPT</b>	MEHSANA	SHIMLA
DHANBAD	PANAJI (DD-2)	MODASSA	
DUMKA		MORVI	
FORBESGANJ	<b>GUJARAT **</b>	NAVSARI	<b>LPTs</b>
GAYA		PALANPUR	BILASPUR
GHATSHILA	<b>HPTs</b>	PALITANA	DHARAMSHALA
GIRIDH	AHMEDABAD	PATAN	KULLU
GODDA	BHUJ	PORBANDER	MANALI
GOPALGANJ	DWARKA	PUNANDRO (Mobile)	MANDI
GUMLA	RAJKOT	RADHANPUR	RAMPUR
HAZARIBAG	AHMEDABAD (DD-2)	RAJPIPLA	SUNDER NAGAR
JAMSHEDPUR		RAJULA	SUJANPUR
JAMUI	<b>LPTs</b>	RAPAR	SHIMLA (DD-2)
KHAGARIA	AHWA	SANJELI	
KODARMA	AMBAJI	SHAMLAJI	<b>VLPTs</b>
LAKHISARAI	AMOD	SONGARH	AJHU FORT
LOHARDAGA	AMRELI	SURAT	BAIJNATH
MADHEPURA	BANTVA	SURENDRANAGAR	BANDLA
MADHUBANI	BHABBAR	THARAD	BANJAR
MOTIHARI	BHARUCH	UMERGAON	BHARMOUR
MUNGER	BHAVNAGAR	UNA	BHARTI
MUSHABANI	BOTAD	VADODARA	CHAMBA
NAWADA	CHHOTA UDAIPUR	VALSAD	CHAUPAL
NOAMUNDY	DANDI	VERAVAL	DIAR
PHOOLPARAS	DEDIAPARA	GANDHINAGAR (DD-2)	HAMIRPUR
RAXAUL	DEESA		HOLI
SAHARSA	DEVGADH BARIA	<b>VLPTs</b>	JAHALMA
SARAIKELLA	DHAMDHUKHA	KAKRAPAR	JOGINDER NAGAR
SASARAM	DHARANGADHRA	NETRANG	KALPA
SHEIKHPURA	DHARI	SAGWARA	KARSOG
SIKANDRA	DHARMPUR		KEYLONG
SIMRI BAKHTIARPUR	DHORAJEE	<b>HARYANA **</b>	KHARA PATHAR
SITAMARHI	DOHAD		KOTKHAI
SIWAN	GODHARA	<b>LPTs</b>	NICHAR
SUPAUL	IDER	BHIWANI	PALAMPUR
PATNA (DD-2)	JAMJODHPUR	CHARKHI DADRI	PARWANOO
	JAMNAGAR	HISSAR	PIRBHAYANU
<b>VLPT</b>	JHAGADIA	JIND	ROHRU
SIMDEGA	JUNAGARH	MEHAM	SARKAGHAT
GARHWA	KEVADIA COLONY	NARNAUL	SHIVBADAR
	KHAMBALIA	REWARI	THANEDAR
<b>TRANS.</b>	KHAMBAT	ROHTAK	UDAIPUR
			UNA

STATE/UT	STATE/UT	STATE/UT	STATE/UT
VEER	PADAM	KOLAR GOLD FIELD	CALICUT (DD2)
<b>TRANSPOSERS</b>	PAHALGAM	KUMTA	CANNANORE (DD-2)
RAJGARH	POONCH	MANDYA	COCHIN (DD-2)
SOLAN	RAMBAN	MANGALORE	TRIVANDRUM (DD 2)
<b>JAMMU &amp; KASHMIR **</b>	SAMBA	MEDIKERI	<b>VLPTs</b>
	SANKOO	MUDIGERE	DEVIKOLAM
	TANGSTE	MYSORE	KANJIRAPALLI
	THANAMANDI	PAVAGADA	
<b>HPTs</b>	TIMSOGAM	PUTTUR	<b>MADHYA PRADESH**</b>
JAMMU	TITHWAL	RAICHUR	
LEH	UDHAMPUR	RAMADURG	<b>HPTs</b>
POONCH	URI	RANIBENNUR	BHOPAL
SRINAGAR	<b>TRANSPOSER</b>	SAGAR	GWALIOR
SRINAGAR (DD-2)	SURANKOT	SANDUR	INDORE
		SIRSI	JABALPUR
<b>LPTs</b>	<b>KARNATAKA**</b>	TIPTUR	JAGDALPUR
KARGIL		TUMKUR	RAIPUR
KATHUA	<b>HPTs</b>	UDIPI	RAIPUR (DD-2)
NAUSHERA	BANGALORE	<b>VLPTs</b>	<b>LPTs</b>
RAJOURI	DHARWAD	SAKLESHPUR	ALIRAJPUR
RIASI	GULBARGA	MADHUGIRI	AMBIKAPUR
JAMMU (DD-2)	SHIMOGA	SULYA	ASHOKNAGAR
LEH (DD-2)	BANGALORE (DD 2)		BADA MALHERA
SRINAGAR	<b>LPTS</b>	<b>KERALA**</b>	BAILADILLA
(KASHIR CH)	ARSIKERE		BALAGHAT
DARHAL	ATHANI	<b>HPTs</b>	BETUL
BANDIPURA (Mobile)	LAGALKOT	CALICUT (INT.)	BHANDER
	BANTWAL	COCHIN	BHANPURA
<b>VLPTs</b>	BASAVA KALYAN	TRIVANDRUM	BHIND
ARDH KUARI	BELGAUM	<b>LPTs</b>	BIJAIPUR
BARAMULLA	BELLARY	ADOOR	BILASPUR
BASECAMP (SIACHIN)	BHATKAL	ATTAPADI	BURHANPUR
BATOT	BIDAR	CANNANORE	CHANDERI
BHADARWA	BIJAPUR	CHANGANACHERRY	CHHATAPUR
BUDHAL	CHICKMAGLUR	CHENGANNUR	CHHINDWARA
CHUSHUL	CHIKODI	IDUKKI	DAMOH
DASKIT	CHITRADURGA	KALPETTA	DATIA
DODA	DAVANAGRE	KANANGARH	DUNGARGARH
DRAS	GADAG BETGARI	KASARGOD	GADARWARA
GUREZ	GANGAWATI	KAYAMKULAM	GAROT
KALAKOT	GOKAK	MALIAPURAM	GUNMA
KHALSI	HARPHANHALLI	PALGHAT	HARDA
KILHOTRAN	HASSAN	PATHANAMTHITTA	ITARSI
KISHTWAR	HATTIHAL	PUNALUR	JAORA
KUD	HOLENARSIPUR	SHORANUR	JHABUA
KUPWARA	HOSPET	TELLICHERRY	KANKER
MULBEKH	HUNGOND	THODUPUZHA	KELARAS
NAYEMA	KARWAR	TRICHUR	KHANDWA

STATE/UT	STATE/UT	STATE/UT	STATE/UT
KHARGAON	PARASIA	KOLHAPUR	<b>MANIPUR**</b>
KHURAI	SARANGARH	MAHAD	
KORBA	SINGRAULI	MALEGAON	<b>HPT</b>
KUKADESHWAR		MANGAON	IMPHAL
KURASIA	<b>MAHARASHTRA**</b>	MANMAD	<b>LPTs</b>
KURWAI	<b>HPTs</b>	MEHEKAR	UKHRUL
LAHAR	AMBAJOGAI	HASLE	IMPHAL (DD 2)
MAIHAR	AURANGABAD	MORSHI	<b>VLPTs</b>
MALANJKHAND	MUMBAI	NANDED	CHANDEL
MANDLA	MUMBAI (DD-2)	NANDURBAR	CHURACHANDPUR
MANDSAUR	NAGPUR	NASIK	KANGPOKPI
MANINDERGARH	PUNE	NAVAPUR	MOREH
MURWARA	<b>LPTs</b>	OSMANABAD	SENAPATI
NAGDA	ACHALPUR	PANDHARPUR	JIRIBAM
NARAYANPUR	ACOT	PARBHANI	
NARSIMHAPUR	AHERI	PUSAD	<b>MEGHALAYA**</b>
NEEMUCH	AHMEDNAGAR	RAJAPUR	
PANCHMARHI	AKLUJ	RATNAGIRI	<b>HPTs</b>
PANNA	AKOLA	RISHOD	SHILLONG
PIPRIA	AMALNER	SANGAMNER	TURA
RAGHOGARH	AMRAVATI	SANGLI	<b>LPTs</b>
RAIGARH	ARVI	SATANA	JOWAI
RAJGARH	AMBAJOGAI (DD2)	SATARA	WILLIAMNAGAR
RAJHARA JHARANDILI	BARSHI	SHAHAD	SHILLONG (DD 2)
RATLAM	BHANDARA	SHIRPUR	TURA (DD 2)
REWA	BHUSAWAL	SHOLAPUR	<b>VLPTs</b>
SAGAR	BID	SIRONCHA	BAGHMARA
SAKTI	BRAHAMPURI	TUMSAR	NONGSTOIN
SATNA	BULDANA	UMERGA	
SEONI	CHANDRAPUR	UMERKHED	<b>MIZORAM**</b>
SHAHDOL	CHANDUR	WANI	
SHAJAPUR	CHIKHLI	WARDHA	<b>HPTs</b>
SHEOPUR	CHIPLUN	WASHIM	AIZWAL
SHIVPURI	DEORUKH	YAVATMAL	LUNGLEI
SIDHI	DHULE	NAGPUR (DD 2)	<b>LPTs</b>
SINGRAULI	DIGLUR	<b>VLPTs</b>	AIZWAL (DD 2)
SIRONJ	GARHCHIROLI	BADLAPUR	LUNGLEI (DD 2)
SITAMAU	GONDIA	BHOKAR	<b>VLPTs</b>
TIKAMGARH	HINGANGHAT	CHIKALDHARA	CHAMPHAI
UJJAIN	HINGOLI	JUNNAR	SAIHA
BHOPAL (DD-2)	ICHALKARANJI	KARJAT	
<b>VLPTs</b>	JALGAON	KHED	<b>NAGALAND**</b>
BUDHNI	JALNA	KOREGAON	
BIJAPUR	KANKAULI	MALKAPUR	<b>HPTs</b>
DIAMOND MINING PROJ.	KARAD	MALWAN	KOHIMA
JASHPURNAGAR	KARANJA	<b>TRANSPOSER</b>	MOKOKCHUNG
KONDAGAON	KHAMGAON	AURANGABAD	<b>LPTs</b>
KOYLIBEDA	KHOPOLI		DIMAPUR
PAKHANJORE	KINWAT		

STATE/UT	STATE/UT	STATE/UT	STATE/UT
TUENSANG	KORAPUT		HINDAUN
KOHIMA (DD 2)	KOTPAD	<b>PUNJAB**</b>	JAISALMER
<b>VLPTs</b>	KUCHINDA		JALORE
MON	LUTHERPUNK	<b>HPTs</b>	JHALAWAR
PHEK	MALKANGIRI	AMRITSAR	JHANJHUNUN
SATAKHA	MOHANA	BHATINDA	KARANPUR
SHAMTORI	NARSINGHPUR	JALANDHAR	KARALI
WOKHA	NAVRANGPUR	FAZILKA (INT.)	KESRIAJI
ZUNHEBOTO'	NUAPARA	<b>LPTs</b>	KHETRI
<b>TRANSPOSER</b>	PADAMPUR	ABOHAR	KOTPUTLI
KOHIMA	PADMAPURAM	FIROZPUR	KRISHNAGARH-
	PADUA	GURDASPUR	VAS (ALWAR)
<b>ORISSA**</b>	PALLAHARA	PATHANKOT	MOUNT ABU
	PARADEEP	PATIALA	NAGAU
<b>HPTs</b>	PARLAKHEMUNDI	JALANDHAR (DD 2)	NATHDWARA
BALESHWAR	PATNAGARH	<b>TRANSPOSER</b>	NIMAJ
BHAWANIPATNA	PHULBANI	TALWARA	NOHAR
CUTTACK	PURI		NOKHA
SAMBALPUR	RAIRANGPUR	<b>RAJASTHAN**</b>	PALI
CUTTACK (DD 2)	RAJRANAPUR		PHALODI
<b>LPTs</b>	RAYAGADA	<b>HPTs</b>	PILANI
ANANDPUR	REDHAKHOL	BARMER (INT.)	PRATAPGARH
ANGUL	ROURKELA	BUNDI	RAISINGHNAGAR
ATHAMALIK	SIMLGUDA	JAIPUR	RAJGARH
BALANGIR	SOHELA	JAISALMER	RATANGARH
BALIAPAL	SONEPUR	JODHPUR	RAWATSAR
BALIGURHA	SUNDERGARH	<b>LPTs</b>	SALUMBER
BANAPUR	TALCHER	AJMER	SARDARSHAHR
BARGARH	TIRTHAL	ALWAR	SAWAIMADHOPUR
BARIPADA	UMERKOTE	ANAPGARH	SHAHPURA
BERHAMPUR	BHUBANESHWAR (DD 2)	BANSI	SIKAR
BHADRAK	DHENKANAL (DD 2)	BANSWARA	SIROHI
BHANJANAGAR	DUDHARKOT (DD 2)	BARAN	SRIDUNGARGARH
BHUBAN	SAMBALPUR (DD 2)	BARI SADRI	SUJANGARH
BONAI	<b>VLPTs</b>	BARMER	SURATGARH
BOUDH	AUL	BASAVA	TONK
BRAJRAJNAGAR	BADA BARBIL	BEAWAR	UDAIPUR
DASRATHPUR	BARAPALLI	BHADRA	VALLABHNAGAR
DEOGARH	CHITRAKONDA	BHARATPUR	JAIPUR (DD 2)
DHENKANAL	KALAMPUR	BHILWARA	KOTA (DD 2)
DURGAPUR	KOKSARA	BIKANER	<b>VLPTs</b>
G. UDAIGIRI	NAGCHI	CHIRAWA	AMET
JAYPORE	NAYAGARH	CHITTAURGARH	ANDHI
JODA	THOUMAL RAMPUR	CHURU	BHIM
KABISURYANAGAR	ROURKELA (DD 2)	DEEG	CHAUMAHILA
KAMAKHYANAGAR	LALITGIRI (DD 2)	DUNGARPUR	DEOGARH
KENDRAPARA	<b>TRANSPOSER</b>	GANGANAGAR	FATEHPUR
KEONJHARGARH	SUNABEDA	GANGAPUR (S.M. PUR)	GANGAPUR
KHANDPARA		HANUMANGARH	

STATE/UT	STATE/UT	STATE/UT	STATE/UT
KUMBHALGARH	NAGARCOIL	BAREILLY	MOHAMMADABAD
MANDALGARH	NEYVELI	GORAKHPUR	MORADABAD
NEEM KA THANA	PATTUKOTTAI	KANPUR	NAINI DANDA
RAJGARH	PUDUKOTTAI	LUCKNOW	NAINITAL
RAWATBHATA	RAJAPALAYAM	MAU	NANPARA
SIKRAI	SALEM	MUSSOORIE	NAUGARH
VIRATNAGAR	SHANKARANKOVIL	VARANASI	NEW TEHRI
ZAWAR MINES	THANJAVUR	<b>LPTs</b>	OBRA
<b>TRANSPOSERS</b>	THIRUVAIYARU	AKBARPUR	ORAI
JAMUA RAMGARH	TINDIVANAM	ALIGARH	PAURI
LALSOT	TIRUCHENDUR	AMROHA	PILIBHIT
	TIRUCHIRAPALLI	ATHDAMA	PITHORAGARH
<b>SIKKIM**</b>	TIRUNELVELI	AURIYA	PURANPUR
	TIRUPATTUR	BAHRAICH	RAE BARELI
<b>HPTs</b>	TIRUVANNAMALAI	BALLIA	RAMPUR
GANGTOK	TUTICORIN	BALRAMPUR	RASRA
<b>LPTs</b>	UDAGAMANDALAM	BANDA	RATH
GANGTOK (DD 2)	UDUMALPET	BASTI	RUDAULI
<b>VLPTs</b>	VANIYAMBADI	CHAMPAWAT	SAMBAL
GYALSHING	VELLORE	CHHIBRAMAU	SHAHJAHANPUR
MANGAN	VILLUPURAM	DEORIA	SIKANDERPUR
NAMCHI	<b>VLPTs</b>	ETAH	SITAPUR
RANGPO	VALLIUR	ETAWAH	SULTANPUR
SINGTAM	VALPARAI	FAIZABAD	TANAKPUR
	VAZA PADI	FARRUKHABAD	THIRWA
<b>TAMILNADU**</b>	<b>TRANSPOSERS</b>	FATEHPUR	AZAMGARH (DD 2)
	DINDIGUL	GANJ DUNDWARA	KANPUR (DD 2)
<b>HPTs</b>	KANCHIPURAM	GAURIGANJ	LUCKNOW (DD 2)
CHENNAI		GONDA	MAU (DD 2)
KODAIKANAL	<b>TRIPURA**</b>	HALDWANI	RAMPUR (DD 2)
RAMESHWARAM		HARDOI	<b>VLPTs</b>
CHENNAI (DD 2)	<b>HPT</b>	HARIDWAR	ALMORA
<b>LPTs</b>	AGARTALA	JAGDISHPUR	BAGESHWAR
ARANI	<b>LPTs</b>	JHANSI	BASOT
ARCOT	KAILASAHAR	KASGANJ	BHATIARI
ATTUR	TELIAMURA	KASHIPUR	CHAUKHATIA
CHEYYAR	KAILASAHAR (DD 2)	KOTDWAR	DEVPRAYAG
COIMBATORE	AGARTALA (DD 2)	LAKHIMPUR	DHARCHULA
COONOOR	<b>VLPT</b>	LALGANJ	DIDIHAT
COURTALAM	DHARMA NAGAR	(PRATAPGARH)	GAJJA
CUDDALORE	<b>TRANSPOSER</b>	LALGANJ (RAE-	GHANDYAL
DHARMAPURI	BELLONIA	BAREILLY)	GOPESHWAR
GUDIYATAM		LALITPUR	JOSHIMATH
KRISHNAGIRI	<b>UTTAR PRADESH**</b>	MAHOBA	KALJIKHAL
KUMBAKONAM		MAHRONI	KARAN PRAYAG
MARTHANDAM	<b>HPTs</b>	MAINPURI	KAUSANI
MAYURAM	AGRA	MATHURA	MANKPUR
NAGAPATTINAM	ALLAHABAD	MAU RANIPUR	MANIKAPUR

STATE/UT	STATE/UT	STATE/UT	STATE/UT
MUNSIARI	PURULIYA	<b>DAMAN &amp; DIU**</b>	
NANDPRAYAG	RANAGHAT		
PRATAPNAGAR	RYNA	<b>LPTs</b>	
POKHRI	SHANTINIKETAN	DAMAN	
RAJGRAHI	MURSHIDABAD (DD 2)	DIU	
RANIKHET	<b>VLPTs</b>		
SAAHIYA	EGRA	<b>DELHI**</b>	
THARALI	JHALDA		
UTTARKASHI	BAGHMANDI	<b>HPTs</b>	
THAKURDWARA (DD 2)		DELHI	
<b>TIRANSPOSERS</b>	<b>A &amp; N ISLANDS**</b>	DELHI (DD 2)	
CHURK		<b>LPTS</b>	
MUSSOORIE	<b>LPTs</b>	DELHI (LOK SABHA)	
SRINAGAR	CAR NICOBAR	DELHI (RAJYA SABHA)	
	PORT BLAIR		
<b>WEST BENGAL**</b>	PORT BLAIR (DD 2)	<b>LAKSHADWEEP**</b>	
	<b>VLPTs</b>	<b>LPT</b>	
<b>HPTs</b>	BARATANG	KAVARATTI	
ASANSOL	CAMPBEL BAY	<b>VLPTs</b>	
CALCUTTA	DIGLIPUR	AGATTI	
CALCUTTA (DD 2)	GREAT NICOBAR	AMINI	
KURSEONG	HAVELOCK	ANDROTT	
MURSHIDABAD	HUTBAY	CHETLAT	
<b>LPTs</b>	KATCHAL	KADMAT	
ALIPURDUAR	MAYABUNDER	KALPENI	
BALURGHAT	NANCOWRY	KILTON	
BARDHAMAN	RANGAT	MINICOY	
BASANTI		KAVARATTI (DD 2)	
BISHNUPUR	<b>CHANDIGARH**</b>	<b>PONDICHERRY**</b>	
CONTAI		<b>LPTs</b>	
DARJELING	<b>LPTs</b>	KARAIKAL	
FARAKKA	CHANDIGARH	PONDICHERRY	
JHARGRAM	CHANDIGARH (DD 2)	PONDICHERRY (DD-2)	
KALIMPONG		<b>VLPTs</b>	
KALNA	<b>DADRA &amp; NAGAR</b>	MAHE	
KHARAGPUR	<b>HAVELI**</b>	YANAM	
KRISHNANAGAR			
MALDAH	<b>LPT</b>		
MEDINIPUR	SILVASSA		



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# 4

## FILMS

### FILMS DIVISION

4.1.1 The story of the Films Division is synchronous with the eventful years of the country since Independence and over the last 50 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 national information, communication and integration.

