



MINISTRY OF INFORMATION AND BROADCASTING

VOLUME I

**ANNUAL REPORT
1994-95**

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Chapter I

The Year At a Glance

1.1.1. The Ministry of Information and Broadcasting provides comprehensive information on the policies, plans and projects of the Government of India and operates the two public service Radio and Television networks, All India Radio and Doordarshan. The media units of the Ministry seek to create a climate of awareness of the directions of development and ensure people's participation in the implementation of Government's plans and programmes.

1.1.2. The Ministry of Information and Broadcasting has the following electronic, print, film and inter-personal media units viz. Akashvani (All India Radio), Doordarshan, Press Information Bureau, Publications Division, Directorate of Advertising and Visual Publicity, Registrar of Newspapers for India, Photo Division, Directorate of Field Publicity, Song and Drama Division, Research, Reference and Training Division, Directorate of Film Festivals and Films Division. The Ministry is also associated with the National Film Development Corporation, National Centre for Films for Children and Young people, Film and Television Institute of India, National Film archive of India, Indian Institute of Mass Communication and Central Board of Film Certification. There is an autonomous body namely, Press Council of India, under the administrative control of the Ministry to secure a better and more professional Press in the country. The activities of the media units during 1994-95 are indicated in the succeeding paragraphs. They are followed by detailed chapters on each of the media units. Appendices at the end of the Report contain information in statistical and tabular formats.

Akashvani (All India Radio)

1.2.1. At present All India Radio has, 175 broadcast centres, (as on 31.12.1994). During the year, 13 stations have been added to its network. Six of these are local Radio Stations with FM Transmitters. Besides these, 4 Superpower Transmitters of 500 KW each have been commissioned at Bangalore to strengthen the External Service of All India Radio. With the commissioning of these additional 4 transmitters, the Short Wave Transmitter Complex at Bangalore has become one of the biggest transmitting centres in the world. During the year, FM Stereo Service was introduced at Calcutta and Panaji.

1.2.2. During the year, some Low Power Medium Wave Transmitters were replaced by High Power Transmitters to strengthen the radio coverage in the country. The 1 KW MW Transmitter at Itanagar has been replaced by a High Power 100 KW MW Transmitter. The 2.5 KW MW Transmitter at Madras has been replaced by a 20 KW MW Transmitter. The Low Power Short Wave Transmitters installed at Bhopal, Bombay, Madras, Calcutta, Hyderabad and Shimla have been replaced by High Power 50 KW Short Wave Transmitters. High Power 50 KW SW Transmitters have been installed at Jaipur and

Thiruvananthapuram. In addition, the studio facilities at Itanagar, Tura, Passighat and Jabalpur have been improved and modernised.

1.2.3. Three additional News Bulletins of five-minute duration each were introduced from AIR Stations at Agartala, Gangtok and Silchar to cover more local News. AIR Chandigarh started Broadcasting a five-minute News Commentary in the evening.

1.2.4. A weekly human interest News Bulletin in Hindi is broadcast every Sunday from Delhi. Thirteen Regional News Units of AIR also broadcast human interest bulletins in the languages of the regions concerned.

1.2.5. The transmission hours of AIR, Delhi, Bombay, Calcutta and Madras have been increased in such a way that one of the transmitters at these centres is on the air from 6 a.m. to midnight. AIR service is now available as the National Channel round the clock.

1.2.6. A beginning has been made during the VIII Plan for introducing Compact Discs in a few selected Stations of All India Radio. A multi-track recording studio, first of its kind in All India Radio, was commissioned at Bombay on 10, September 1994.

1.2.7. Time slots for broadcasting programmes on the FM Channel of AIR at Calcutta and Panaji were allotted to private producers. Nine hours were allotted to licences at Calcutta and four hours at Panaji.

1.2.8. A Radio Paging Service was introduced by All India Radio, Delhi from 14, January 1995. All India Radio has thus become the first public broadcaster in the Asian region to introduce such a service using FM Transmitters.

Doordarshan

1.3.1. During the year, Doordarshan commissioned a Programme Production Centre and 112 transmitters of varying powers in different parts of the country. Thus, Doordarshan has in its network 32 Programme Production Centres (excluding the Central Production Centre, Delhi and Programme Production and Feeding Centre, Guwahati) and 692 TV transmitters of varying powers. Doordarshan now telecasts programmes on 13 channels (DD-I to DD-XIII) through INSAT Satellites. Uplinking facilities for the purpose have been established at various Doordarshan stations in the country. The telecast of DD III programmes at present has been suspended and is expected to be re-started soon.

1.3.2. Doordarshan introduced a National News Bulletin in English for the North-East to cater to the viewers in the North-Eastern States during the year.

1.3.3. All Major Kendras of Doordarshan started telecasting agricultural and rural development programmes on all the five days from Monday to Friday for a duration of half an hour.

1.3.4. Regional Language Satellite Service of Doordarshan was re-structured with increased duration of programmes in different regional languages on independent satellite channels being directly uplinked from respective kendras.

1.3.5. Doordarshan started the telecast of an Urdu News Bulletin for a duration of ten minutes daily on the DD-II Channel and the telecast of a weekly ten minutes News Bulletin in Sanskrit every Sunday on DD-I Channel.

1.3.6. Doordarshan International Channel is being formally launched on the 14th March, 1995. This Channel is being beamed from 9.00 a.m. to 12.00 noon (IST) from Monday to Friday through the Asiasat-1 Satellite, and can be seen in nearly 40 Asian countries including SAARC countries, Gulf countries, Central Asian Republics and countries in West Asia and South East Asia. Though the Channel is primarily targeted to the non-resident Indians residing in the above regions, other viewers in the footprint area are also expected to find the channel of substantial entertainment and information value.

Films Division

1.4.1. The Films Division produced 16 news magazines and 29 documentary short/featurette films from April to November 1994. Out of these, 28 films were produced departmentally and 1 film was produced through an independent producer.

1.4.2. The films produced by the Division included films on important National Campaigns like National Integration, the GATT Agreement, Rural Development etc. for proper projection of various programmes and schemes of the Government. The Division has produced special films on GATT Agreement and Rural Development. The Division also completed biographical films on eminent personalities such as late Shri Rajiv Gandhi and Shri Barada Ukil.

1.4.3. On the eve of celebration of 50th Birth Anniversary of late Shri Rajiv Gandhi, the Division produced a 45 minute documentary film. This was telecast on Doordarshan and also released in the theatrical circuit all over India in all the Indian languages in two parts. In connection with the celebration of 125th Birth Anniversary of Mahatma Gandhi, the Division produced an animation film on Gandhiji for the younger generation under the title "Youth Is The Salt of The Nation". Films