4.1.2 The Division produces documentaries/news magazines from its headquarters at Mumbai, films on defence and family welfare from New Delhi and featurettes with a rural bias from the regional centres at Calcutta and Bangalore. The Division caters to over 12,379 cinema theatres all over the country and to the non-theatrical circuits like units of the Directorate of Field Publicity, mobile units of the State Governments, Doordarshan, field units of the Department of Family Welfare, educational institutions and voluntary organisations. The



*The President Shri K.R. Narayanan giving away the Dada Saheb Phalke Award for 1998 to Shri B.R. Chopra at the 46th National Film Festival Awards Function in New Delhi on 15th February, 2000*

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documentaries and newsreels of State Governments are also featured in the Division's release on the theatrical circuit. The Division sells prints, stock shots, video cassettes and distribution rights of documentaries and featurettes in India and abroad.

4.1.3 By organising five editions of the International Film Festivals and documentary, short and animation films at Mumbai, the Division has emerged as a key player in the global documentary film movement.

4.1.4 The organisation of the Division is broadly divided into three wings, viz. 1) Production, 2) Distribution and 3) Administration.

### **Production**

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

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

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

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

4.1.9 The Cartoon Film Unit of the Division has gained distinction through a steady output of animation films which have won outstanding recognition all over the world. The unit also prepares animation sequences for documentaries and

newsmagazines and is now equipped for production of puppet films. Computer animation has also been added to this unit.

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

4.1.11 The Delhi unit of the Division has the responsibility of production of instructional and motivational films for the Ministry of Defence and the Department of Family Welfare. The unit has also been equipped with video film-making facilities.

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

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

### **Distribution**

4.1.14 The Distribution Wing of the Films Division has branch offices in the ratio of one branch to about 1500 cinema houses. At present, there are 10 distribution branch offices located at Bangalore, Calcutta, Chennai, Hyderabad, Lucknow, Madurai, Mumbai, Nagpur, Thiruvananthapuram and Vijayawada. In 1999 (up to December 1999), the Division covered over 12,379 cinema houses spread all over the country with an audience of about nine to ten crores per week.

4.1.15 The Division also supplies prints in 16mm

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

4.1.16 Video cassettes of the Division's films are also sold to railways, public sector undertakings, Central and State Government departments, educational institutions and private parties for non-commercial use. During January-December 1999, 2,262 cassettes were sold for non-commercial use.

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

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

4.1.18 Films Division has been entrusted with the task of organising the biennial Mumbai International Film Festival for Documentary, Short and Animation Films. The first Mumbai International Film Festival was held in March, 1990. The Sixth MIFF was held from February 3-9, 2000 and comprised three different sections, viz., Main Film Competition, Video Competition (International) and Video Competition (National).

### **Administration**

4.1.19 The Administration Wing provides necessary facilities like finance, personnel, stores, equipment, etc., to other wings of the Division. It is responsible for all matters relating to administration, establishments, stores management, workshop management and general administration.

### **Performance**

4.1.20 During the period April 1999 to December 1999, the Division produced 22 News Magazines and 76 Documentaries/Short Featurette and Video films. Out of these, 75 films/newsmagazines/video films were produced departmentally and 23 films were produced through independent producers.

4.1.21 During the year, the Division produced the following News Magazines on the eve of important national campaigns and programmes:- 'Anokhi Parampara', 'Infotech Revolution', 'Pokhran-II-A Flash back', 'Siri Cult' and 'A Looming Epidemic'. In addition to the above, some of the documentary films and news magazines produced during this period are :- 'Jawan Tuje Salam', 'Sheikh Cinna Maulana', 'Yamini Krishnamurthy', 'Atal Behari Vajpayee' and 'Gateway to Heaven'.

4.1.22 Films Division won the State Award at the 36th Maharashtra Chitrapat Mahotsav for the film, "EDUCATION ONLY HER FUTURE", and Three Awards at the 46th National Awards Ceremony for the films (i) "PAINTER OF ELOQUENT SILENCE - GANESH PYNE", (ii) "EDUCATION ONLY HER FUTURE" and (iii) "SENTENCE OF SILENCE".

4.1.23 Recently Films Division has also received an "International Jury Award" (26th International Festival of Professional Films, T.V. & Video Programmes) EKOTOP FILM'99 (prize of VVB) for the film "EDUCATION ONLY HER FUTURE".

4.1.24 The concept of taking educative and instructional films to target audience has been pursued vigorously by organising Mini Film Festivals of Award-winning films at Shimla and Ernakulam. Such festivals are also proposed to be held at Bhopal, Chennai and Hyderabad during the year.

4.1.25 Films Division continues to undertake production of special feature films specially intended for rural audiences on various topics such as upliftment of Scheduled Castes and Scheduled Tribes, Untouchability, Bonded Labour, National Integration, Illiteracy, etc. The Division completed eight feature films for rural people and about 21 feature films are under production.

4.1.26 During the period April to December, 1999, Films Division released 31 documentary films and

19 News Magazines on important topics with its theatrical circuit.

4.1.27 The Film Library of Films Division, which has a computerised information system is a treasurehouse of valuable archival material of India's contemporary history. The total collection of Film Library is about 1.8 lakh films which include original picture negatives, dupe/inter negatives, sound negatives, master/interpositives, saturated prints, international tracks, pre-dub sound negatives, 16mm prints, library prints and answer prints, etc.

4.1.28 The Division released 14,861 prints of 31 documentary films and 27 News Magazines on important topics like Communal Harmony and National Integration, Eradication of Untouchability, Family Welfare Programmes etc., in the theatrical circuits. The Division also sold 43 prints and 2,174 video cassettes of its films for non-commercial use in India and abroad. Total revenue earned by the Division up to December 1999 amounted to Rs. 1,67,79,000.

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

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

#### **National Film Awards**

4.2.2 The 46<sup>th</sup> National Film Festival commenced its jury screenings in July, 1999. The Feature Film Jury was chaired by Shri D.V.S. Raju and the Non-Feature by Shri Shaji N. Karun. Shri M.T. Vasudevan Nair was the Chairman of the jury set up to adjudge the best writing on cinema. 114 Feature Films, 105 Non-Feature Films and 22 books were entered for awards. In addition 17 critics also entered their work for the award for Best Critic of the year. 'Samar' (Hindi) directed by Shri Shyam Benegal and 'In The Forest Hangs a Bridge' (English) directed by Shri Sanjay Kak have been adjudged as the Best Feature and best Non-feature

films respectively. The award for the Best Book on Cinema goes to the book 'Samvadon ka Vishleshan' by Dr. Kishore Vaswani. Ms. Meenakshi Shedde has been recommended for the Best Film Critic award for 1998. The prestigious Dada Saheb Phalke Award for 1998 was conferred upon Shri B.R. Chopra. The awards were presented by the Hon'ble President of India on 15.2.2000.

### **International Film Festival**

4.2.3 The 31<sup>st</sup> International Film Festival of India (31st IFFI) was held in New Delhi from January 10-20, 2000. The Festival comprise various Sections like "Cinema of the World", "Competition - Feature Films by Asian Directors", "Indian Panorama", "Retrospectives/Tributes", and "Mainstream Indian Cinema". Another highlight of the 31st IFFI was the conferment of the Lifetime Achievement Award (given to a foreign film personality for outstanding contribution to cinema) upon Sh. Lester James Peries (Sri Lanka).

#### **Indian Panorama**

4.2.4 The Indian Panorama section of the 31st IFFI introduced in 1978, included 16 feature films and 19 non-feature films recommended by the respective selection panels.

#### **Cultural Exchange Programmes In India**

4.2.5 During the period under review, film festivals by specified countries were organised by the Directorate of Film Festivals under the cultural exchange programmes of India and these countries. These included Festival of Films from Finland, Sweden, Cyprus, Italy and Netherlands. While the festival of films from Finland was organised in New Delhi and at Agartala, the festival of films from Cyprus was organised in New Delhi and Chennai. Likewise, the festival of films from Netherlands was organised in New Delhi and Imphal. The Directorate also received film delegations from Cyprus and Netherlands to participate in their respective film festivals. During the remaining period of 1999-2000, it is proposed to organise two more film weeks from China and Australia.

#### **Activities abroad**

4.2.6 The Directorate of Film Festivals organised

Indian film weeks abroad in Germany, Mongolia and Russia. Besides, films were also sent for participation in the SAARC film festival and Indian Film Weeks in France and Cairo. The Directorate participated in 51 International Film Festivals abroad.

### **CHILDREN'S FILM SOCIETY, INDIA (CFSI)**

4.3.1 The Children's Film Society, India (CFSI) (earlier known as the National Centre of Films for Children and Young People - N'CYP), based in Mumbai (with branch offices in New Delhi and Chennai), is engaged in the production of films, television serials, featurettes and animation films for children and young people. It endeavours to provide healthy entertainment to the younger generation by exhibiting films and serials in theatres and on television. Rights of foreign films are also purchased by CFSI and the same are exhibited after dubbing them in Indian languages.

4.3.2 Films produced by CFSI are entered in various National and International Film Festivals. The Society also organises its own International Film Festival which is held every alternate year. Hyderabad is the permanent venue of this biennial event. The 11<sup>th</sup> edition of the Festival, called the "Golden Elephant", was held at Hyderabad in November 1999. The Festival received 178 entries from 29 countries for its various sections. As many as 49 foreign and 56 Indian delegates were invited to attend the Festival. In addition, CFSI invited 50 children as delegates from various parts of India. "The Cart" a feature film from Iran, bagged the "Golden Elephant Award" for the Best Feature Film. This film also won the "The Children's Jury" award.

4.3.3 During the year under review, ten feature films were taken up for production. These are "Aakhir Pakda Gaya, Par Kaun" (Hindi) directed by Ms. Santosh Sahni, "Radio Comes to Rampur" (Hindi) directed by Ms. Asha Dutta, "Ajooba" (Hindi) directed by Shri Sunil Advani, "Ranu Ka Bakra" (Bengali) directed by Shri Shyamal Karmakar. "Luck Luck Luckeeren" (Hindi) directed by Shri Sudesh Sayal. "Pari" (Manipuri) directed by Shri Aribam Shyam Sharma, "Neel Parvat Ke Par" (Hindi) directed by Shri Vivek Anand, "The Goal" (Hindi) directed by Shri Gul Bahar Singh and "Ek Tukra

Chand" (Hindi) directed by Shri Pinaki Chaudhary. CFSI also took up production of two short animation films, "Pink Camel" directed by Ms Paushali Ganguli, and "Ajeeb Ghar" directed by Shri Rajesh Aggarwal. In addition, one short live action film "Dinu Che Bill" (Marathi) directed by Shri Ram Gabale was also taken up for production. Of these, one film "Radio Comes to Rampur" has been completed and sub-titled in English. The remaining films are at various stages of production.

4.3.4 CFSI took up dubbing of one foreign (Persian) feature film "Nanelal" (Her Children) in Hindi.

4.3.5 During the year under review, 39 episodes of the TV serial "Baldoot" (Child Ambassador) were telecast on Doordarshan network.

4.3.6 In the area of exhibition of children's films, 556 shows were organised in Assam between 20th and 30th May, 1999 covering an audience of 1,90,873. In addition, 1441 film shows were organised by Mumbai, Chennai and Delhi offices of CFSI covering the states of Maharashtra, Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Haryana, Uttar Pradesh and in the Union Territory of Delhi.

4.3.7 CFSI's film "Radio Comes to Rampur" was entered for the 'Golden Elephant' and in the International Film Festival held at Hyderabad in November 1999.

### **NATIONAL FILM ARCHIVE OF INDIA**

4.4.1 The National Film Archive of India (NFAI) was established as a media unit of the Ministry of Information and Broadcasting in February 1964. Its three principal objectives are: (i) to trace, acquire and preserve for posterity, the heritage of Indian cinema; (ii) to classify, document data and undertake research relating to films; and (iii) to act as a centre for dissemination of film culture. With headquarters at Pune, NFAI has three regional offices at Bangalore, Calcutta and Thiruvananthapuram.

4.4.2 During April-December 1999, NFAI acquired 126 fresh titles, 152 duplicate prints, 32 free deposits, 24 video cassettes, 271 books, 3343 scripts, 416 slides, 56 pre-recorded audio cassettes, 2 pamphlets, 1,636 stills, 584 wall posters and 11 audio compact discs.

4.4.3 There have been several significant free deposits of the negatives of classics in Bengali, Malayalam and Hindi during the year.

4.4.4 NFAI's activities relating to dissemination of film culture are manifold. Its distribution library has about 32 active members throughout the country and it also organises joint screening programmes on weekly, fortnightly and monthly basis in six important centres. Another important programme is the film-teaching scheme comprising of long and short term Film Appreciation courses conducted in collaboration with FTII and other educational and cultural institutions. A four-week course held in Pune this year had 80 participants from different disciplines and professions. About 49 films were supplied by the Archive for the Film Appreciation Course conducted in Delhi under the aegis of Cinemaya, French Embassy and NFAI. NFAI also sent 34 films for a Film Appreciation Course conducted by National Centre for the Performing Arts, Mumbai.

4.4.5 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 exchanges of rare films with other archives under archival exchange programmes.

4.4.6 At the International level, NFAI had assisted the Swedish Embassy, New Delhi and the Directorate of Film Festivals in organising a retrospective of Bergman films in New Delhi, by making available as many as 7 titles, in August, 1999. 21 films were also supplied to the West Bengal Government for the 5th International Film Festival organised in Calcutta by Nandan in November 1999. 'Pather Panchali' was sent for screening at the Pusan International Film Festival, Korea in October 1999. NFAI also made available two films 'Chinnamul' and 'Suvarnaksha' to the Danish Film Institute, Denmark for a special programme of seminar on Indian films in September 1999. The film Suvarnaksha was also sent to SAARC Festival in Sri Lanka. Besides, Adoor Gopalakrishnan's 'Swayamvaram' and 'Kodiyattam' were supplied for a retrospective organised by Cinematheque Francaise, Paris.

4.4.7 There was an overwhelming response to the advertisement released by NFAI notifying the research programmes comprising Research Fellowship, Monographs and Oral History Projects. The Oral History project on Soumitra Chatterjee and Monograph on Hiralal Sen were completed during the year.

4.4.8 During the year, detailed checking was carried out in respect of 1462 reels in 35mm and 75 spools in 16mm. Similarly, a thorough check was carried out in respect of almost all preservation prints to identify the material to be copied or repaired. Also, 175 reels (47,084.13 mtrs) of nitrate base films were transferred to safety base. Synchronisation job of 10 old titles of 60's had been completed for copying.

4.4.9 The complicated and delicate job of salvaging of the film 'Garam Coat' (1951) was accomplished by using the available material from both versions of the film, i.e., the Long and Short ones.

4.4.10 In terms of the Deposit Agreement entered into with copyright owners, NFAI are committed to rendering services to producers/copyright owners in respect of supply of films, for repairing original negatives, preparation of duplicate copies and video copying for telecast purposes.

## **FILM AND TELEVISION INSTITUTE OF INDIA**

4.5.1 The Film and Television Institute of India provides the latest education and technological experience in the art and technique of film-making and television production. In-service training is provided to officers of all grades of Doordarshan. It is equipped with the latest digital and broadcast grade production set up, viz., Nonlinear, Betacam and A/B Roll editing set-ups, Digital cameras, viz., Sony BVP-500 P; Soft Chroma Keyer, Digital special effects generator, two Silicon graphics 02 workstation with Alias software, modern movie cameras, re-recording equipment, etc., and provides an excellent exposure to the faculty and students of Film & Television.

4.5.2 The Film Institute of India was set up at Pune in 1960. In 1970, the Television Wing was added to the Institute and it was redesignated as Film and Television Institute of India. The Institute



*Shri Sanjay Leela Bhansali conducting a workshop on "Playback Exercise" between 5th and 13th July, 1999 at FTII, Pune*

offers training in the Art and Techniques of Film making and Television Production. In 1974, the Institute was converted into a Society registered under the Registration of Societies Act, 1860.

4.5.3 The Institute consists of two Wings: The Film and the TV Wing. The Film Wing has been offering regular Diploma Courses in Film Direction, Motion Picture Photography and Audiography and Film Editing.

4.5.4 As per the revised and restructured Academic Programme, the proposed core academic programme of the Institute consists of the following self-continued independent courses of three levels, each of the duration of one academic year (40 weeks): - (1) Basic Course in Film & Television (admission of 80 students); (2) Certificate course in: (a) Direction (Film & TV), (b) Cinematography (Film & TV), (c) Audiography (Film & TV), (d) Editing (Film & TV) (admission of 12 students for each specialisation); (3) Diploma course in the four specialisations as mentioned above (admission of 8

students for each course).

4.5.5 The TV Wing offers in-service training to the personnel of Doordarshan covering the categories of staff in TV Production and Technical Operations, viz., Producers, Engineers, Graphic Artists, Set Designers, Video Editors, Camerapersons, etc. Apart from the Foundation Course in Television production and Technical Operations, Short Term Courses are also conducted in specialised areas, for Doordarshan staff, IIS Probationers, Film Wing students and outsiders, etc.

4.5.6 The Institute is a member of Centre International de liaison Des Ecoles de Cinema et de Television (CILECT) to which all leading Film and TV Schools in the World are affiliated. The faculty members and the students of the Institute regularly participate in the CILECT programmes, which enable them to keep abreast of the latest trends in film making and TV Production and Film and Television teaching. As per the decision of the Academic Council, the academic session for the

students of the Basic Course in Film and Television will start from 1<sup>st</sup> February 2000.

### **Film Appreciation Course**

4.5.7 A four-week full-time course in Film Appreciation was held from 24th May to 19th June 1999 under the joint auspices of Film and Television Institute of India and National Film Archive of India. 65 participants including journalists, film-makers, teachers and media-persons attended the course.

### **Participation In Film Festivals**

4.5.8 The student Diploma films are regularly entered in various National and International Film Festivals with a view to giving exposure to students' work in India and abroad. During the year, the Institute participated in several festivals/events.

### **Workshops/Seminars**

4.5.9 To strengthen the academic input for the students, Workshops/Seminars are regularly organised by eminent film-makers from India and abroad.

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

4.6.1 The Satyajit Ray Film & Television Institute has been set up as an autonomous body at the national level and is located in Calcutta to cater specially to the needs of the eastern and north-eastern region. The Society of the Institute consists of eminent personalities connected with films, television, culture and ex-officio Government members. The Institute is managed by a Governing Council of which the President of the Society is the Chairman. The academic policies and programmes of the Institute are formulated by the Academic Council. All matters involving finance are controlled by the Standing Finance Committee. The Institute offers the following 3-year Diploma courses leading to : i) Diploma in Film Direction, ii) Diploma in Motion Picture Photography, iii) Diploma in Editing, and Diploma in Sound Recording.

4.6.2 A high-level film delegation of UNIFRANCE visited the Institute and took part in an open discussion on different aspects of collaboration, acting and direction.

4.6.3 The Institute has a library with 3118 books presently available and is building up a film library of its own. It has already in its possession 868 foreign films which were acquired by the Cine Central through different embassies.

4.6.4 The Institute organised the Hindi Week from 14th to 20th September. During this period, the Institute organised various competitions including recitation, essay-writing, debate, elocution, etc. for the promotion of the official language.

4.6.5 The Institute is directly financed by the Ministry of Information and Broadcasting. The grant-in-aid sanctioned during the year 1999-2000 is Rs. 7 crore.

### **NATIONAL FILM DEVELOPMENT CORPORATION LTD.**

4.7.1 The National Film Development Corporation Ltd. (NFDC), the company which was restructured with the amalgamation of erstwhile Film Finance Corporation Ltd. (FFC) and the Indian Motion Picture Export Corporation Ltd. (IMPEC), is the central agency established to promote good cinema movement in the country. The primary mandate before NFDC is to plan, promote and organise an integrated and efficient development of the film industry in accordance with the national economic policy and objectives laid down by the Government from time to time. The objectives of the Company therefore embodies the spirit of service to the film industry and undertake to foster excellence in cinema and to develop the state of the art infrastructure and quality software in the audio visual and related fields.

4.7.2 NFDC encourages the concept of low budget films which are high in quality content and production values. NFDC films and the cast and credits associated with its production had won several National and International awards in the past.



4.7.3 During 1999-2000, the film 'Samar' (Hindi) produced by NFDC for the Ministry of Social Justice and Empowerment, won the National Award for the Best Film. The film also bagged the award for the best Screen Play. NFDC film "Dr. Babasaheb Ambedkar" won the National Award for the Best English Film, apart from winning the Best Actor Award by Mammooty for his role as Dr. Ambedkar. A third award bagged by this film was for the Best Art Direction by Nitin Desai. Another NFDC financed film "Saheed-E-Mohabbat" won the National Award for the Best Punjabi Film. NFDC films dominated the Indian Panorama scene as well with five films produced by the Corporation under various categories having been selected for screening during the IFFI 2000.

4.7.4 During 1999-2000 (up to November 1999) production of eight feature films in different languages have been completed and another 12 films in various categories are under production.

4.7.5 The Corporation limited its import only for Television and Satellite channels rights and 22 films were imported during the year (up to November 99). The films imported by the Corporation are generally good quality family entertainers from different countries of the world.

4.7.6 NFDC continued to exhibit its own and acquired films on various Doordarshan channels such as DD1, DD2, DD International and Regional Movie Club. NFDC also produced and marketed film song based programmes on DD1 and DD2 channels.

4.7.7 During 1999-2000 (up to November 99), 24 films were exported, the export realisation for the relevant period amounting to Rs. 15.93 lakhs. The Corporation is expected to export about 30 films with estimated foreign exchange earnings of Rs. 75 lakhs during the year.

4.7.8 NFDC's 16mm film centre at Calcutta provides production and post-production facilities to the film industry of Eastern Region. NFDC's laser sub-titling unit at Mumbai can claim to be the first of its kind in Asia where subtitling in all the Latin

character foreign languages and Arabic are being done. The unit also undertakes Video Subtitling in various regional and foreign languages. Telecine and 16/35mm Camera Unit at Mumbai equipped with FDL 60 Telecine Machine caters to the requirement of NFAI and other film producers for transfer of films to high band and beta cam formats. NFDC has its own Video Edit suits catering to all the in-house requirements of the company apart from imparting technical services to Doordarshan. The Video Centre at Chennai offers telecine transfer facilities and the quality services rendered by this unit to the the film industry of the southern region has been widely appreciated. Theatre Financing Activity was introduced by NFDC with the objective of creating additional seating capacity to provide outlets for good cinema in the country. During 1999-2000, NFDC proposes to finance the construction of four theatres. So far 128 theatres financed by NFDC have been set up all over the country.

4.7.9 The Cine Artistes Welfare Fund of India (CAWFI) - the biggest ever trust in the Indian Film Industry was set up by the Corporation to extend a helping hand to the needy cine artistes of yester-years. The trust which was set up with a corpus of Rs. 3.55 crores has now grown into a corpus of Rs. 4.16 crores. So far more than 600 film artistes have availed financial and other benefits from the Trust. Presently about 450 cine artistes are availing assistance from CAWFI. During 1999-2000 (up to Nov.) financial benefits to the tune of Rs. 21.05 lakhs have been extended to needy cine artistes.

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

4.8.1 The Central Board of Film Certification (CBFC) set up under the Cinematograph Act, 1952, certifies films for public exhibition in India. It consists of a Chairperson and other non-official members. The Board has its headquarters at Mumbai and nine regional offices located at Bangalore, Calcutta, Chennai, Cuttack, Guwahati, Hyderabad, Mumbai, New Delhi and Thiruvananthapuram. The regional

offices are assisted in the examination of films by advisory panels consisting of persons from different walks of life.

4.8.2 During the year 1999, the CBFC issued a total of 3438 certificates (2170 for theatrical films and 1268 for video films). Out of 746 Indian feature films certified during 1999, 469 were granted 'U' certificates (unrestricted public exhibition), 98 'UA' certificates (unrestricted public exhibition with parental guidance for children below the age of 12 years) and 197 'A' certificates (exhibition restricted for adults only). Among 203 foreign feature films certified in 1999, 26 were granted 'U' certificates, 34 'UA' certificates and 143 'A' certificates. 5 films were certified in the category of 'Others'. A total of 41 Indian feature films and 26 foreign feature films were refused certificates by the Board, as they were found to violative of one or more of the film certificate guidelines. Some of them were subsequently certified in their revised versions.

4.8.3 During 1999, under the theatrical film category, the Board certified 971 Indian short films (881 'U' certificates, 31 'UA' certificates and 59 'A' certificates) and 227 foreign short films (72 'U' certificates, 62 'UA' certificates and 93 'A' certificates).

4.8.4 The Board certified 1268 video films. Out of these, 115 were Indian feature films (all 'U' certificates), 39 foreign feature films (16 'U' certificates, 5 'UA' certificates and 17 'A' certificates and 1 'S' certificate); 654 Indian short films (653 'U' certificates and 1 'A' certificate); 446 foreign

short films (363 'U' certificates, 51 'UA' certificates, 22 'A' certificates and 10 'S' certificates) and 14 films ('U' certificates) belonging to 'others' category.

4.8.5 Workshops were arranged at various regional centres for the benefit of the members of the advisory panels and examining officers. Various issues involved in examination of films were discussed at the workshops and excised portions from selected films were screened to illustrate the various guidelines for certification of films.

4.8.6 The Board continued to collect the cine-workers welfare cess on Indian feature films as prescribed by the Ministry of Labour. The rates are Rs. 10,000 for Hindi films, Rs. 5000 for Tamil, Telugu, Kannada and Malayalam films, Rs. 3000 for Bengali, Marathi and Gujarati films and Rs. 2000 for Oriya, Assamese and all other language films.

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

4.9 The Federation of Film Societies of India (FFSI) an apex body of the film societies in the country, is given grant-in-aid by the Ministry of Information & Broadcasting to propagate film consciousness and development of the audience's taste in the field of cinema. A budgetary provision of Rs. 4.00 lakhs has been provided in 1999-2000 for release as grants-in-aid to the Film Societies, out of which an amount of Rs. 3.00 lakhs has already been released to the Federation. The second and final instalment of Rs. 1.00 lakh will also be released to the FFSI during the financial year 1999-2000.

## PRESS PUBLICITY

### PRESS INFORMATION BUREAU

5.1.1 The Press Information Bureau is the nodal agency for dissemination of information to the print and electronic media on government policies, programmes, initiatives and achievements. It is the oldest media unit of the Ministry of Information and Broadcasting. It has 8 Regional and 32 Branch Offices and Information Centres. The Bureau disseminates information through Press Releases,

Press Conferences, Interviews, Press Tours, its website etc.

5.1.2 At its headquarters, the Bureau has officers who are exclusively attached to different Ministries and Departments to assist them in dissemination of information and giving feedback on the peoples' reaction, as reflected in the media, towards Government policies and programmes. The material released by the Bureau in Hindi, English, Urdu and



*The Finance Minister, Shri Yashwant Sinha addressing the inaugural session of the Economic Editors Conference in New Delhi on 17th November, 1999*

other regional languages reaches nearly 7000 newspapers and media organisations. As a part of the Special Services, the Feedback Cell in the Bureau prepares daily digest and special digest based on news stories and editorials from national as well as regional dailies and periodicals. About 25 newspapers are electronically scanned daily through computers in the Press Clipping Unit. The Bureau brought out a compilation of the Year-end Review, 1998.

5.1.3 The Features Unit of the Bureau provides backgrounders, updates, info-nuggets, features and graphics which are circulated on the national network, internet and also sent to the Regional and Branch Offices for translation and circulation to the local press.

5.1.4 PIB arranges photo coverage of Government activities and the photographs are supplied to dailies and periodicals. During April-December 1999, 1,91,658 photographs were supplied to different newspapers and periodicals. The Bureau released several photographs on the Kargil conflict. Special photo coverage was provided to the swearing-in ceremony of the new Government. These photographs are also placed on the Bureau's website.

5.1.5 The PIB's home page on the internet makes available publicity material for international consumption and is accessible through its website at **pib.nic.in**. The material can be subscribed through e-mail. The computer network of the Bureau links the headquarters and 33 of its Regional and Branch Offices, which facilitates fast feeding and dissemination of information. Y2K compliance of the computer system was ensured well in time. The Bureau is connected to 22 Centres by Video Conferencing System to enable media persons to participate in press conferences at New Delhi and in other parts of the country. The Bureau has provided computers with INTERNET and e-Mail facilities to all its Departmental Publicity Officers and Sections.

5.1.6 The Press releases are faxed through computers to local newspapers as well as to all resident correspondents of the important outstation newspapers. Photos are transmitted electronically to the Regional/Branch Offices. During the year, the Bureau organised a Computer-Internet training programme for small and medium newspapers of Lucknow Region.

5.1.7 PIB accredits media persons to enable them to access information from Government sources. 1032 correspondents and 235 cameramen are accredited with the Bureau's headquarters, besides about 125 technicians and 63 editors/media critics. A National Press Centre at the headquarters is the nerve-centre for both national and international media with basic facilities, like a telecommunication centre, a press conference hall, a press lounge and a cafeteria.

### **Campaigns and Conferences**

5.2.1 The Bureau organised the Economic Editors' Conference 1999 from November 17-19, 1999 in which 13 ministries of Government of India participated. This prestigious national event attracted more than 250 editors/writers/correspondents of financial and business dailies from all over the country.

5.2.2 The Bureau arranged wide publicity for the introduction of new trains and opening up of new lines. Publicity was also given to the innovative measures taken by the Railways like inauguration of customer care institutes, ban on sale of bidi and cigarettes on platforms and in trains, provision of walkie-talkie arrangements to avoid accidents and anti-collision devices developed by the Konkan Railways. The Railway's vital role during the Kargil War and its operations in the cyclone ravage in Orissa was also highlighted.

5.2.3 The Bureau organised the first ever Editors' Conference on Social Sector Issues (ECSSI) during

the year where five Ministries of Government of India participated. The basic human requirements namely food, health care, education, shelter, employment etc. were discussed at the conference. As a prelude to this conference, 12 Inter-state Press tours from Delhi and other regions were organised, covering remote areas of the country.

5.2.4 The Bureau took special initiatives to give wide publicity to various National Development Projects and the steps taken by the Government to boost Shipping and Port sectors. The relief measures taken by the government in the wake of the Orissa Cyclone were highlighted.

5.2.5 The concept of food security was highlighted through a number of press releases and press briefings during the year. The Bureau publicised the scheme for liberalization of the open market sale of wheat to facilitate its access to all sections of the consumers. Adequate coverage was also given to the monitoring of prices of essential commodities and the functioning of grievance redressal fora like the Consumer Courts.

5.2.6 The Bureau provided extensive coverage to deliberations of various export promotion councils, setting up of a Joint Commission on trade between India and Myanmar and signing of an agreement between India and Russia for Cooperation in the Agricultural Sector.

5.2.7 The Bureau issued backgrounders on patent laws, public sector reforms, disinvestment and voluntary retirement schemes in the public sector undertaking. The Bureau gave wide publicity to the revised Telecom tariff structure, new INTERNET service providers' policy, the migration package to cellular basic operators to shift from the license fee regime to revenue sharing regime and modernization of postal services. The Bureau also prepared a compilation of Prime Minister's speeches, press comments, calendar of events and quotations from Prime Minister's speeches.

5.2.8 The Bureau made elaborate arrangements for faster dissemination of information during the elections to the Lok Sabha. An Election Information Room was set up in the National Media Centre at Shastri Bhawan with several new features like hotlines and IT link to give timely information regarding election results and trends, special display of election data, Video Projection of information, Video conferencing facility etc. Much before the elections, features, special stories and backgrounders were released to the press.

5.2.9 The Bureau organised daily press briefings during the Kargil operations. The Bureau also covered the PM's address to the three Service Chiefs and the Army Commanders on the Kargil conflict. The Bureau also publicised Fast Track Procedure for enhanced ex-gratia compensation to Kargil Martyrs' widows.

5.2.10 The Bureau organised several press tours through PSUs including one to Auraiya (UP) where PM dedicated GAIL's Petro-Chemical complex to the Nation during June, 99.

5.2.11 Two press parties each consisting of above 150 journalists were taken from Chennai to Sriharikota to see the pre-launch preparations and the launch of PSLV-C2.

5.2.12 PIB, Guwahati releases a monthly journal, "The North-East Mirror" which carries development and human interest stories relating to the NE region. The Bureau gave publicity to development of mineral resources, soil testing, upgradation of North Eastern Indira Gandhi Regional Institute of Health & Medical Sciences, Shillong as a PG Medical Institute and allocation of Rs. 42.24 crores to NE States for family welfare programmes. The proposal for construction of North-South and East-West corridors for cultural integration of the country, development of mineral resources and major excise concessions announced to boost Industrial activities in North-Eastern Region were also given due publicity.

5.2.13 PIB, Srinagar provided extensive publicity to the various developmental activities of the Government. The Bureau also provided coverage to a number of VVIPs visits to Kashmir after the spurt in militancy especially following the Kargil situation.

### **Major Events and Programmes given Publicity support by the PIB**

Pulse Polio Immunization Programme

Command Area Development Programme

13th Lok Sabha Elections and their results

Seminar on electoral reforms

International Women's Day

1999-International Year of the Older Persons

Foreign Direct Investment

New Initiatives in the Insurance sector

New Telecom Policy

Y2K compliance

G-15 Trade Ministers meeting

Economic Advisory Council Meet

Golden Jubilee Celebrations of Hindi

NABARD Awards for Cooperative Banks

Contributions to the National Defence Fund

ESCAP conference on Space Applications

North-Eastern States Power Ministers' Conference

Meeting of the Indo-Russian Joint Working Group on the power sector.

National Seminar on Small Scale Industries

48th NDC meeting

Presentation of Jnanpith Award

Meeting of the inter-state council

Commissioning of the indigenously built destroyer class ship INS Mysore

International Immunology Conference

### **HIGHLIGHTS**

**(April to December 1999)**

1.	No. of assignments covered by headquarters	1,458
2.	No. of news photos released to newspapers	1,909
3.	No. of photo prints released	1,91,658
4.	No. of press releases	27,946
5.	No. of features issued	1,809
6.	No. of press conferences organized	689
7.	No. of press tours conducted	57

### REGIONAL/BRANCH OFFICES OF THE PIB

Name of Regional Office	Branch Office	Office-cum-Information Centre	Information Centre	Camp Office	Total
<b>1. NORTHERN REGION</b> Chandigarh	1. Jammu 2. Shimla	1. Srinagar 2. Jalandhar			5
<b>2. CENTRAL REGION</b> Bhopal	1. Jaipur 2. Indore 3. Kota 4. Jodhpur				5
<b>3. EAST CENTRAL REGION</b> Lucknow	1. Varanasi 2. Kanpur 3. Patna				4
<b>4. EASTERN REGION</b> Calcutta	1. Cuttack 2. Agartala 3. Bhubaneswar	Gangtok	Port Blair		6
<b>5. NORTH EASTERN REGION</b> Guwahati	Shillong	1. Kohima 2. Imphal	Aizawl		5
<b>6. SOUTH CENTRAL REGION</b> Hyderabad	1. Vijayawada 2. Bangalore				3
<b>7. SOUTHERN REGION</b> Chennai	1. Calicut 2. Madurai 3. Thiruvananthapuram 4. Cochin				5
<b>8. WESTERN REGION</b> Mumbai	1. Nagpur 2. Pune 3. Panaji 4. Ahmedabad 5. Rajkot 6. Nanded				7
<b>Total - ROs = 8</b>	<b>25</b>	<b>5</b>	<b>2</b>		<b>40</b>

# REGISTRATION OF NEWSPAPERS

## REGISTRAR OF NEWSPAPERS FOR INDIA

6.1.1 The Office of Registrar of Newspapers for India (RNI), an attached office of the Ministry of Information and Broadcasting, performs the following statutory functions:

- Verification of titles of newspapers.
- Issue of certificate of registration to newspapers,
- Compilation and maintenance of a Register of newspapers
- Scrutiny of Annual Statements sent by publishers
- Compilation of an Annual Report, containing summary of information relating to newspapers and a report on the status of newspapers in India.

In addition, the RNI is entrusted with certain non-statutory functions:

- Formulation of Newsprint Allocation Policy guidelines
- Issue of Authentication Certificate to newspapers to enable them to procure newsprint
- Issue of essentiality certificate to newspaper establishments for import of printing composing components and allied materials at concessional rates of custom duty.
- Assessment of circulation claims of newspapers.

6.2 During 1999-2000 (upto November 1999), RNI scrutinised 17,662 applications for verification of titles newspapers and cleared 10,422 titles. During this period, 2,381 newspapers/periodicals were issued certificates of registration and circulation claims of 802 newspapers/periodicals were assessed.

The Annual Report, 'Press in India 1998' containing detailed information on print media was released for sale.

Between April and November 1999, 568 eligibility certificates for import of newsprint were issued.

Cases of four newspaper establishments have been recommended for import of machinery and equipment between April and November 1999.

## 6.3 Deblocking of titles

The RNI carried out an intensive exercise to deblock about 2 lakh titles, verified upto December 1995, but not yet registered. The titles verified during 1996, but remaining unregistered with RNI, have also been deblocked. Wide publicity was given to this action. Titles, in case of which representations were received, have been saved while others have been deblocked. The list of deblocked titles has been computersied and made available to the Regional Officers.



## PUBLICATIONS

### PUBLICATIONS DIVISION

7.1.1 Set up in 1941, as a branch of Bureau of Public Information, the Publications Division acquired its present name and identity in 1944. The Publications Division aims at disseminating information to the common people by way of making available good and informative books at affordable prices. The Publications Division today has acquired the status of one of the largest

publishing enterprises in the country. It brings out books on India's art and culture, ancient wisdom, land and people, flora and fauna, works of reference and books on children. It also brings out titles on the country's achievements in various fields. The Division has so far published 7000 titles and adds 100-125 books every year to the list. 1500 titles are live today. Between April 1999 - November 1999, 82 books were published around 40 more titles are likely to come out by



*The Prime Minister Shri Atal Behari Vajpayee releasing the Multimedia CD on Mahatma Gandhi brought out by Publications Division in New Delhi on 2<sup>nd</sup> October, 1999*

March 2000.

7.1.2 Besides books, the Division brings out 21 journals, including EMPLOYMENT NEWS in English, Hindi and Urdu, YOJANA in 13 languages, KURUKSHETRA in Hindi and English, AAJKAL in Hindi and Urdu and BALBHARTI in Hindi. The Division is geared up to publish titles including—*Metropolis of India*, *Ashtchhap Kaviyon Ki Rachnayaen*, *Common Birds of India* and three titles on social development in the country during the 20<sup>th</sup> century.

7.1.3 The Division has brought out perhaps the largest number of titles on Gandhiji. Leading the list is “The Collected Works of Mahatma Gandhi” in 100 volumes in English, out of which 90 volumes have been published in Hindi. The remaining ten volumes are expected to be brought out shortly. Publications Division has brought out a multi-media CD (containing voice, film, photos and text) on Gandhiji based on “The Collected Works of Mahatma Gandhi”. This CD is interactive and has a number of retrieval paths based on chronology, Gandhi ji’s concepts, important personalities and events. In addition, an Electronic Book on “The Collected Works of Mahatma Gandhi” has also been included in the CD. The Division proposes to bring out the Mahatma Gandhi CD in Hindi, with an electronic book in chronological order. In addition, the complete revision of all the CWMG Hindi volumes will be set in the context of chronological electronic book in Hindi.

### Journals

7.2.1 The Division’s journals are a good mix of information on issues of national importance and social concerns.

7.2.2 YOJANA, a premier monthly journal of the Division, aims at propagating the message of planned development to all sections of the society and serves as a forum for views on the socio-economic aspects of development. Brought out in

13 languages, Assamese, Bengali, English, Gujarati, Hindi, Kannada, Malayalam, Marathi, Oriya, Punjabi, Tamil, Telugu and Urdu—it presents an all-India perspective while giving equal importance to States and their development plans. Noted economists, educationists, technocrats, environmentalists and subject specialists contribute to the issues. The subjects include efforts to meet the Y2K challenge, e-Mail and India, Ocean Sat-I, ageing population, growth with supportive policy, monetary and credit policy, crop insurance, gender equality.

7.2.3 KURUKSHETRA, devoted to rural development, is brought out in English and Hindi on behalf of the Ministry of Rural Areas & Employment. This year, the journal carried articles on issues concerning rural development like rural housing, water supply and sanitation, rural health care, poverty alleviation and employment generation programmes, empowerment of women, Panchayati Raj, Rural Education, role of computers in rural administration, decentralised planning, rural industries and enterprises.

7.2.4 BALBHARATI, a children’s monthly journal in Hindi, is being published regularly since 1948. From January 1999, the journal is being published in a bigger, colourful and more attractive format. Since April 1999, a new series on sports has also been started. The October 1999 issue was a special issue on birds.

7.2.5 AAJKAL, a literary magazine, comes out in Hindi and Urdu. Aajkal (Hindi) brought out a number of special issues and covered different aspects of culture and literature. It carried thought provoking articles on literary trends and literary personalities, interviews with eminent persons of literary and cultural world and write-ups on paintings, dance, music, sculpture and other cultural aspects. Aajkal (Urdu) has published addresses of all Sahitya Akademy award winners. A series of

articles were published on 'How and Why I write' by eminent Indian authors thereby bringing their thoughts and writings to the Urdu readers.

**7.2.6 EMPLOYMENT NEWS / ROZGAR SAMACHAR**, published in English, Hindi and Urdu every week - is the largest circulated Career Guide today with an average circulation of around 5.40 lakhs copies per week. The weekly has carved out a niche among the country's educated unemployed and carries information about job vacancies in Central/State Government departments, Public Sector Undertakings, educational institutions and reputed private organisations. Regular columns in the editorial pages of Employment News include a lead article, Diary of events, Letters to the Editor, Quotations, World of Science, besides Career Guidance and other important information to examinees. At present Employment News/Rozgar Samachar has 400 sales agents, spread, throughout

the country to ensure timely distribution of the journal. Efforts are underway to appoint agents in unrepresented regions including rural/remote and interior areas. The circulation has shown a sustained growth over the years and has gone up from 4.80 lakhs in 1994 to around 5.40 lakhs by now. Besides fulfilling its social obligations, Employment News/Rozgar Samachar has been earning substantial profit regularly.

### Awards

7.3 To encourage original writings in Hindi on mass communication, the Publications Division has instituted Bhartendu Harishchandra Awards. Awards are also given for promoting writings on Women's issues, national integration and children's literature.

### Marketing

7.4 The Publications Division sells its own publications and books of other Government and



*Shri Arun Jaitley, Minister of State for Information & Broadcasting releasing a book on 'Mother Teresa' in New Delhi on 4<sup>th</sup> November, 1999*

Semi-Government organisations through Sales Emporia/Outlets, book exhibitions and through network of over 400 agents. The Sales Emporia are located at New Delhi, Mumbai, Hyderabad, Calcutta, Lucknow, Chennai, Patna and Thiruvananthapuram. The sales outlets are at old Secretariat in Delhi, Yojana offices at Bangalore, Guwahati and Ahmedabad and PIB offices at Bhopal, Indore and Jaipur.

### **Exhibitions**

7.5 During the period under report, the Division organised/participated in 91 exhibitions/fairs all over the country. Some important independent book exhibitions were organised at Jaipur, Jodhpur, Udaipur, Jabalpur, Bhopal, Nagpur, Lucknow,

Chennai and New Delhi. The Division earned a total revenue of Rs. 188.52 lakhs during April-November, 1999.

### **Plan Performance**

7.6 An amount of Rs. 60.00 lakh has been allocated in the current financial year to Publications Division for modernisation and expansion of its activities. Hardware and Software for computers has been purchased for Computerisation of the Division. Modern gadgets such as photocopiers, fax, electronic typewriters have also been purchased for various Sales Emporia of the Division. The officials of the Division have undergone various training courses to sharpen their skills in publishing and editing.

## FIELD PUBLICITY

### DIRECTORATE OF FIELD PUBLICITY

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

8.1.2 The Directorate by virtue of its being a grassroots-level organisation, has been playing a pivotal role in national cohesion and development with the active involvement of people belonging to all strata of society. This is done by enlisting the participation of the people in promotion of national integration, democracy and secularism and in the developmental schemes and activities formulated by the Government. It uses a variety of suitable communication channels, including group discussions, public meetings, seminars, symposia and competitions of various kinds. Films and live entertainment media are also used. The organisation also measures the people's reactions to various programmes and policies of the Government and their implementation at the village level, which are then projected to the Government through consolidated feedback reports. The Directorate thus works as a two-way channel of communication between the Government and the people.

#### Activities Under Plan Schemes

8.2 The Planning Commission has approved an outlay of Rs. 11.00 crore for the Ninth Five Year

Plan for the Directorate.

#### Conducted Tours

8.3 Seven conducted Tours of opinion leaders were planned this year of which four have been conducted. The remaining three conducted tours will be undertaken during the last two months of the current financial year. Special care has been taken to take opinion leaders from different walks of life to North-Eastern India, and their counterparts in the North-East to the rest of India so that they may feel the pulse of the land, people, culture and heritage.

#### Computerisation

8.4 Five Pentium-III computer systems, 8 UPS, 5 modems and 2 printers were procured. With these, the DFP Headquarters and all the 22 Regional Offices have been provided with the latest Y-2K compliant computer systems. Software procured during the year included the Hindi word-processor "Akshar". Six training programmes for the DFP officers and staff were also conducted at various regions in coordination with the NIC. The package for the training included Windows 95/98, MS Office, Internet and E-mail. Two training sessions on "Akshar" were also conducted. Twelve Regional Offices of the DFP have been connected to the Internet & E-mail facility.

#### Acquisition of Equipment

8.5 An expenditure of Rs. 8.5 lakh has been incurred for purchase of Light Weight Generators. The supply order for 48 video projectors has been placed. With this all the units of DFP will switch over from 16m projectors to video projectors

which will enable use of video films which are cheaper and easier to produce. The Directorate has so far procured a total of 6825 VHS copies of 13 documentary films.

### Modernisation and New Initiatives •

8.6 As a step towards modernisation, the Regional Offices of the DFP have been provided with Computers and connected to the NIC e-Mail network which will facilitate effective monitoring.

### Performance

8.7 During 1999-2000 (April to September) the Field Publicity Units organised the following programmes :

Programmes	Actual Performance (April-December 1999)	Target (Jan. to March 2000)
FILM SHOWS	38,384	16,820
SONG & DRAMA	2,564	1,282
SPL. PROGRAMMES (Including elocution/essay/ rural sports/painting competition/rallies/ healthy baby shows)	7,498	1,520
GROUP DISCUSSIONS (including seminars/symposia)	53,688	17,944
PHOTO EXHIBITIONS	26,764	5,000
TOUR DAYS	19,920	10,700

### Major Campaigns Undertaken

#### Rural Development

8.8 An Intensive publicity campaign on various rural development schemes and their restructured programme was organised by the units of DFP from 15<sup>th</sup> March to 15<sup>th</sup> June 1999. The theme of the Campaign was Rural Development Schemes like Swarna Jayanti Gram Swarozgar Yojana, National Social Assistance Programme, Employment Assurance Scheme and Rural Sanitation Scheme.

The remotest and most backward areas are the major target for the campaign. It was largely a direct, oral and interpersonal communication drive. Group discussions, public meetings and seminars were also organised, with film shows. In addition, publicity literature like pamphlets, leaflets, posters etc., were distributed and displayed during the field programmes. The local Press and electronic media gave wide coverage to the programmes.

### Health & Family Welfare

8.9 The DFP launched campaigns on World Health Day and World Population Day. Short duration films were screened, photo exhibitions were put up and group discussions, seminars, rallies, healthy baby shows, etc., were organised to create awareness on Malaria, Diarrhoea, Breast Feeding, Nutrition and Prevention of Blindness. To create mass awareness of AIDS Control, the field units have been carrying out effective publicity drives throughout the year. Special interactive programmes like Seminars, Symposia, Debates, Workshops, Conferences and Contests were organised. Publicity material from DAVP, and Ministry of Health and Family Welfare were widely used. Rs. 50 lakh was allocated to this Directorate under the NACO budget for dissemination of messages relating to STD/HIV/AIDS during the Family Health Awareness Campaign.

### Pulse Polio Immunisation

8.10 Funds of Rs. 1.50 crore were allocated to this Directorate by the Ministry of Health and Family Welfare for intensive campaigns on total eradication of poliomyelitis from the country under the PPI programme, during the four national rounds as also two special rounds in West Bengal, Assam, Bihar, Gujarat, Madhya Pradesh, Uttar Pradesh, Orissa and Rajasthan. As scheduled, the national rounds were completed on 24<sup>th</sup> October, 21<sup>st</sup> November and 19<sup>th</sup> December, 1999 and on 23<sup>rd</sup> January 2000. Two additional rounds in the above states will take place on 27<sup>th</sup> February and 26<sup>th</sup> March 2000.

### **National Integration & Communal Harmony**

8.11 The DFP launched campaigns on the theme of national integration. The programmes were carried out in coordination with other media units as well as organisations like the BSF, NCC and Army. Publicity activities on national integration and communal harmony were integrated with important occasions like the Sadbhavana Day/Fortnight, Quami Ekta Day/Week. In connection with the Sadbhavana Divas and Quami Ekta Divas, several Units, Regional Offices and the DFP Headquarters organised pledge-taking ceremony for the employees as well as the general public.

### **Child Labour**

8.12 Special campaigns were launched by DFP to create awareness on the need for abolition of Child Labour. The units organised special programmes in identified areas where child labour menace is rampant and deep-rooted.

### **Rights of the Child**

8.13 In connection with the Girl Child Day and Children's Day, the units organised a seven-day campaign on the Development of the child in coordination with UNICEF. A children's newspaper named "Bal Samachar" was brought out by the school children of Ranchi during a special publicity drive at Ranchi. In addition, as part of the awareness drive on the protection of the Rights of the Child, the units have been carrying out Special Campaigns through interactive programmes like Baby Shows, Mother Meets etc.

### **Drug Abuse**

8.14 The Field Publicity Units screened various

films during their regular Field Programmes which includes 'Boond Boond Zahar', and 'Jam Aur Anjam' to highlight the evils of drug abuse and alcoholism.

### **Fairs & Festivals**

8.15 Intensive publicity was launched by Field Publicity Units during the year at a number of important fairs and festivals. Some of them are Nauchandi Mela in Meerut, Ratha Yatra of Puri, Ganesh Puja, Gangaur Mela and Urs of Khwaja Moinuddin Chishti at Ajmer in Rajasthan, Onam Festival of Kerala, Kamakhya Mela of Guwahati, Shudh Mahadev Fair of Udhampur, Adi Badri in Chamoli, Tirupati Fair, Sunderban Mela and Asia's largest cattle fair at the Sonepur Mela in Bihar. The occasions were appropriately utilised to propagate messages and feelings of national integration and communal harmony, cultural unity, eradication of social evils and development of scientific temper etc.

### **Days, Weeks & Fortnights**

8.16 The Directorate of Field Publicity carried out special publicity programmes in connection with World Population Day, World Environment Day, International Women's Day, International Literacy Day, World Safety Day, World Thrift Day, World Health Day, International Day Against Drug Abuse, World AIDS Day and International Day of the Family. Days of national importance like Independence Day, Republic Day, Gandhi Jayanti, Sadbhavana Day/Fortnight, Quami Ekta Day/Week were observed by organising suitable programmes like elocution contests, seminars, cycle rallies, public meetings, essay competitions, patriotic song competitions, quiz contests etc.

## Regional Offices and Field Publicity Units of DFP

(Regional Offices in Bold)

\* *New Units*

### ANDHRA PRADESH

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

### ARUNACHAL PRADESH

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

### ASSAM

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

### BIHAR-NORTH

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

### BIHAR-SOUTH

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

### GUJARAT

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

### JAMMU & KASHMIR

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



**KARNATAKA**

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

**KERALA**

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

**MADHYA PRADESH-EAST**

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

**MADHYA PRADESH-WEST**

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

**MAHARASHTRA AND GOA**

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

**MEGHALAYA, MIZORAM AND TRIPURA**

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

**NAGALAND AND MANIPUR**

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

**NORTH-WEST**

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

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

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

17. Rohtak
18. Shimla
19. Chamba\*

### ORISSA

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

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

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

### RAJASTHAN

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

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

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

### TAMIL NADU AND PONDICHERRY

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

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

9. Tiruchirapalli
10. Tirunelveli
11. Vellore

### UTTAR PRADESH (CE)

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

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

11. Rae Bareli
12. Sultanpur
13. Varanasi

### UTTAR PRADESH (NW)

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

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

11. Pithoragarh
12. Ranikhet
13. Uttarkashi

### WEST BENGAL - NORTH

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

4. Jorethang
5. Kalimpong
6. Malda

7. Raiganj
8. Cooch Behar

### WEST BENGAL - SOUTH

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

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

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

## ADVERTISING AND VISUAL PUBLICITY

### DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY

9.1.1 The Directorate of Advertising and Visual Publicity (DAVP) is the primary multimedia advertising agency of the Central Government to inform the people about the Government's activities, policies and programmes and to motivate them to participate in development activities. It caters to the communication needs of client ministries and departments as also of some autonomous bodies. It uses print material, press advertisements, audio-

visual publicity programmes on radio and television, outdoor publicity and exhibitions. Themes highlighted by the Directorate include those on rural development health and family welfare, rights of the girl child, population, handicrafts, national integration and communal harmony, defence, new economic policies, environment, literacy, employment, AIDS, drug abuse and prohibition, customs and central excise, income tax and energy conservation.

9.1.2 The set-up of DAVP at the headquarters



Photo Exhibition on Consumer Rights organised by the DAVP in New Delhi on 19<sup>th</sup> August, 1999

consists of several wings like Campaign, Advertising, Outdoor Publicity, Printed Publicity, Exhibitions, Electronic Data Processing Centre, Mass Mailing, Audio-Visual Cell, Studio and Copy Wing.

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

### Exhibitions

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

9.2.2 The exhibition 'Hindi-Kal, Aaj Aur Kal' was put up at Nehru Centre, London on the occasion of the VI World Hindi Conference-14.9.99-18.9.99. The Exhibition remained open for a week and was visited by international delegates.

9.2.3 DAVP put up exhibitions on 'Ek Rashtira Ek Pan', '50 Years of India's Independence', 'Netaji Subhas Chandra Bose', 'Mahatma Gandhi' and on the subjects of National Integration & Communal Harmony.

9.2.4 The Exhibitions on 'March to Millennium', 'Girl Child', 'Consumer Rights', 'Jawaharlal Nehru', 'Dr. B.R. Ambedkar', '100 Years of Cinema', 'Kargil', 'Kailash Mansarovar Yatra', 'Education for all Children', 'Child Labour', 'Reproductive and Child Health', 'Chhota Parivar Khushiyan Apar', 'Chhota Parivar Swastha Parivar' and 'Chhota Parivar Sukh Ka Adhar' were also put up.

### EXHIBITION (April - November 1999)

No. of Exhibitions	—	185
Exhibition Days	—	979
Reach	—	All India

### Press Advertisement

9.3.1 DAVP released press advertisements on behalf of various ministries/departments including some autonomous bodies. It released a series of Press Advertisements on Kargil War, Environment Protection, World Population Day, Pulse Polio, International Literacy Day and National Nutrition Week.

9.3.2 On the occasion of Mahatma Gandhi's birthday, DAVP released an advertisement entitled 'Millenniums may come, Millenniums may Go . . . But our debt to you will remain eternal', in Hindi, English and regional languages throughout the country.

### PRESS ADVERTISEMENT (April - November 1999)

Classified Ads Released	—	13,771
Display Ads Released	—	271
Total Ads	—	14,042
Languages Covered	—	Hindi, English & All Regional Languages

9.3.3 During the General Election '99, DAVP released a number of advertisements exhorting the people to exercise their franchise without fear or inducement.

9.3.4 Besides these, a series of advertisements were issued on 'Y2K' and a special advertisement was released on 11<sup>th</sup> May entitled "Pokhran II-power for Peace". Another advertisement to mark the launch of PSLV 2C entitled 'A Giant Stride into the New Millennium' was also released.

9.3.5 Among other advertisements issued by DAVP was a full page advertisement to mark the 108<sup>th</sup> birth anniversary of Dr. B.R. Ambedkar on April 14, 1999.

### Print Material

9.4.1 The Directorate brought out folders, booklets, posters, kits, etc. on various socio-economic themes in Hindi, English and regional languages.

9.4.2 On behalf of Ministry of Information and Broadcasting, publications were printed on 'Marching Ceaselessly Towards the Ultimate Goal', 'A Defining Moment', 'Khelon Main Rajniti Ka Sthan Nahin', 'Mahilaon Ko Samman aur Samanta Chahiye', 'Akashwani Annual Awards 1998', 'AIR Telephone Directory', 'PIB Accreditation Index 1999', 'Appeal to use Hindi in Official Work', 'Sardar Patel Memorial Lecture-1999', 'Dr. Rajendra Prasad Memorial Lecture' and 'Photo Contest'.

9.4.3 DAVP printed a book on 'General Election'. Posters were also produced titled 'Vote Without Fear', 'Do not Accept Any Inducement' and 'Your Vote Elects Your Government'.

9.4.4 A booklet was also brought out on the Union Budget 1999-2000.

9.4.5 For the Ministry of Rural Development, DAVP brought out publications titled 'Panchayati Raj', 'Overall Scheme for Rural Development', 'Swaran Jayanti Gram Swarozgar Yojana', 'Catalyzing Rural Change', 'Credit cum Subsidy Scheme for Rural Housing', 'Innovative Scheme for Rural Housing and Habitat Development', 'Transforming Rural India', 'Rural Building Centres', 'Samagra Awas Yojana', 'National Social Assistance Programme', 'Gramin Nirmite Kendra', 'Shelter for the Rural Poor' and 'Credit cum Subsidy Scheme - Guidelines'. The Publications were brought out in folder, booklet, jacket and poster form in Hindi, English and regional languages.

9.4.6 On behalf of the Ministry of Human Resource Development, DAVP printed publications entitled 'Infant Feeding', 'Teachers Day 1999', 'Nursing Mothers need to Eat More' and 'UPSC Examination'. These publications were printed in booklet, folder and poster form.

9.4.7 On behalf of the Ministry of Finance, publications printed included 'How to Commute your Gift and Wealth Tax', 'How to Commute Your Capital Gains', 'Appeals under Direct Tax Laws', 'Tax Deduction at Source', 'Permanent Account Number', 'How to fill in Direct Challans' and 'NSO Addressographer'. On behalf of Ministry of Defence, DAVP brought out publication titled 'Indian Air Force', 'Do Not Sell Away Nation's

Secret', 'Utna Hi Bolen-Jitna Zaroorat Ho' and 'Save Security, 'Be Vigilant'.

9.4.8 On behalf of the Ministry of Home Affairs, printed publications include 'Paridrishya', 'Electro Mechanic Facility in Devnagri', 'Communal Harmony', 'Industrial Security', 'Do Not Brag About Your Job', 'Keep your Keys Safe', 'Check all Strangers and 'Be Vigilant Against Threat'.

9.4.9 Other publications brought out by DAVP include 'Agmark, 'Architect of Modern India', 'Protect yourself from Viral Hepatitis', 'IEC Package on AIDS' and 'National Human Rights Commission'.

#### **MATERIAL PRINTED (April-November 1999)**

Publications Printed	—	231
Copies Printed	—	59.42 Lakhs
Languages covered	—	Hindi, English & All Regional Languages

9.4.10 Interventions made by the Prime Minister at the G-15 summit at Montego Bay in Jamaica were printed in the form of a folder entitled 'Need for Reforming Global Financial Architecture'. The address by the Prime Minister at the National Development Council meeting was printed in the form of a booklet. The speeches of the Hon'ble Prime Minister delivered on various occasions were printed with attractive covers. Some of these are : 'Indian Science for Peace, Prosperity and Happiness', 'Maintain and Strengthen Peace and Harmony', 'India on the Fast Lane of Socio-Economic Development', 'Working Together to Build a Prosperous India', 'Need for Reforming Global Financial Architecture', 'Journey of Friendship and Hope', 'Towards Power Reforms Initiatives in the Country' and 'Commitment to Urban Electoral Reforms'.

#### **Outdoor Publicity**

9.5.1 Outdoor publicity material, viz., hoardings, kiosks, banners, bus panels, etc., were displayed in various parts of the country on different themes.

9.5.2 On national integration and communal

harmony, DAVP displayed messages on 123 hoardings, 1030 kiosks, and 172 bus-panels in various states. Publicity was also arranged through display of hoardings, programmes boards, kiosks and banners for the 46<sup>th</sup> National Film Festival, Children Film Festival, Swedish Film Festival, World Hindi Conference, Hindi Week, Cyprus Film Festival, Italian Film Festival, and Netherlands Film Festival. Two series of Cinema Slides were prepared on Consumer Rights Days and Registration of Births and Deaths. Bus panels were also put up in Delhi on family welfare.

#### OUTDOOR PUBLICITY MATERIAL

(April - November 1999)

Hoardings	—	134
Kiosks	—	1,360
Decorative Railings	—	100
Bus Panels	—	508
Banners	—	339
Cinema Slides	—	18,272
Languages covered	—	Hindi, English & All Regional Languages
Reach	—	All India

#### Audio Visual Cell

9.6.1 DAVP is producing and broadcasting weekly radio sponsored programmes on various social themes. The sponsored programmes which were produced are: 'Aao Hath Badayen', on welfare themes, 'Haseen Lamhe' and 'Yeh Bhi Khoob Rahi', on health and family welfare, 'Gaon Vikas ki Ore' and 'Chalo Gaon Ki Ore' on rural development, 'Jio Aur Jine Do' on AIDS prevention, 'Apne Adhikar' on consumer rights and 'Naya Savera' on women and child development. These programmes were produced and broadcast in Hindi and all regional languages through 30 Commercial Broadcasting Services Centres (CBSC) of All India Radio.

9.6.2 The most important campaign was that of the Ministry of Rural Development. A new radio sponsored programme titled 'Jage Jan Jan Jage Gaon' is being broadcast from 03/12/99 on 30 CBSCs of All India Radio. Five other 20 minute folk-based radio sponsored programmes are also proposed to be launched shortly through Primary Channels of All India Radio.

9.6.3 Apart from the regular sustained campaigns for health & family welfare, AV Cell undertook the task of publicising Pulse Polio Immunization Programme which is to be carried out for eight days on all India basis. Eight audio jingles were produced which were broadcast from 126 stations of Primary Channels of All India Radio and 78 local radio stations. Programmes were also broadcast on 'Anti-Malaria', 'Women Empowerment' and 'Early Marriage'.

9.6.4 During the General Election '99, DAVP produced and telecast video spots titled 'Do not get lured', 'Don't get influenced', 'Weaker Section', 'Bogus voting' and 'Every Vote counts'. Video spots were produced in Hindi, English and regional languages and telecast throughout the country. Video production was also undertaken for publicity of Y2K problem, Krishi Bima Yojana and other social issues. Telecast of Y2K was also undertaken on Doordarshan extensively. On national integration and communal harmony, DAVP prepared a 100-second video spot entitled 'Hum Bharitye Hai'.

#### AUDIO & VIDEO PRODUCTION

(April-November 1999)

Audio Programmes	—	3,777
Broadcast	—	32,544
Video Programmes	—	146
Telecasts	—	5,692
Languages Covered	—	Hindi, English & All Regional Languages

## FIELD OFFICES/UNITS OF DAVP

### REGIONAL OFFICES

1. Bangalore

Southern Region

2. Guwahati

North-Eastern Region

### FIELD EXHIBITION UNITS

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

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

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



## PHOTO PUBLICITY

### PHOTO DIVISION

10.1.1 Photo Division of the Ministry of Information and Broadcasting is the biggest production unit of its kind in the country in the field of photography. The main function of the Division is to document photographically, the growth and social changes in the country and provide photographic material to the media units of the Ministry of Information and Broadcasting



*Entry of Shri T. Srinivasa Reddy of Vijayawada on the theme of "Changing face of Rural India", which won the first prize at the National Photo Contest in Black & White category*

and other Central and state government Ministries/ Departments including President Secretariat, Vice-President Secretariat, Prime Minister's Office, Lok Sabha/Rajya Sabha Secretariats and Indian Missions abroad. The Division also supplies photographs, on payment, both in Black & White and in colour to non-publicity organisations and the general public. During April-November 1999, the Division earned a revenue of Rs. 8.21 lakhs by supplying photographs.

10.1.2 The Division has well equipped laboratories and equipment for handling different kinds of photographic jobs and assignments at its Headquarters in Delhi. A News Photo Network has also been installed which links all regional offices for photo publicity of Government activities. The process of storing the current events photographs into the News Photo Network is also in progress. Photo Division is also placing photographs on the INTERNET through PIB. The Division has four regional offices at Mumbai, Chennai, Calcutta and Guwahati to meet the photographic need of the departments (both Central and State Governments) engaged in publicity of their respective governments in these states/regions.

### Major coverages

10.2.1 Photo Division has actively participated and provided extensive coverage to the General Elections'99. The Division undertook extensive photo coverages of the Prime Minister's visit to Bangladesh and South Africa. Photo Division also undertook the photo coverage of visits of foreign dignitaries as well as Heads of State/Governments to India. Photographs of all the visits of the President, Vice-President, Prime Minister, VVIP's

Delegations, Heads of States/Government of foreign countries and other dignitaries from abroad were released to the Press Information Bureau and Indian Missions abroad.

10.2.2 During September 1999, the Photo Division installed the CSI 200 (Digital Photo Library) for digitising images and indexing photographs systematically. So far 50,000 images have been digitised and the images are being stored in the Hard Disc (Preserver) enabling the Division to take out copies of photographs immediately for any kind of reference or use of the clients.

10.2.3 Photo Division organised the Photo Exhibition, titled 'A Movement of Heroism In Kargil'.

10.2.4 The number of assignments covered,

negatives handled and prints/albums prepared/produced by the Photo Division during the year 1999-2000 (April-November 1999) are as under :-

1.	News and Feature assignments covered 3,200 (Black-and-White and colour)	
2.	Negatives handled (both in Black & White and colour)	73,920
3.	Colour slides/transparencies prepared	980
4.	Black & White prints made/prepared	3,55,000
5.	Colour prints made/prepared	82,000
6.	Total Black & White and colour prints made	4,37,000
7.	Total Photo Albums/Wallets produced/prepared	100

## SONG AND DRAMA

### SONG AND DRAMA DIVISION

11.1 The Song and Drama Division is a media unit of the Information & Broadcasting Ministry, with the mandate to develop communication using the traditional folk medium. This is the largest organisation in the country using performing arts as a medium of communication. It uses a wide range of art forms, such as, folk and traditional recitals, puppetry and skills of hundreds of magicians and artistes. In addition, the Division also organises Sound & Light shows, for presenting programmes on national themes such as Communal

Harmony, National Integration, Secularism, Promotion of Cultural Heritage, Health, Environment, Education, etc.

### Organisational Set-up

11.2 With its Headquarters at Delhi, the Division has ten Regional Centres, seven Border Centres, six Departmental Drama Troupes, nine Troupes of Armed Forces Entertainment Wing, three Sound and Light Units and a Tribal Pilot Project at Ranchi, apart from approximately 700 registered troupes and about 1000 empanelled artistes of various categories.



A scene from 'Gantantra Hamara Kirtiman' organised by the Song & Drama Division celebrating 50 years of the Indian Republic

### **Border Publicity Troupes**

11.3 The Division has 28 Border Publicity Troupes located in seven Border Centres, viz., Imphal, Jammu, Shimla, Nainital, Darbhanga, Jodhpur and Guwahati. These troupes have undertaken publicity in remote border areas to educate the people about various development schemes. During 1999-2000 (upto November 1999) 703 programmes were organised in collaboration with SSB, BSF and other Government agencies.

### **Departmental Drama Troupes**

11.4 Departmental Drama Troupes situated at Pune, Patna, Hyderabad, Bhubaneswar, Srinagar and Delhi presented 185 shows on themes like Family Welfare, AIDS, Drug Abuse, National Integration, Communal Harmony, Environment issues etc. These troupes presented shows at local fairs and festivals where a large number of people congregate. Famous festivals like Ganesh Festival in Maharashtra, Car Festival in Orissa & Budh Mahotsav in Bodh Gaya were also covered.

### **Armed Forces Entertainment Troupes**

11.5 The Armed Forces Entertainment Wing of the Division provides entertainment to the Jawans in forward areas. There are Nine Troupes situated in Delhi and Chennai. The troupes presented 122 programmes up to November 1999. These programmes were organised in coordination with the Defence authorities. These troupes participated in *Sadbhavana Samaroh* in Leh and Ladakh, Peace Marches, Campaigns on Pulse Polio, Rural Areas and Employment Schemes, Campaigns on Prevention of Malaria, Girl Child Week, Prevention of AIDS etc.

### **Tribal Publicity**

11.6 The Ranchi Tribal Centre has been working to increase the awareness activities and also to involve more and more tribal artists in the developmental process. The centre has tried to involve tribal cultural troupes in its programmes. During 1999-2000 (up to November 1999), 633 programmes were organised by these troupes in the tribal areas of Bihar, Orissa and Madhya Pradesh. Various Adivasi festivals were covered by

organising special cultural programmes. Special efforts were made to reach the tribal population of North-Eastern States by Guwahati Regional Centre.

### **Sound and Light Programmes**

11.7 With the objective of educating the people in general and youth in particular about the rich heritage of the country and the sacrifices made by the freedom fighters, the Sound and Light Units of the Division are mounting Sound and Light programmes. The Delhi Unit mounted a Special Sound and Light Programmes "Samar Yatra" at Nainital in April 1999 and "Dhrohar" in October 1999 at Delhi. The Bangalore unit presented "Karnataka Vaibhav" at Hubli in May 1999 and at Hampi in November 1999 and "Krishna Deva Raya" at Kakinada in April 1999. These units presented 32 programmes during 1999-2000 (up to November 1999). A Sound & Light unit office has been opened at Allahabad in August 1999.

### **Professional and Special Services**

11.8 The Division deploys cultural troupes of folk and traditional artistes for communicating with the people in their own cultural context. Private troupes are registered and oriented for communicating various developmental themes to the people living in rural areas. More than 700 troupes comprising about 7,000 artists and more than 1,000 empanelled artists engaged in the activities of the Division presented 20,808 programmes upto November 1999. These troupes participated in the campaigns organised by the Division on Aids Awareness, Health and Family Welfare, National Integration, Communal Harmony, New Economic Policy, National Social Assistance Programme, Girl Child Week, Prevention of Malaria, Sanitation and Environmental Pollution, etc.

### **Health and Family Welfare**

11.9 To publicise the various aspects of Health Care, Small Family Norm, Mother and Child Health, Sanitation, Immunization, etc., the Division utilizes various forms of live media to reach the remote and backward areas. Orientation workshops on these programmes were organised for the officers and troupes of the Division to prepare

new programme packages. A campaign on Pulse Polio Immunization was launched to present 6,000 programmes from October 1999. Programmes on Health and Family Welfare were also organised in the prominent fairs and festivals, including The India International Trade Fair. More than 5,000 performances were presented on Health and Family Welfare up to November 1999.

### **Major Activities**

11.10.1 Special Publicity was undertaken in the sensitive and Inner Line areas of North Eastern states, Jammu and Kashmir, Punjab and other border regions of the country. Cultural Troupes from Tribal, Scheduled Caste and Minority Communities were involved for such publicity efforts. The activities of the Division are carried out under various Plan and Non-Plan schemes.

11.10.2 About 619 programmes were organised

during Communal Harmony campaigns launched in Rajouri, Poonch, Kathua and Udhampur districts of Jammu & Kashmir. A Campaign on National Integration was organised in sensitive areas of Assam and border areas of North East Region.

11.10.3 During a special campaign on Prevention of Malaria, programmes were organised in identified districts of Maharashtra, Orissa and Madhya Pradesh. In coordination with the AIDS Cell of the State Governments, special campaigns on Prevention of AIDS were launched all over the country in December 1999. Publicity was also undertaken by the Division on New Economic Policy measure being implemented by the Government. Similarly programmes on Revamped Public Distribution System were organised especially in the Tribal and identified areas. On Girl Child, a Special Campaign was launched in West Bengal in coordination with UNICEF.

## RESEARCH, REFERENCE AND TRAINING

### RESEARCH, REFERENCE AND TRAINING DIVISION

12.1.1 Set up in 1945, the Research, Reference and Training Division functions as an information servicing agency of the Ministry of Information and Broadcasting, its media units and their field offices. It serves as an information bank as well as an information feeder service to the media units to help in their programming and publicity campaigns. It also studies trends in Mass Communication Media and maintains a reference and documentation service on Mass Communication. The Division provides backgrounders, reference and research

materials and other facilities for the use of the Ministry, its media units and others engaged in mass communication. The Division assists the IIMC in training officers of the Indian Information Service (IIS).

12.1.2 The Division is being totally revamped and modernised to make it a paperless office. It has set up its own Website and INTERNET connections.

12.1.3 Apart from its regular services, such as 'Development Digest' and the fortnightly 'Diary of Events', the Division compiles two annual reference



*Student activities in the Indian Institute of Mass Communication*

works titled—'India - A Reference Annual', an authentic work of reference on India and 'Mass Media in India', a comprehensive publication on mass communication in the country. The forty-fourth edition of the Reference Annual '**India-2000**' was released on 31<sup>st</sup> December 1999 along with 'Mass Media in India', and 'Events 2000', a yearbook. A significant thrust to the Reference Annual for the year has been that of putting these publications on CD.ROM for the first time. The Division also released 'India Since Independence-A Chronicle', a special issue which diarises events from 15<sup>th</sup> August, 1947 to 15<sup>th</sup> August, 1998. A Compendium of Laws and regulations relating to the Ministry of Information and Broadcasting was also released.

### Reference Library

12.2 The Division has a well-equipped library with a large collection of documents on various subjects, bound volumes of selected periodicals and various reports of the Ministry's, Committees and Commissions. Its collections include specialised books on subjects pertaining to Journalism, Public Relations, Advertising and Audio-Visual media, all prominent encyclopaedia series, year-books and contemporary articles. The Library facilities are available to accredited correspondents from both Indian and foreign press and government officials. Retroconversion of library books is in full swing. New library software has been installed and tested. Nearly 245 new titles were added to the library during the year, including books in Hindi on various subjects.



*Trainee journalists of the Advanced Diploma Course in Development Journalism organised at IIMC sponsored by the Ministry of External Affairs.*

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

12.3.1 The National Documentation Centre on Mass Communication (NDCMC) was created in 1976 on the recommendation of an Expert Committee set up by the Ministry, for collecting, interpreting and disseminating information about the events and trends in Mass Media.

12.3.2 The information collected by the NDCMC is maintained and disseminated through a dozen regular services. These include—'Media Update', 'Current Awareness Service', 'Bibliography Service', 'Who's Who in Mass Media', 'Honours Conferred on Mass Communicators', 'Bulletin on Films' and 'Reference Information Service'. The Centre brought out 48 papers (April-November'99) during 1999-2000.

## **INDIAN INSTITUTE OF MASS COMMUNICATION**

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

12.4.2 IIMC conducts teaching, training and research programmes, organises workshops, seminars and conferences and contributes to the creation of information infrastructure suitable for India and other developing countries. The institute is recognised as a "Centre of Excellence" by international organisations such as AMIC, UNICEF, UNESCO, WHO, FES and ISMCR etc. The Institute provides consultancy services on request to Central and State Government Departments, Public Sector Undertakings and helps in training and research programmes related to different media of communication.

12.4.3 During 1999-2000, the IIMC conducted two training programmes and five Diploma courses, namely, (i) Orientation Course for Officers of Indian Information Service (Group "A"); (ii) Broadcast

Journalism course for personnel of All India Radio and Doordarshan; (iii) Post-Graduate Diploma Course in Journalism (English) at New Delhi and Dhenkanal (Orissa); (iv) Post-Graduate Diploma Course in Journalism (Hindi); (v) Post-Graduate Diploma Course in Advertising and Public Relations; (vi) Post-Graduate Diploma Course in Radio and TV Journalism; and (vii) Advance Course in Development Journalism for Non-aligned and Developing Countries.

12.4.4 The Institute undertakes a number of activities for the training of Indian Information Service (IIS) Group 'A' and Group 'B' officers. The Training reflects the Government's emphasis on manpower planning and development. At the end of their training, the officers take up assignments in the different media units of the Ministry.

12.4.5 A batch of 11 officers of Senior Grade IIS Group 'A' underwent the "Foundation Course in Communication" at IIMC. With the implementation of the new syllabus from this year, the entire course content been designed with the objective of creating a cadre of officers who are excellent Media Managers and Information Advisors, effective Public Communicators and PR professionals, Good Public Service Broadcasters and IEC & Social Marketing Experts.

12.4.6 A 'Foundation Course in Communication' has begun for six officers of IIS Group 'A' from January 2000.

12.4.7 A three-month basic training course in communication for IIS Group 'B' officers, started from 3<sup>rd</sup> January 2000.

### **Annual Convocation**

12.5 At the 32<sup>nd</sup> Annual Convocation of the Institute on 28<sup>th</sup> April 1999, 156 students of the five Post-graduate Diploma courses, including 20 participants of the Diploma Course in Development Journalism for non-aligned countries, were given Diplomas. 21 students were awarded Diplomas at the sixth Annual Convocation of the IIMC Branch at Dhenkanal on 10<sup>th</sup> May 1999.

### **Academic Session 1999-2000**

12.6.1 Admissions were offered to 41 students (including one NRI) in the Post-Graduate Diploma





*Some publications of the Research, Reference & Training Division*

Course in Journalism (English); 40 in Post-Graduate Diploma in Journalism (Hindi); 43 (including four NRIs) in Post-Graduate Diploma Course in Advertising and Public Relations and 25 in Post-Graduate Diploma Course in Radio and TV Journalism. In the 6<sup>th</sup> Post-Graduate Diploma Course in Journalism (English) at IIMC, Dhenkanal (Orissa), 38 students were offered admission. In addition, the Institute conducted 13 short courses, workshops and seminars upto December 1999.

12.6.2 Twenty-two participants from 14 countries participated in the 1st Diploma Course in Advance

Development Journalism for Non-aligned and other developing countries which was conducted from September 6<sup>th</sup> to 1<sup>st</sup> December 1999. The 2<sup>nd</sup> Course in the series was held from 10<sup>th</sup> January 2000.

### **Research and Evaluation Studies**

12.7 The Institute undertook the following research and evaluation studies during 1999-2000 (up to December 1999):

1. Water and Sanitation - Baseline Survey : Reports of 72 districts submitted.
2. Sex and Violence in Films - North Zone : Report submitted.
3. Multi-facet Aspects of All India Radio : Report submitted.
4. News Service Division of All India Radio : Report submitted.
5. Coverage of Health Issues in Media of South East Asian Countries : Draft report submitted.
6. NACO Film Hit Parade on Times FM - An Assessment : Report submitted.
7. Evaluation of NGO - Working on AIDS : Report Submitted.

### **Publications**

12.8 The Institute brings out quarterly journals "Communicator" in English and "Samachar Madhyam" in Hindi. As part of their academic pursuit, a number of laboratory journals namely "ECHO", "IIMC Times", "Jan Samachar" are being brought out by the students.

### **Branches**

12.9 The Institute has four branches in the country. The first branch was set up on 14<sup>th</sup> August 1993 at Dhenkanal (Orissa). The remaining three branches at Kottayam (Kerala), Jhabua (Madhya Pradesh) and Dimapur (Nagaland) are at various stages of land acquisition/construction. These branches have been organising short term courses, workshops and seminars.

## PLAN AND NON-PAN PROGRAMMES

### Plan Outlay

13.1.1 Planning Commission has revised the outlay for the Ninth Plan (1997-2002) from R. 2970.34 crore to Rs. 2843.05 crore. The approved Annual Plan 1999-2000 outlay of the Ministry of I&B is Rs. 569.38 crore (DBS - Rs. 145.00 crore; IEBR - Rs. 424.38 crore). The sectorwise break up of the Ninth Plan (1997-2002) and Annual Plan 1999-2000, is as under :

13.2.2 The main thrust has been towards continued efforts to improve the network for dissemination of information relating to the policies and programmes of Government. This is being achieved by transmission of information of news value and the process is being speeded up through expansion of the computer network. The Bureau has also developed a PIB Web site on the INTERNET, thus making its material available for

(Rupees in Lakhs)

Sector	9th Five Year Plan (1997-2000)		Annual Plan (1999-2000)
	Approved Outlay	Revised Outlay	Approved Outlay
Media Unit			
1. Prasar Bharati			
a) AIR	848.34	805.40	122.00
b) DD	1836.00	1761.65	391.52
2. Information Sector	98.30	93.30	19.26
3. Films Sector	187.70	182.70	36.60
<b>Total</b>	<b>2970.34</b>	<b>2843.05</b>	<b>569.38</b>

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

13.1.3 The physical and financial achievements of the media units with regard to Plan programmes during 1999-2000 are indicated below :

### INFORMATION WING

#### Press Information Bureau

13.2.1 The outlay for 1999-2000 for the Annual Plan 1999-2000 is Rs. 2.10 crore in SBG and Rs. 1.90 crore in RE out of which Rs. 0.94 crore is under Capital Section and Rs. 0.96 crore under Revenue Section.

international consumption.

13.2.3 Under the scheme, 'Modernisation and Computerisation of the activities of PIB', it is proposed to modernise the working of the Bureau by acquiring the latest equipments/updating the existing ones for effective communication network. While two PIB offices will be modernised during this year, it is proposed take up two more offices during 2000-2001.

13.2.4 The aim of the scheme 'Opening of Branch offices of PIB' is to widen the information network in tribal areas through language/dialect newspapers and other media under Tribal Sub-Plan in the North-Eastern States for promoting

developmental activities and peoples' participation.

13.2.5 Under the scheme 'Coordinating and Organising of Press Parties to Tribal Areas' under Tribal Sub Plan', it is proposed to take small groups of journalists/columnists to the North-East and from North-East to other areas so as to contribute, through the Press Media, to the cause of National Integration.

### **Publications Division**

13.3 An amount of Rs. 60 lakh allocated in the SBG has been enhanced to Rs. 74 lakh in the RE for the current financial year for: (1) Modernisation, viz., (a) Upgradation of DTP hardware and software; (b) Modernisation of sales emporia; (c) Human Resource Development - (Training); (d) Putting Publications Division on the Internet including electronic book and multi-media Compact Disc on Collected Works of Mahatma Gandhi, (2) Mobile bookshops in the North East region & (3) Bringing out Yojana in Oriya. Hardware and software for computers have been purchased for computerisation of the Division. Modern gadgets such as photocopiers, fax, electronic typewriters have also been purchased for various Sales Emporia of the Division. The officials of the Division have undergone various training courses to sharpen their skills in publishing and editing.

### **Photo Division**

13.4.1 'Modernisation of Photo Division' has been included in the Annual Plan 1999-2000 with an SBG of Rs. 150 lakh, retained at the same level in RE. It aims at equipping the Division with the latest equipment to keep pace with the trends in the photographic industry. During 1999-2000 it is proposed to equip the Division with "Automatic Printing Facility Machine" - LED Printing System comprising of LED Printer, Print Server, Software and scanner along with site preparation for the installation of the new equipment.

13.4.2 'Preserver' - Digital Photo Library, installed during the year, is functioning smoothly. Photo Division proposes to modernise its Headquarters and Regional Offices at Chennai, Mumbai, Calcutta

and Guwahati in the remaining years of the IXth Plan period. The modernisation will help expedite printing of photographs and easy retrieval of archival photos.

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

13.5.1 An allocation of Rs. 1.45 crore was made in DAVP's Annual Plan 1999-2000 and retained at the RE stage for schemes relating to Developmental Publicity Programmes and Strengthening of DAVP and Improvement of Mobility.

13.5.2 Under the Developmental Publicity Programme, 60-second video spots on "Race Driving/Over speeding, Education for All, National Integration, Girl-Child, Kargil War, General Elections in India, Consumer Affairs and Rashtriya Krishi Bima Yojna, have been produced and broadcast through All India Radio. Besides this, films, on 'Journey of Friendship', and 'Rashtriya Krishi Bima Yojna', and a 60-seconds video jingle on 'Girl Child' have been produced and screened throughout India.

13.5.3 The message of national integration has been spread through audio-video spots, decorative poles, bus-queue shelters and kiosks. Video spots on 'Hamara Bharat, Hum Bhartiya', National Integration, Save Water and Girl Child have been produced and telecast at Guwahati Railway station under the scheme 'Dissemination of Information on Electronic Media'.

13.5.4 Under the scheme, 'Strengthening of DAVP and Improvement of Mobility', a study has been assigned to the National Productivity Council (NPC) with a view to recommending measures to improve the efficiency, dynamism and competitiveness.

### **Soochana Bhavan**

13.6 Construction of Phase IV of Soochana Bhavan which houses the various media units of this Ministry in a single complex, is under progress. The outlay earmarked for the scheme during Annual Plan 1999-2000 is Rs. 2.00 crore, which has been retained at the RE stage.

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

13.7 For the financial year 1999-2000, an allocation of Rs. 25 lakh at SBG and RE levels has been made for computerisation of PAO (Secretariat) New Delhi.

### **Computerisation and Modernisation of Main Secretariat**

13.8 A proposal for providing Local Area Networking (LAN) in the Main Secretariat of the Ministry has been mooted in pursuance of the government's policy for applying Information Technology in government departments and earmarking 1-3% of Plan outlays/ budgets for the same. The scheme which was formulated in consultation with the NIC, envisages provision of 111 computers and allied equipments for the various sections of the Main Sectt. at an SBG of Rs. 1.50 crore, retained at the RE stage as well. The ultimate objective of this scheme is to establish a paperless office where all intra-office transactions could be done electronically. Moreover, all the computers in the network will have access to the INTERNET. A series of training programmes on Computer Awareness for the officers and staff of the Main Sectt. have been organised in NIC since April 1999. Four batches (100 candidates) have undergone this training.

### **Song & Drama Division**

13.9.1 The Plan outlay for the year 1999-2000 is Rs. 2.00 crore and reduced at the RE stage to Rs. 1.95 crore. Awareness generation activities on various governmental programmes are carried out under the Plan schemes of the Division.

13.9.2 Under the Sensitive areas and Inner Line Publicity Schemes and Special Publicity schemes for Border areas, the Division has undertaken special publicity in the sensitive areas of North Eastern states, J&K, Punjab and other border regions of the country. The objective of the Schemes is to integrate the people living in the border with the rest of the country and counter the propaganda from across the border. 3014 programmes were organised under these Schemes up to November 1999. The Sound & Light Units of the Division presented programmes at Kakinada,

Hubli, Hampi, Nainital and Delhi.

### **Directorate of Field Publicity**

13.10.1 The approved Annual Plan outlay for 1999-2000 is Rs. 2.22 crore which was reduced to Rs. 2.11 crore at the RE stage. During 1999-2000, DFP organised 4 conducted tours and 3 more are planned during the last two months of the financial year. Special care has been taken to take opinion leaders from different walks of life to North Eastern India and their counterparts in the North-East to the rest of India, so that they feel the pulse of the land, the people, culture and heritage.

3.10.2 Six training programmes for DFP officers and staff were also conducted at various regions in co-ordination with NIC. 12 Regional Offices have been connected to Internet and e-Mail facility. The remaining 10 Regions are expected to get the facility soon. Under the Scheme, 'Purchase of Video Projectors/Generators' all the Units of DFP will switch over from 16mm projectors to video projectors. DFP has procured 6825 VHS copies of 13 documentary films so far.

13.10.3 Under the Scheme 'Opening of New Units and Maintenance', 8 Field Publicity Units created during 1997-98 are being maintained. The proposal for creation of five new units in Wokha (Nagaland), Roing (Arunachal Pradesh), Haridwar (Uttar Pradesh), Nilgiri (Tamil Nadu), Raigarh (Madhya Pradesh) is under active consideration.

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

13.11.1 The Institute has an approved outlay of Rs. 3.70 crore for Plan Schemes which was retained at the same level at RE stage. During 1999-2000, the Institute has undertaken 7 research evaluation projects, and all of which have been completed.

13.11.2 The Institute has acquired latest state-of-the-art equipment in printing, computer, audio and video technology for imparting training in various branches of communication. It has well-equipped sound and television studios which are capable of handling all kinds of shooting, indoor or outdoor, editing and classroom production. The computer facilities in the Institute provide learning

opportunities to the students. There are three workshops, computer school, multimedia and DTP available per different groups of students at a time. All the workshops, departments and the rooms of the Institute are on LAN server and have INTERNET facilities. The Institute has acquired Short-Cut digital audio Editor 360 System, C-DAC Multi-Promoter System and its accessories like Shot Gun Microphone, Lapel Mike etc.

13.11.3 The construction work of a 400-seat multi-purpose auditorium at IIMC, New Delhi is in progress. The construction work At IIMC, Dhenkanal is almost complete, while in other branches it is in progress except in Jhabua where the work is still to be undertaken.

#### **Research, Reference and Training Division**

13.12 During the year 1999-2000, the RR & TD is being totally revamped and modernised to make it a paperless office with an SBG provision of Rs. 18.00 lakhs, retained at the same level in the RE. The Division has set up its own Website and INTERNET connection. The Division compiles two annual reference works entitled 'India-A Reference Annual', an authentic work of reference on India, and 'Mass Media in India', a comprehensive publications on mass communication in the country. A significant thrust to the Reference Annual for the year has been that of putting it on CD-ROM for the first time. Retroconversion of library books is in full swing. New library software has been installed and tested.

#### **Broadcast Engineering Consultants India Ltd.**

13.13.1 BECIL had targetted earnings of Rs. 1.76 crore as Internal and Extra-Budgetary Resources for Annual Plan 1999-2000 which was subsequently revised to Rs. 0.84 crore in RE. The main focus of operations during 1999-2000 has been to continue execution of consultancy and turnkey projects in the various fields of broadcast engineering.

13.13.2 The jobs completed till November 1999 and those under execution which are likely to be completed before March 2000, are as follows :-

### **I. Projects Completed (1999-2000)**

#### **(i) Overseas**

Provision and installation of stage lighting and state-of-the-art equipment at Indira Gandhi Centre of Art and Culture, Phoenix, Mauritius : Consultancy for pilot TV station including supervision, installation and commission of TV studio and transmission set up for Bhutan Broadcasting Service; Turnkey job of providing Acoustic treatment, etc., in the TV studio set up for Bhutan Broadcasting Service.

#### **(ii) India**

Consultancy services in implementation of Information Technology Project for National Seeds Corporation; Integration supply and testing of DRS sets for Doordarshan; Integration supply, testing & commissioning at the site of Digital Encoder and accessories for Doordarshan; Consultancy on monthly basis for Gujarat Maritime Board; Integration and installation of Image Library System for Photo Division; Integration supply, testing and commissioning of 3 Digital SNG system (C-Band/ Ku-band) for Doordarshan; Technical Consultancy to World Space (monthly basis); Consultancy and installation for video studios for Raj TV; Consultancy for setting up FM Broadcasting Centres for "Dainik Jagran".

### **II. Projects in progress (1999-2000)**

Consultancy on architectural acoustics of Rajasthan Legislative assembly, Jaipur; Consultancy for audio/video facilities and acoustics for Parliament Library Complex; Supply and Testing of Diplexer for AIR Bangalore; Consultancy for Interior Design for Rajasthan Vidhan Sabha; Development, integration and supply of text and Graphic system for Doordarshan; Consultancy for Acoustic design, sound reinforcement system, stage lighting and stage furnishing for Gurgaon Auditorium; Consultancy for acoustics sound reinforcement system, stage lighting and stage furnishing, interior design for SP Marg project; Augmentation of video studio set up for IIMC; Design, installation and commissioning of Satellite Earth Station

(procurement done by EENADU TV); Consultancy for design installation and commissioning of earth station for SUN TV; Consultancy for satellite uplink for IGNOU; Consultancy for Disaster warning system (Dec. 99 to Mar. 2000) for Gujarat Maritime board; Consultancy for Acoustics Treatment and Sound Reinforcement system for Sirifort Auditorium; Integration of vehicle-based C Band DSNG system for SUN TV; Consultancy for setting up FM Broadcasting centres for SUN TV; Consultancy (Dec. 99-Mar. 2000) for World space; and Consultancy for setting up FM Broadcasting Centre for Hindustan Times.

### Films Division

13.14.1 The Plan Outlay for Films Division for 1999-2000 is Rs. 6.30 crore in SBG and Rs. 6.28 crore in RE, out of which Rs. 2.95 crore is under Revenue Section and Rs. 3.33 crore is under Capital Section. The Division proposes to undertake production of special featurette films in 16mm to cater to rural audience, to create marketing and sales potential in Films Division, modernisation and replacement of obsolete equipment of Films division, renovation of Gulshan Mahal, to develop and equip Films division with video facilities for making programmes in video format. Between April 1999 to December 1999, Films Division has completed 9 feature films especially bringing out the ecological, cultural and special changes taking place in rural areas and more than 20 feature films on important subjects such as National Integration, Untouchability, Bonded Labour, Uplift of SC/ST and Illiteracy, etc., are at various stages of production.

13.14.2 Under 'Modernisation and Replacement of obsolete equipment of Films Division', an amount of Rs. 153 lakhs has been allotted for this scheme for the year 1999-2000. The scheme envisages replacement of old and outdated equipment in Films Division, Mumbai and New Delhi by procurement of new equipment to adopt latest technology in film production. Apart from this, the Division has a number of other Plan schemes under implementation such as 'Professional Training and Orientation Courses', 'Restoration/Renovation of 1st phase building of Films Division'. About 53 Officers/officials were deputed for training

up to December 1999.

13.14.3 The Division has been entrusted with the task of organising the biennial Mumbai International Film Festival for Documentary, Short and Animation Films. The sixth festival was organised in Mumbai from 3-9 February, 2000.

### Directorate of Film Festivals (DFF)

13.15.1 The Annual Plan outlay of DFF is Rs. 3.26 crore in SBG revised as Rs. 7.45 crore in RE. The Directorate organised the 46th National Film Festival in New Delhi during July 1999. 114 feature films, 105 non-feature films and 22 books on cinema were entered for awards. In addition, 17 critics also entered their work for the award for Best Critic of the Year. "Samar" (Hindi) directed by Shri Shyam Bengal and "In the Forest Hangs a Bridge" (English) directed by Shri Sanjay Kak have been adjudged as the Best Feature and Best Non-feature films respectively. Veteran film maker Shri BR Chopra was selected for the prestigious Dada Saheb Phalke Award for the 31st International Film Festival of India (IFFI) which was held in New Delhi from 10<sup>th</sup> to 20<sup>th</sup> January 2000.

13.15.2 Under Cultural Exchange Programmes (CEPs), festivals of films from Finland (at Agartala and New Delhi), Sweden, Cyprus (at New Delhi and Chennai), Italy and Netherlands (at New Delhi and Imphal) were organised. Two more Film Weeks consisting of films from China and Australia are to be organised. Indian Film weeks were also organised abroad in Germany, Mongolia and Russia. Besides, films were also sent for participation in the SAARC film festival and Indian Film Weeks in France and Cairo, Egypt. The Directorate participated in 51 International Film Festivals abroad where films selected in the Indian Panorama were included. An amount of Rs. 4.07 crore has been provided in the RE for renovation of the Siri Fort Complex, New Delhi.

### National Film Archives of India (NFAI)

13.16.1 A budget grant of Rs. 1.80 crore for seven continuing schemes and two new schemes was allocated to NFAI for the year 1999-2000. This has been reduced to Rs. 1.78 crore in the RE. During April-December '99, NFAI acquired 271 books, 3343 scripts, 56 pre-recorded audio

cassettes, 2 pamphlets, 1636 stills, 181 song booklets, 584 wall posters, 416 slides and 11 audio compact discs. Further, 315 films and 24 video cassettes were also acquired during the same period. Civil construction of specialised vaults for nitrate films is likely to be completed by 31.03.2000. NFAI also conducted the annual four-week Film Appreciation Course in May-June 1999 in Pune and short-duration courses at other centres.

13.16.2 Under the scheme publications and research, an oral history project on 'Sourmitra Chatterjee' and monograph on 'Hiralal Sen' have been completed. Construction of 23 staff quarters for NFAI has been completed and handed over.

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

13.17 In the SBG (Plan) 1999-2000 FTII has been provided Rs. 5 crore. Due to carryover balance of previous year in the RE, the provision has been reduced to Rs. 0.48 crore. During this period, action to acquire machinery and equipment indigenously and from abroad has been initiated. 6 DVCAM Editing units have been procured at a cost of Rs. 75 lakh; 2 Nanmorphic zoom lens for Arri III camera at cost of Rs. 65 lakh; and 7 Camcorders (DVCAM) are being purchased at a cost of Rs. 24.50 lakh. Modernisation of complete training facility in all respects is imperative in view of changing needs. The use of computers at various levels in the training programme as well as in the support infrastructure is to be introduced in a substantial way.

#### **Satyajit Ray Film and Television Institute, Calcutta**

13.18 The approved Annual Plan outlay for SRFTI for the year 1999-2000 is Rs. 7.00 crore and retained at the same level in the RE. Presently a total of 64 students are undergoing training in various courses in the Institute. The first batch of the students consisting of 32 students has almost completed their training programme and they would pass out of the Institute by March 2000. Keeping in view the shortage of faculty members, a number of important film-makers from various fields were invited to hold workshop, seminars, etc., in addition to routine classes, on different aspects of film production including direction, motion picture

photography, editing and sound - recording. The Institute has adopted an innovative practice to have a daily screening for the benefit of the students. The Institute has screened 160 feature films this year. The Film Library at the Institute has 860 lecture films from 13 countries. SRFTI joined hands with EU-India, a European cross-cultural programme for a special workshop on film script-writing under the patronage of European Union, through computer and Internet. The construction of the first phase of the Institute is almost over. The second phase is in full swing and is likely to be completed by June 2000. Though there are no separate activities for North-East Region and J&K, emphasis is placed on admission of students from North-East to the Institute.

#### **National Film Development Corporation**

13.19 The Annual Plan Outlay approved in the SBG for the various Plan Schemes of the NFDC for the year 1999-2000 is Rs. 6.10 crore (Rs. 6.11 crore in RE) which has been entirely funded by the Internal and Extra Budgetary Resources (IEBR) generated by the Corporation. During 1999-2000, production of 8 feature films in different languages have been completed and another 12 films in various categories are under production. The Corporation has limited its import only for television and satellite channel rights and 22 films were imported during the year. The Corporation had also exported 24 films, the export realisation for the relevant period amounting to Rs. 15.93 lakh. The Corporation is expected to export about 30 films with estimated foreign exchange earnings of Rs. 75 lakh during the year.

#### **CHILDREN'S FILM SOCIETY, INDIA (formerly National Centre of Films for Children & Young People)**

13.20 The Plan outlay for the current year is Rs. 6.50 crore revised to Rs. 4.60 crore in RE. During the year under review, 10 feature films were taken up for production. CFSI also took up production of two short animation films and a short live-action film. One film was completed and subtitled in English. The remaining films are at various stages of production. CFSI also took up dubbing of a Persian feature film "Nanelal" (Her Children) in Hindi. 39 episodes of the TV serial

“Baldoot” were telecast on Doordarshan network. In the area of exhibition of children’s films, 556 shows were organised in Assam between 20 & 30 May 1999. In addition, 1441 film shows were organised by Mumbai, Chennai and Delhi offices of CFSI. CFSI’s film “Radio comes to Rampur” was entered in the ‘Golden Elephant’-International Film festival held at Hyderabad in November, 1999.

### Central Board of Film Certification

13.21 During the year 1999-2000, the approved Plan outlay for CBFC is Rs. 60 lakh, retained at the same level at RE stage, for its five Continuing Schemes. One of the schemes, ‘Establishment of Computerised Management System’, envisages computerisation of the Regional Offices and the Headquarters of CBFC at Mumbai. An application software developed by NIC is being tested by feeding data. So far, computers have been installed at Calcutta, Hyderabad, Bangalore and Chennai. It is proposed to instal Computers at the remaining Regional Offices at Thiruvananthapuram, New Delhi, Cuttack and Guwahati during this year. Steenbeck editing machines have been imported and installed in the Regional offices at Bangalore, Hyderabad and Mumbai. Action is being initiated for procuring a Steenbeck editing machine for Regional Office at Thiruvananthapuram under the scheme ‘Augmentation of Infrastructural Facilities’ in Regional Offices of CBFC. Under the scheme ‘Organisation of Training Courses and Studies’, an evaluation of study on ‘Sex and violence in films’ has been entrusted to the Indian Institute of Mass Communication.

### BROADCASTING WING

#### All India Radio

13.22.1 AIR has an approved outlay of Rs. 122.00 crore (Rs. 100.00 crore on Capital side and Rs. 22.00 crore for Revenue generating schemes) for the year 1999-2000. This was revised to Rs. 107.50 crore in RE. During the year 1999-2000, broadcast facilities have been further strengthened. Power of existing transmitters has been increased and studio facilities have been modernised at a number of stations.

1. A new radio station with 6 KW FM Transmitter,

studio and staff quarters has been commissioned at Hissar (Haryana).

2. The old 100 KW MW transmitter at Alleppey in Kerala has been replaced by a higher power 200 KW MW transmitter. This transmitter will strengthen radio coverage in the state of Kerala and is expected to cover Lakshadweep also.
3. The old 1 KW MW transmitter at Pondicherry has been replaced by a 20 KW MW transmitter.
4. Keeping in view the vastly improved technical quality of FM broadcasts, a Relay Centre has been set up with 6 KW FM transmitter at Aligarh in Uttar Pradesh.
5. A New 6 KW FM transmitter was commissioned at Jodhpur in Rajasthan for carrying the Vividh Bharati programme, which was till then broadcast from a 1 KW MW transmitter.
6. A new radio station with a 20 KW MW transmitter and studios has been commissioned at Kokrajhar in Assam to fulfil the cultural aspirations of the Bodo population in that area.
7. Radio listening in our country is mostly on medium wave. In order to expand listenership in FM band, and also because of superior technical quality of FM broadcasts, it has been decided to replace the old 1 KW MW Vividh Bharati transmitters with FM transmitters. As a part of this scheme, a 10 KW FM transmitter has been commissioned in place of the 1 KW MW transmitter at Thiruvananthapuram in Kerala.
8. The Yuv Vani service at Delhi was being broadcast on MW transmitters. In view of the superior technical advantages of FM over AM and Yuv Vani service at Delhi and Calcutta have now been changed over to FM channel.
9. Keeping in view the cultural and religious importance of Allahabad the existing 1 KW MW transmitter has been upgraded to 20 KW MW transmitter to provide good coverage in the city and adjoining areas.



10. As a part of its plan to introduce digital technology in its network, a centralised digital stereo uplink facility has been set up at Borivli (Mumbai) where Vividh Bharati services originate. Digital equipments not only bring enhancement in technical quality but are also functionally more flexible and efficient.

11. Vividh Bharati studios at Patna, Hyderabad, Nagpur, Pune, Bhopal, Indore and Ahmedabad have been provided with stereo facilities. Stereo studio facilities are also being provided at Jalandhar for the FM channel.

12. At Guwahati, the existing 50 KW MW transmitter has been upgraded to 100 KW.

13. At Vishakhapatnam, Vividh Bharati channel has been introduced.

14. 184 multi-function stereo audio mixing consoles developed indigenously, at AIR's initiative have been supplied to nearly 85 stations of AIR. Indigenous development of multi-function audio console has resulted in considerable savings in capital cost and foreign exchange.

15. Recordable CDs, containing recordings of Gurudev Rabindranath Tagore between 1904 to 1930, were prepared, which were later released by the Hon'ble Prime Minister of India in Calcutta.

16. CDs based on archival musical recordings titled 'Indian Ethos' were prepared for circulation to Indian Embassies and High Commissions abroad. CDs of Vande Mataram were prepared for commercial release.

17. Metal sound proof door designed by P&D Unit has been installed and tested in Broadcasting House. This will help reduce use of wood in acoustic treatment.

13.22.2 The cyclone which hit Orissa on 29.10.1999 caused extensive destruction to AIR installations, thereby completely disrupting transmission. Despite the lack of communications and breakdown of power supply, transportation, etc., AIR restored complete transmission within a fortnight.

13.22.3 All India Radio now has 198 stations.

The present network of 310 transmitters (MW-144, SW-55 and FM-111) provides coverage to an estimated 97.3% population spread over 90% area of the country.

## DOORDARSHAN

### I. Current Status

#### 13.23.1 Channels in Operation

Doordarshan is presently operating twenty channels as under :

- (a) Primary Channel-DDI
- (b) Metro Channel-DD2
- (c) News & current affairs channel-DD News
- (d) Sports channel-DD Sports
- (e) International channel-DD India
- (f) 11 Regional channels
- (g) 4 State Networks

Software requirements of the above channels are catered to by 47 studios all over the country. Satellite uplinking facilities are available at 23 Doordarshan stations. Simulcast uplinking facilities (analogue & digital) are available at 7 Doordarshan stations viz., Mumbai, Chennai, Guwahati, Calcutta, Thiruvananthapuram, Bangalore & Hyderabad. Programmes of 5 channels, viz., DD-I, DD-2, Sports, News & International channels are being uplinked in digital mode. Twenty transponders on five different satellites are being utilised for dissemination of various services. Doordarshan programmes are available on Internet also. (Website-["http://ddindia.net"](http://ddindia.net)).

#### 13.23.2 Terrestrial Network

For terrestrial transmission, 1060 transmitters as under, installed throughout the country are in operation.

DD1 Transmitters : 1000 (HPTs-85, LPTs-664, VLPTs-223, Trans.-18)

DD2 Transmitters : 57 (HPTs-10, LPTs-43, VLPTs-4)

Other Transmitters : 3

Primary Channel (DD1) coverage is available to about 87.9% of the population reaching 74.8% of the area. Metro Channel (DD2) coverage is available to about 20.8% population. The above figures include fringe coverage.

### 13.23.3 Regional Services

Satellite based regional services catering to particular states in the language of the state are in operation in 15 states of the country i.e. Andhra Pradesh, Assam & North East, Bihar, Gujarat, Jammu & Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Orissa, Punjab, Rajasthan, Tamil Nadu and West Bengal. Transmitters (HPTs and LPTs) in these states are linked to the capital station via satellite for relay of regional service programmes. Doordarshan have been allocated an amount of Rs. 391.52 crore. (Capital-Rs. 296.52 crores; Revenue-Rs. 95.00 crore) under Annual Plan 1999-2000, revised to Rs. 400.34 crore in RE.

#### (i) Transmission Facilities

For the purpose of expansion of Primary channel (DD1) coverage, 231 transmitter projects (HPTs-32, LPTs/VLPTs-192, Transposer-7) are presently under implementation. In addition, 32 transmitters (HPTs-28, LPTs-3, Transposer-1) are under implementation for expansion of Metro channel (DD2) coverage. The above projects are at different stages of implementation and are expected to be completed in phases in the next three years.

A scheme involving an outlay of Rs. 218 crore for massive expansion of DD coverage in J&K has been approved recently. This is to be implemented in about two years' time.

#### (ii) Studio Facilities

To augment in-house production, 16 studio projects are presently under implementation. In addition, a National Studio complex at Doordarshan Bhawan, Delhi comprising 8 studios of varying sizes and associated technical facilities is under implementation. State-of-art facilities are envisaged in the aforesaid studio complex. The above studio projects are planned to be completed during the next 2 to 3 years.

#### (iii) Satellite Services

The following projects have been taken up :

1. Earth stations at Shimla, Srinagar, Panaji and Port Blair.
2. Permanent earth station complex at Delhi.
3. Uplinking facilities for News & Sports channels in permanent setups, are envisaged to be provided.
4. Uplinking facilities for the proposed new channel 'DD Prime'.

### NORTH-EAST COMPONENT IN ANNUAL PLAN 1999-2000

#### Information Sector

##### Press Information Bureau

13.24 PIB has allocated an amount of Rs. 40 lakh for the North-East Component. Under the scheme, namely, 'Co-ordinating and Organising of Press Parties to tribal areas', it is proposed to take small groups of journalists/columnists to the North-East and from North-East to other areas so as to contribute, through the Press Media, to the cause of National Integration. An expenditure of Rs. 15.00 lakh is proposed to be incurred during this year. Under the scheme, 'Opening of Branch office of PIB', the process of opening a branch office at Itanagar is underway.

##### Publications Division

13.25 An outlay of Rs. 7.00 lakh has been earmarked for the North-East Region in the Annual Plan 1999-2000 for two schemes, namely: (i) Desk top publishing in the North-East Region and (ii) Provision of Mobile Bookshop in that region.

The Division has one office, namely, Yojana (Assamese) at Guwahati in the North-East Region. Efforts have been made to modernize the office by providing computer hardware and software. For providing DTP in the North-East Region, an expenditure of Rs. 0.11 lakh has been incurred up to the end of December 1999 on maintenance. The Division has also taken steps to ensure that the books and journals published by it reach the maximum number of people in the North East Region. This has been ensured by providing a

Mobile Bookshop for Yojana Office in Guwahati. An expenditure of Rs. 0.11 lakh has been incurred so far for this scheme.

### **Directorate of Advertisement & Visual Publicity**

13.26 An allocation of Rs. 14.50 lakh has been made for two schemes, viz., "Development Publicity Programme" and for "Strengthening of DAVP & Improvement of Mobility" in the North-East Region. Under Development Publicity Programme, for "Outdoor Publicity", 60 bus panels and 100 inside panels have been displayed on the buses of Nagaland Transport Corporation for a period of six months. Besides wall paintings on the slogan "Disciplined Citizens of India" were displayed in all parts of the states within the North Eastern Region. Under "Dissemination of Information on Electronic Media", video spots on "Hamara Bharat, Hum Bharatiya", 'National Integration', 'Save Water' and 'Girl Child' have been produced and telecast in North-Eastern states to publicise the spirit of National Integration among the masses. Under the scheme, "Strengthening of DAVP & Improvement of Mobility", computer software, accessories and infrastructure have been purchased for Regional Office, Guwahati. Computer training to officers/officials at the Regional Office, Guwahati is also proposed to be imparted.

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

13.27 An outlay of Rs. 50 lakh has been allotted for IIMC Branch at Dimapur. Civil works for IIMC, Dimapur (Nagaland) is under progress. Short term courses/workshops were also conducted here. The branch has incurred an expenditure of Rs. 4.29 lakh up to November 1999.

### **Directorate of Field Publicity**

13.28 The Directorate has earmarked an outlay of Rs. 39.00 lakh for schemes in the NE Region. The main software component for the activities of the Directorate are purchase of Films/Cassettes. An expenditure of Rs. 4.50 lakh has already been incurred on dubbing and purchase of 65 VHS cassettes up to 31st December 1999. There is a scheme of 'Conducted Tours' under which 7 tours of opinion leaders are planned this year within the approved outlay of Rs. 10.00 lakh. Special care

has been taken to take opinion leaders from different walks of life to North-Eastern India and their counterparts to the rest of India so that they feel the pulse of the land, its people, its culture and heritage. For organising one conducted tour during 1999-2000, an expenditure of Rs. 1.42 lakh has already been incurred. The newly opened Field Publicity Units in the NE Region helped in increasing its outreach to remote areas. Under "Computerisation of Regional Offices", an expenditure of Rs. 1 lakh has been incurred for purchase of 2 modems, 2 computers and 12 UPS for North-East and Sikkim. Under the scheme Purchase of Video Projectors/Generators, it is proposed to acquire & Video Projectors during the current financial year.

### **National Film Development Corporation**

13.29 NFDC is a body to promote films and film production infrastructure and is located only in the metropolitan cities. An amount of Rs. 35 lakhs is estimated for investment in NE Region in 1999-2000.

### **All India Radio**

13.30 All India Radio has allocated an amount of Rs. 1220 lakh for schemes to be implemented in NE Region and Sikkim in 1999-2000. An additional proposal for Rs. 464.50 lakh has been proposed for implementation in the NE Region.

### **Present coverage**

There are 24 AIR stations presently operating in the seven States of the North East and Sikkim (Arunachal Pradesh-4; Assam-8; Manipur-1; Meghalaya-3; Mizoram-2; Nagaland-2; Tripura-3 and Sikkim-1). The present coverage is :

North-East : By area : 94.3%; By Population : 97.3% and

Sikkim : By area : 70%; By Population : 95%

### **Projects Commissioned**

#### **1) Stations**

16 AIR stations at Ziro, Dhubri, Tezpur, Churachandpur, Dharmanagar, Longtherai and 10 Community Radio Stations are under implementation. Radio Stations at Ziro, Dhubri,

Tezpur and CRSs at Williamnagr, Mon, Tuensang, Nongstoin and Saiha are technically ready.

## 2) Replacement of Transmitters

Old 10 KW MW transmitter at Silchar is being upgraded to 20 KW.

Existing 20 KW MW transmitters at Tura, Aizawl and Gangtok will be replaced by new transmitters which incorporate the latest technology.

At Kohima the existing 50 KW MW transmitter is being upgraded to 100 KW. At Imphal the existing 50 KW MW transmitter is being upgraded to 300 KW.

## 3) FM Channels

FM transmitters with stereo playback facilities are being provided at Guwahati, Shillong, Imphal, Agartala and Aizawl. At Guwahati the set-up is ready for commissioning and at few other places building works are in progress.

## 4) Uplinking facilities

Guwahati, Shillong and Itanagar already have uplinking facilities. Kohima, Imphal, Agartala and Aizawl are being provided with uplinking facilities during the current plan.

With the implementation of the above schemes the coverage in the North East will further improve to 97% by area and 97.7% by population.

## Doordarshan

13.31 Doordarshan has earmarked an amount of Rs. 3299.17 lakhs for the North-East Region under the Annual Plan 1999-2000. In addition, a comprehensive plan for Special Software for NE Region (Software-Rs. 1050.00 lakh; Hardware-Rs.

225.00 lakh) has already been projected to the Planning Commission.

Doordarshan projects presently under implementation in North East Region and Sikkim are given below :-

- a) 15 transmitters (HPT-1, LPTs-5, VLPTs-5, Transposer-4) for expansion of Primary channel (DDI coverage).
- b) 5 transmitters (HPTs-4, LPT-1) for expansion of Metro channel (DD2) coverage.
- c) Replacement of DD-1 HPTs at Guwahati, Silchar and agartala by new transmitters.
- d) Studio at Gangtok.

Under civil works, staff quarters are presently under construction at Guwahati (134 nos.), Kohima (33 nos.) and Dibrugarh (37 nos.) in the North-East region. A scheme for construction of 36 staff quarters at Tura has been sanctioned.

## ACTIVITIES IN J&K

13.32 The Union Cabinet has approved a package of projects for improvement of AIR and Doordarshan services in J&K to be implemented over a period of two years, i.e., by June 2001. The total estimated cost of the package is Rs. 430.07 crore (Rs. 266.40 crore towards Hardware and Rs. 163.67 crore towards Software) in addition to the Ministry's normal budget. For the year 1999-2000, a sum of Rs. 10.50 crore has been approved for AIR, and a sum of Rs. 39.50 crore for Doordarshan. This is in addition to the normal projects and schemes being implemented by AIR and Doordarshan in J&K.

## INTERNATIONAL COOPERATION

### INDIA AND UNESCO

14.1.1 India is a founder member of UNESCO which is one of the specialised agencies of the United Nations Organisation. UNESCO's main goal is to promote International Cooperation in the field of education, science and technology, social sciences, culture and mass communication. In order to promote, the communication capabilities of developing countries, the 21<sup>st</sup> Session of the General Conference of UNESCO in 1981 approved the setting up of an International Programme for the Development of Communication (IPDC). India played a significant role in its inception and has been a member of the Inter-Governmental Council (IGC) and also of the IPDC Bureau. India has been playing a leading role in the international arena. A two-member delegation led by the then Secretary (I&B) and Director attended the 19<sup>th</sup> Session of the International Programme for the Development of Communication (IPDC) held in Paris from 23-26<sup>th</sup> March 1999, in which the important topic for Thematic Debate was 'Communication and Civil Society - reaching out to people, reaching out to remote areas, reaching out to pluralism'. In the 30<sup>th</sup> Session of the General Conference of UNESCO held in Paris in November 99, Secretary, I&B represented this Ministry, where it was emphasised that with growth in INTERNET and e-Mail, the issues of right to privacy and depiction of sex and violence should be addressed by the International Community and UNESCO, so that some agreement is possible and countries where such material originates, exercise control. This drew support from a number of

countries, but influenced by the developed countries, the UNESCO is focusing on evolving consensus for some control on material relating to child prostitution on INTERNET.

### INDIA NEWSPool DESK AND NON ALIGNED NEWS AGENCY POOL

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

14.2.2 During the year under review, Press Trust of India continued to operate the India News Pool Desk (INDP) of the Non-aligned News Agencies Pool (NANAP). The highlight of the year was an agreement for exchange of news between PTI and the Maghreb Arabe Presse (MAP) of Morocco which was signed during the visit of Prime Minister Atal Bihari Vajpayee to the North African kingdom. India continued to contribute substantially to the daily news file of the Pool network during the year, with news flow from PTI averaging about 7,000 words per day. Reception of news at INDP from the other participating agencies ranged between 15,000 to 20,000 words per day. About a tenth of the news matter received from them was used during the year.

## ADMINISTRATION

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

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

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

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

### FORMATIONS OF THE MINISTRY OF INFORMATION AND BROADCASTING

#### Attached and subordinate organisations

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

#### Autonomous and Public Sector Undertakings

1. Prasar Bharati (Broadcasting Corporation of India)
2. Film and TV Institute of India
3. Indian Institute of Mass Communication
4. Children's Film Society, India (CFSI)
5. Press Council of India
6. Satyajit Ray Film and Television Institute of India
7. National Film Development Corporation
8. Broadcast Engineering Consultants India Ltd.

#### Main Secretariat

15.2 The Main Secretariat of the Ministry is headed by the Secretary who is assisted by an Additional Secretary, a Financial Advisor-cum-Additional Secretary, three Joint Secretaries and one Chief Controller of Accounts. There are 17 officers of the level of Director/Deputy Secretary, 16 officers of the rank of Under Secretary, 41 other gazetted officers and 285 non-gazetted officials in the different wings of the Ministry.

#### Information Facilitation Counters

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

#### Citizens' Charter

15.4 On the recommendations made in the

Conference of Chief Ministers on effective and responsive administration, it was decided to set up a Task Force in all Ministries for preparing a Citizens' charters for organisations having large public interface.

#### Public Grievances

15.5 A Public Grievances Cell is functioning in the Main Secretariat of this Ministry. In order to tone up the Grievance Redressal System of the Ministry and all its constituent units time limits have been fixed for completion of various activities coming under the purview of the grievances redressal mechanism.

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

15.6.1 In pursuance of the declared policy of the Government, the Ministry has been making all efforts to provide adequate representation to the

Scheduled Castes, Scheduled Tribes and Other Backward Classes in the services and posts under its control in accordance with the orders issued by the Government in this regard. The Ministry is making constant efforts to ensure that the difference between the targeted percentage of reservation and actual representation of SCs/STs/OBCs in various services and posts in the Ministry, including its attached and subordinate offices, is reduced to the minimum. The percentage of the SC and ST employees in the Ministry including its Attached and Subordinate offices as on 1.1.99 is as under :

	Group 'A'	Group 'B'	Group 'C'	Group 'D'
SC	13	12.75	16.75	34.43
ST	6	4.6	10.26	13.28

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

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

### Hindi as official Language

15.7.1 It has been the endeavour of the Ministry to ensure progressive use of Hindi in official work in the Ministry and all its Media Units etc. The Director (OL) in the Ministry is responsible for monitoring and overseeing the implementation of the various statutory provisions and policies etc. laid down by the Department of Official Language,

Ministry of Home Affairs in the Official Language Act, 1963 and Official Language Rules, 1976. The Hindi Cell of the Ministry also ensures the implementation of the Official Language policy through quarterly progress reports received from the Media Units etc. These reports are reviewed and evaluated in the meetings of Official Language Implementation Committee constituted under the Chairmanship of Joint Secretary (P). The meetings of Official Language Implementation Committee are held every quarter regularly. The Annual Programme 1999-2000 issued by the Department of Official Language was circulated among all officers and sections including attached & subordinate offices of the Ministry for implementation.

15.7.2 During the year, eight offices under the Ministry were inspected by the Director (OL) and the position was reviewed on the spot. In addition, an appeal was issued by the Hon'ble Minister for promoting the use of Hindi which was circulated among all officers/sections of Main Secretariat including Media Units etc. of the Ministry.

15.7.3 To enhance the use of Hindi in official work, nine employees were nominated for Hindi training in Proboadh, Praveen and Pragya courses and three typists and four stenographers were also nominated for Hindi typing/stenography training during the year under review. As a result of the concrete efforts all papers/documents under section 3(3) of the Official Language Act were issued both in Hindi and English and letters received in Hindi were invariably replied to in Hindi.

15.7.4 On the occasion of official language Golden Jubilee Year, to encourage the Hindi-knowing employees, Hindi Workshops were organised during the months of November & December 1999 in the Ministry. More than 56 officials were trained in the workshops. In addition, many competitions like Essay writing, Typing, Debate, Noting Drafting, Speech, Poetry, Antakshari, Translation of Slogan, etc., in Hindi



were organised in the Ministry. One hundred sixty three officials participated in various competitions held in Hindi Language. Out of them 80 officials won the cash award. Nine officials won cash award under the incentive scheme of Department of Official Language.

15.7.5 The Ministry of Home Affairs, Department of Official Language inter-alia has launched a scheme known as 'Indira Gandhi Rajbhasa Purushkar' under which I, II & III prizes are earmarked for the Ministries/Banks/PSUs region-wise. As per their scheme all the Ministries, attached and subordinate offices, Banks & PSUs participated and the Ministry of Information and Broadcasting was awarded with a Shield as a second prize at the National Level by the Vice-President of India in recognition of excellent performance of the Ministry of implementation of the Official Language Policy during the year, 1998-99.

### **Internal Work Study Unit**

15.8.1 The Internal Work Study Unit has been continuing with its concerted efforts to increase the efficiency of the organisation by suggesting measures which would result in economies in expenditure. The unit has finalised reports in respect of (a) Registrar of Newspapers for India, Calcutta; (b) Regional Office of Song and Drama Division at Chennai; (c) National Film Archive of India, Pune. Implementation of these reports would entail direct saving to the tune of Rs. 7,83,144 and indirect saving of Rs. 3,65,000 annually.

15.8.2 On the Organisation and Method (O&M) side, besides monitoring compliance of the various aspects of checks on delay, record management activity was accorded special attention. Two special drives launched on record management during the period together with the monthly progress report in this regard have resulted in recording of 5,680 files, reviewing of 3,053 files and weeding out of 2,403 files. O&M inspections of sections/desks

were carried out to ensure that various provisions of the manual of office procedure are adhered to in day-to-day transaction of business.

15.8.3 IMSU has been functioning as the nodal agency for implementation of revised award scheme(s) sponsored by DAR&PG for Central Government employees as well as members of public inviting from them suggestions to improve the quality of public services and making them more customer friendly.

### **Accounting organisation**

15.9.1 Consequent upon the departmentalisation of Government accounts in 1976, the Comptroller & Auditor General of India was relieved of the responsibility of compiling and keeping the accounts of transactions relating to the Civil Ministries of Central Government. The Secretaries of Central Ministries/Departments were declared as Chief Accounting Authorities. The Secretary of the Ministry of Information & Broadcasting, besides being the administrative head of the Ministry is also the Chief Accounting Authority. The Secretary is assisted in this function by the Additional Secretary and Financial Adviser and the Chief Controller of Accounts.

15.9.2 At the initial stages of the departmentalisation of Government accounts in 1976, the Chief Controller of Accounts, Ministry of Information & Broadcasting with 13 Pay & Accounting Units under its control came into existence with a staff compliment of 475. They were catering to the needs of 204 DDOs in 1976. At present (as on 31-10-99) there are about 603 DDOs (421 non-cheque drawing DDOs & 182 cheque drawing DDOs) under 14 PAOs with a staff compliment of 578.

15.9.3 The Chief Controller of Accounts, Ministry of Information & Broadcasting is in overall charge of functions relating to payments, accounting of receipts and payments, internal audit and

management accounting in the Ministry of Information & Broadcasting. Under Article 150 of the Constitution of India, the President of India is responsible for the submission of the Certified Annual Appropriation Accounts and the combined Finance Accounts of the Union to the Parliament. This responsibility of the Government to Parliament is discharged through the Controller General of Accounts, Min. of Finance. This mandate of the Controller General of Accounts is carried out by the Chief Controller of Accounts in respect of transactions relating to Ministry of Information & Broadcasting.

15.9.4 The Chief Controller of Accounts discharges the above functions through the Principal Accounts office at New Delhi with the assistance of one Controller of Accounts, two Deputy Controller of Accounts and 14 Pay & Accounts Offices. The Pay & Accounts Offices are located at Delhi, Mumbai, Calcutta, Chennai, Lucknow, Nagpur and Guwahati.

15.9.5 The Accounting Organisation is mainly responsible for (a) Expenditure control over Appropriations, (b) Timely accounting of receipts, (c) Compilation and Consolidation of Accounts of the Ministry of Information & Broadcasting for onward submission to the CCA, Ministry of Finance (d) Formulation of Revenue Receipts, Public Accounts, Interests and repayment of loans, Interest payment, Pension and Retirement benefits, Budget estimates on behalf of the Ministry (Grant No. 56 & 57). (e) Ensuring prompt payments, (f) Speedy settlement of Pension, Provident Fund and other claims. (g) Internal audit of the Ministry and Media Units, and (h) Making available accounting information to concerned authorities.

15.9.6 In addition to this, the Internal Finance Advice functions for the Directorate of Film Festival, Press Information Bureau, Publications Division & Research, Reference and Training Division are also performed by Controller of Accounts & Dy.

Controller of Accounts.

15.9.7 A special feature of this organisation involves payments relating to the personal claims and the salaries of approximately 4,100 gazetted officers of the Ministry and its attached and subordinate offices, which are made through a computerised system with the help of National Informatics Centre.

15.9.8 During April-October'99, 1,49,439 bills (including 36,876 claims of gazetted officers processed by PAO, IRLA) were processed by all the PAOs. In addition 1,383 Pension/Revision of Pension/Family Pension cases and 162 GPF Final Payment cases in respect of retired Government servants were finalised during April to October'99.

### **Vigilance**

15.10.1 The vigilance set-up of the Ministry is functioning under the overall supervision of the Secretary. In this work, he is assisted by the Chief Vigilance Officer (at the level of Joint Secretary), Director (Vigilance), and other subordinate staff. While vigilance units in attached and subordinate offices of the Ministry are headed by Vigilance Officers, those in the Public Sector Undertakings and Registered Societies are coordinated by the Chief Vigilance Officer of the Ministry.

15.10.2 Concerted efforts were made to simplify the procedures in order to minimise the scope for corruption. Persons of doubtful integrity were identified and a close watch was maintained over such officials. Sincere efforts were also made to rotate the staff posted at sensitive points. Regular and surprise Inspections were carried out by senior officers to ensure proper observance of rules and procedures. During 1999-2000, 190 regular and 47 surprise checks were carried out and 9 persons were identified for being kept under surveillance. Besides, as a continuation of the anti-corruption drive launched by the Government on the 50<sup>th</sup> Anniversary of the Independence of our country,

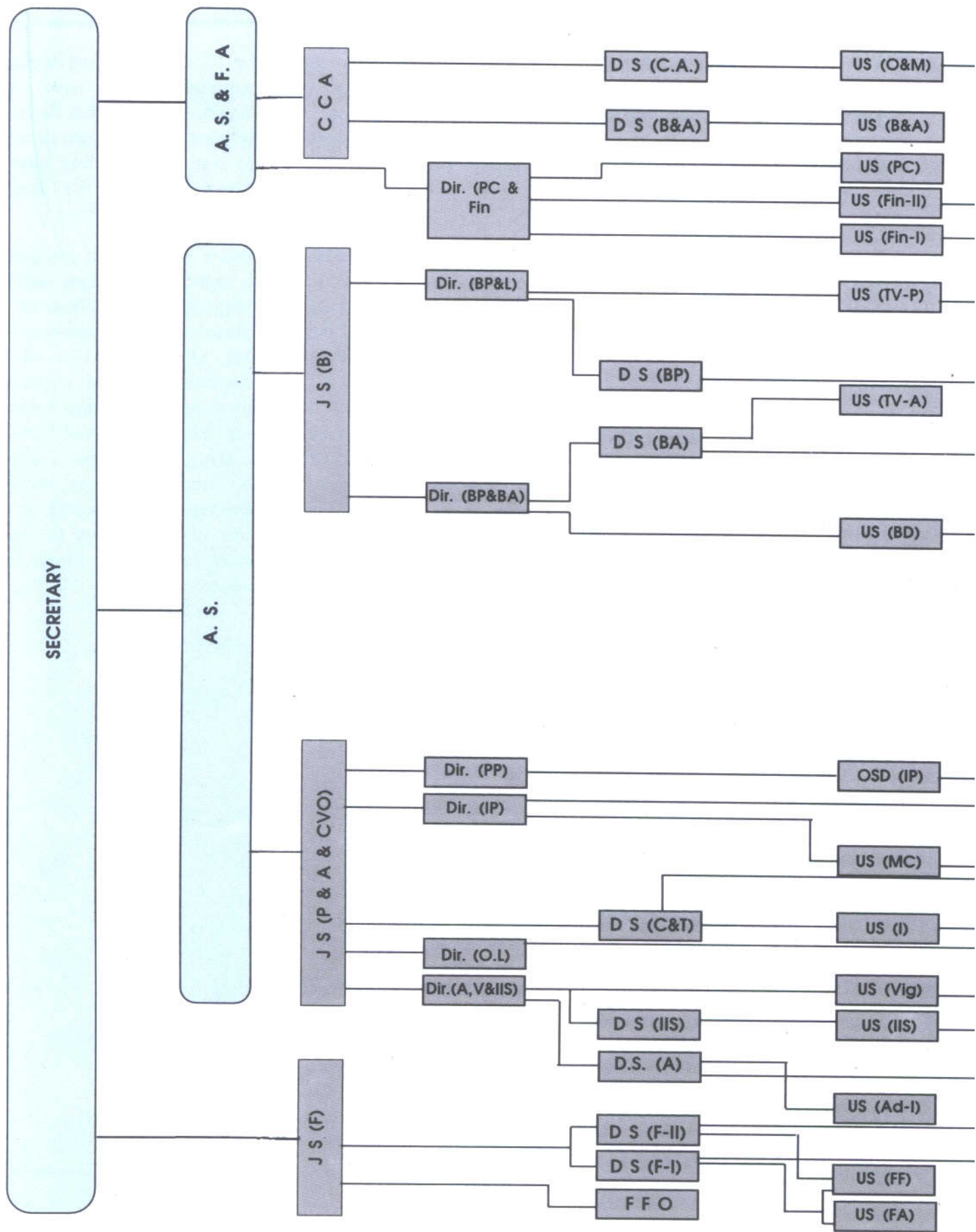
C.V.O. has been nominated as the Liaison Officer to deal with the complaints forwarded by the Prime Minister's office. During the period under report, 6 complaints have been received from the Prime Minister's Office of which 3 complaints have been disposed of and remaining 3 are under process.

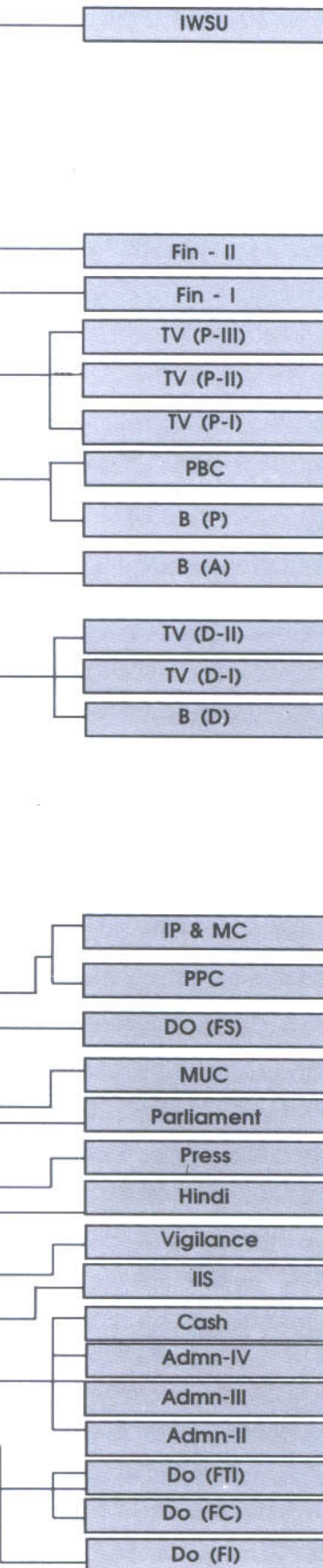
15.10.3 During the period April 1999 to January 2000, 214 fresh complaints were received in the Ministry and its Media Units, etc., from different sources. These were examined and preliminary enquiries were ordered in 65 cases including two cases entrusted to the CBI. Preliminary inquiry reports in respect of 26 cases were received during the year. Regular departmental action for major penalty was initiated in 21 cases and for minor penalty in 9 cases. Major penalties have been imposed in 10 cases and minor penalty in 8 cases. During the period under report, 12 officials were placed under suspension. One person was exonerated during this period and another

case was closed after consulting Central Vigilance Commission. Administrative warnings were issued in 8 cases. In addition, eight appeal/Revision/Review petitions were also decided of which seven were rejected and in one, the case was remitted back to the Disciplinary Authority for de-novo inquiry.

15.10.4 Monthly reports on pending disciplinary cases and fortnightly reports on pending sanction for prosecution are regularly obtained from all the Media Units and forwarded to Department of Personnel & Training. Quarterly reports on the progress on technical examination of works and also on examination of Stores/Purchase contracts by CTE's Organisation are also obtained from the Media Units and sent to Central Vigilance Commission (CTE's Organisation). In addition, periodical review meetings are conducted by the Chief Vigilance Officer of the Ministry to discuss the pending disciplinary cases in the Media Units as well as in the Ministry.

# ORGANISATION CHART OF THE MINISTRY





## DESIGNATION IN THE MINISTRY

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

**Appendix - II**
**MINISTRY OF INFORMATION & BROADCASTING**  
**STATEMENT SHOWING THE BUDGET FOR PLAN & NON-PLAN**
**Demand No. 55 - Ministry of Information & Broadcasting**

S. No.	Name of Media Units/ Activity	B.E. 1999-2000		
		Plan	Non-Plan	Total
1	2	3	4	5
<b>REVENUE SECTION</b>				
<b>Major Head - "2251"-Secretariat -</b>				
<b>Social Services</b>				
1.	Main Sectt. (including PAO) Major Head "2205"-Art & Culture Certification of Cinematographic films for public exhibition	56.00	1243.00	1299.00
2.	Central Board of Film Certification	60.00	148.00	208.00
3.	Film Certification Appellate Tribunal	-	6.00	6.00
<b>Total Major Head '2205'</b>		<b>60.00</b>	<b>154.00</b>	<b>214.00</b>
<b>Major Head "2220"-Information &amp; Publicity</b>				
4.	Films Division	295.00	2520.00	2815.00
5.	Directorate of Film Festivals	285.00	351.98	636.98
6.	National Film Archive of India	115.00	93.68	208.68
7.	Satyajit Ray F. & T.I., Calcutta	500.00	-	500.00
8.	Grants-in-aid to Children's Film Society of India (CFSI)	650.00	15.00	665.00
9.	Grants-in-aid to Film & Television Institute of India, Pune	500.00	530.25	1030.25
10.	Grants-in-aid to Film Societies	4.00	-	4.00
11.	Research, Reference & Training Divn.	18.00	89.50	107.50
12.	Grants-in-aid to I.I.M.C.	370.00	347.03	717.03
13.	Directorate of Advertising & Visual Publicity	145.00	4327.13	4472.13
14.	Press Information Bureau	108.00	1654.36	1762.36
15.	Press Council of India	-	226.90	226.90
16.	Subsidy in lieu of Interest on loan to PTI	-	12.25	12.25
17.	Payment for Pro. & Spl. Services	-	38.22	38.22
18.	Directorate of Field Publicity	136.00	1911.21	2047.21
19.	Song & Drama Division	180.00	1326.00	1506.00
20.	Publications Division	60.00	1051.10	1111.10
21.	Employment News	-	1504.40	1504.40
22.	Registrar of Newspapers for India	-	182.43	182.43
23.	Photo Division	4.00	241.56	245.56
24.	Contribution to International Programme for the Development of Communication	-	13.00	13.00
<b>Total: Major Head "2220"</b>		<b>3370.00</b>	<b>16436.00</b>	<b>19806.00</b>
<b>Total: Revenue Section</b>		<b>3486.00</b>	<b>17833.00</b>	<b>21319.00</b>

(Rs. in Lakhs)

R.E. 1999-2000			B.E. 2000-2001		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
6	7	8	9	10	11
56.00	1287.00	1343.00	52.00	1409.00	1461.00
60.00	139.00 5.00	199.00 5.00	90.00 -	149.00 5.00	239.00 5.00
60.00	144.00	204.00	90.00	154.00	244.00
295.00	2499.70	2794.70	300.00	2583.20	2883.20
338.00	348.35	686.35	42000	351.50	771.50
113.00	91.06	204.06	101.00	97.93	198.93
500.00	-	500.00	650.00	-	650.00
460.00	15.00	475.00	650.00	15.00	665.00
48.00	530.25	578.25	550.00	567.37	1117.37
4.00	-	4.00	4.00	-	4.00
18.00	79.60	97.60	14.00	85.00	99.00
370.00	418.00	788.00	462.00	363.59	825.59
145.00	4571.38	4716.38	135.00	5110.58	5245.58
96.00	1683.79	1779.79	112.00	1827.29	1939.29
-	221.88	221.88	-	227.00	227.00
-	12.25	12.25	-	12.25	12.25
-	30.00	30.00	-	35.00	35.00
125.00	1837.58	1962.58	165.00	1933.04	2098.04
190.00	1362.15	1552.15	220.00	1386.00	1606.00
74.00	1074.96	1148.96	98.00	1126.55	1224.55
-	1455.02	1455.02	-	1658.50	1658.50
-	190.30	190.30	-	219.72	219.72
4.00	236.73	240.73	30.00	252.48	282.48
-	13.00	13.00	-	13.00	13.00
2780.00	16671.00	19451.00	3911.00	17865.00	21776.00
2896.00	18102.00	20998.00	4053.00	19428.00	23481.00

S. No.	Name of Media Units/ Activity	B.E. 1999-2000		
		Plan	Non-Plan	Total
1	2	3	4	5
<b>Capital Section</b>				
<b>Major-head "4220"-Capital outlay on Information &amp; Publicity.</b>				
<b>A) Machinery &amp; Equipment</b>				
1.	Acquisition of Equipment for Films Division	310.00	-	310.00
2.	Acquisition of Equipment for P.I.B.	64.00	-	64.00
3.	Acquisition of Equipment for Dte. of Field Publicity	86.00	-	86.00
4.	Acquisition of Equipment for Song & Drama Division	20.00	-	20.00
5.	Acquisition of Equipment for Photo Division	146.00	-	146.00
6.	Acquisition of Equipment for Main Secretariat.	119.00	-	119.00
<b>B) Buildings</b>				
7.	Multi-storeyed building for Films Division - Major Works	25.00	-	25.00
8.	Construction of Office Building for N.F.A.I. - Major Works	65.00	-	65.00
9.	Film Festival Complex - Additions and Alterations - Major Works	41.00	-	41.00
10.	Setting up of Film & Television Institute at Calcutta - Acquisition of Land & Construction of Building	200.00	-	200.00
11.	Soochna Bhavan Building - Major Works	200.00	-	200.00
12.	Construction of office and residential accommodation for Field Publicity - Major Works	-	-	-
13.	Setting up of National Press Centre and Mini-media Centre for P.I.B.	38.00	-	38.00
<b>Investment</b>				
	Broadcast Engineering Consultants (India) Ltd.	1314.00	-	1314.00
	Total - Capital Section			
<b>Total - Demand No. 55</b>		<b>4800.00</b>	<b>17833.00</b>	<b>22633.00</b>



(Rs. in Lakhs)

R.E. 1999-2000			B.E. 2000-2001		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
6	7	8	9	10	11
310.00	-	310.00	382.00	-	382.00
64.00	-	64.00	40.00	-	40.00
86.00	-	86.00	-	-	-
5.00	-	5.00	5.00	-	5.00
146.00	-	146.00	90.00	-	90.00
119.00	-	119.00	40.00	-	40.00
23.00	-	23.00	18.00	-	18.00
65.00	-	65.00	34.00	-	34.00
407.00	-	407.00	500.00	-	500.00
200.00	-	200.00	150.00	-	150.00
200.00	-	200.00	200.00	-	200.00
-	-	-	-	-	-
30.00	-	30.00	58.00	-	58.00
-	-	-	100.00	-	100.00
1655.00	-	1655.00	1617.00	-	1617.00
4551.00	18102.00	22653.00	5670.00	19428.00	25098.00

S. No.	Name of Media Units/ Activity	B.E. 1999-2000		
		Plan	Non-Plan	Total
1	2	3	4	5
<b>REVENUE SECTION</b>				
<b>Major Head "2221"</b>				
<b>All India Radio</b>				
1.	Direction & Administration	580.00	1901.00	2481.00
2.	Operation & Maintenance	410.00	8732.00	9142.00
3.	Commercial B'casting Services	0.00	3265.00	3265.00
4.	Programme Services	832.00	32799.00	33631.00
5.	News Services Division	0.00	2493.00	2493.00
6.	Listeners' Research	0.00	275.00	275.00
7.	External Services Division	25.00	559.00	584.00
8.	Planning & Development	241.00	1309.00	1550.00
9.	Research & Training	111.00	636.00	747.00
10.	Suspense	0.00	7050.00	7050.00
11.	Transfer to NLF	0.00	9375.00	9375.00
12.	Other Expenditure	1.00	734.00	735.00
<b>Total AIR (Revenue)</b>		<b>2200.00</b>	<b>69128.00</b>	<b>71328.00</b>
<b>Doordarshan</b>				
1.	Direction & Administration	1.00	1827.00	1828.00
2.	Operation & Maintenance	3100.00	15195.00	18295.00
3.	Commercial Services	0.00	8686.00	8686.00
4.	Programme Services	6398.00	30067.00	36465.00
5.	Listeners' Research	1.00	151.00	152.00
6.	Suspense	0.00	7500.00	7500.00
7.	Transfer to NLF	0.00	47725.00	47725.00
8.	Other Expenditure	0.00	685.00	685.00
<b>Total Doordarshan (Revenue)</b>		<b>9500.00</b>	<b>111836.00</b>	<b>121336.00</b>
1.	Grants in aid to Prasar Bharati*	00.0	0.00	0.00
<b>Total Revenue Section</b>		<b>11700.00</b>	<b>180964.00</b>	<b>192664.00</b>
<b>Voted</b>		<b>11700.00</b>	<b>180960.00</b>	<b>192660.00</b>
<b>Charged</b>		<b>0.00</b>	<b>4.00</b>	<b>4.00</b>

(Rs. in Lakhs)

R.E. 1999-2000			B.E. 2000-2001		
Plan 6	Non-Plan 7	Total 8	Plan 9	Non-Plan 10	Total 11
567.00	2014.00	2581.00	0.00	0.00	0.00
400.00	8771.00	9171.00	0.00	0.00	0.00
0.00	3406.00	3406.00	0.00	0.00	0.00
579.00	35203.00	35782.00	0.00	0.00	0.00
0.00	2676.00	2676.00	0.00	0.00	0.00
0.00	289.00	289.00	0.00	0.00	0.00
8.00	570.00	578.00	0.00	0.00	0.00
204.00	1404.00	1608.00	0.00	0.00	0.00
92.00	666.00	758.00	0.00	0.00	0.00
0.00	7050.00	7050.00	0.00	0.00	0.00
0.00	7500.00	7500.00	0.00	0.00	0.00
0.00	754.00	754.00	0.00	0.00	0.00
1850.00	70303.00	72153.00	0.00	0.00	0.00
1.00	1873.00	1874.00	0.00	0.00	0.00
1852.00	15775.00	17627.00	0.00	0.00	0.00
0.00	7565.00	7565.00	0.00	0.00	0.00
9528.00	33613.00	43141.00	0.00	0.00	0.00
1.00	158.00	159.00	0.00	0.00	0.00
0.00	9000.00	9000.00	0.00	0.00	0.00
0.00	41500.00	41500.00	0.00	0.00	0.00
0.00	1424.00	1424.00	0.00	0.00	0.00
11382.00	110908.00	122290.00	0.00	0.00	0.00
0.00	0.00	0.00	4300.00	92000.00	96300.00
13232.00	181211.00	194443.00	4300.00	92000.00	96300.00
13232.00	181209.00	194441.00	4300.00	92000.00	96300.00
0.00	2.00	2.00	0.00	0.00	0.00

S. No.	Name of Media Units/ Activity	B.E. 1999-2000		
		Plan	Non-Plan	Total
1	2	3	4	5
<b>Capital Section Major Head "4221"</b>				
<b>All India Radio</b>				
1.	Machinery & Equipment	51.00	0.00	51.00
2.	Studios	2685.00	0.00	2685.00
3.	Transmitters	4027.00	0.00	4027.00
4.	Suspense	0.00	450.00	450.00
5.	Other Expenditure (Esstt & MWS)	3237.00	0.00	3237.00
<b>Total : All India Radio</b>		10000.00	450.00	10450.00
<b>Voted</b>		9950.00	450.00	10400.00
<b>Charged</b>		50.00	0.00	50.00
<b>Doordarshan</b>				
1.	Machinery & Equipment	65.00	0.00	65.00
2.	Studios	8811.00	0.00	8811.00
3.	Transmitters	14551.00	0.00	14551.00
4.	Suspense	0.00	560.00	560.00
5.	Other Expenditure (Estt & MWS)	6225.00	0.00	6225.00
<b>Total Doordarshan</b>		29652.00	560.00	30212.00
<b>Voted</b>		29620.00	560.00	30180.00
<b>Charged</b>		32.00	0.00	32.00
1.	<b>Loans to Prasar Bharati *</b>	0.00	0.00	0.00
<b>Total Major head "4221"</b>		39652.00	1010.00	40662.00

\*Since the accounting system of Prasar Bharati has been changed w.e.f. 1.4.2000, Revenue Segment is shown

(Rs. in Lakhs)

R.E. 1999-2000			B.E. 2000-2001		
Plan 6	Non-Plan 7	Total 8	Plan 9	Non-Plan 10	Total 11
34.00	0.00	34.00	0.00	0.00	0.00
2301.60	0.00	2301.60	0.00	0.00	0.00
3435.65	0.00	3435.65	0.00	0.00	0.00
0.00	450.00	450.00	0.00	0.00	0.00
3128.75	0.00	3128.75	0.00	0.00	0.00
8900.00	450.00	9350.00	0.00	0.00	0.00
8850.00	450.00	9300.00	0.00	0.00	0.00
50.00	0.00	50.00	0.00	0.00	0.00
50.00	0.00	50.00	0.00	0.00	0.00
7110.00	0.00	7110.00	0.00	0.00	0.00
14965.00	0.00	14965.00	0.00	0.00	0.00
0.00	560.00	560.00	0.00	0.00	0.00
6527.00	0.00	6527.00	0.00	0.00	0.00
28652.00	560.00	29212.00	0.00	0.00	0.00
28470.00	560.00	29030.00	0.00	0.00	0.00
182.00	0.00	182.00	0.00	0.00	0.00
0.00	0.00	0.00	17030.00	0.00	17030.00
37552.00	1010.00	38562.00	17030.00	0.00	17030.00

as Grant in aid and Capital Segment is shown as Loans to Prasar Bharati on net basis for the year 2000-2001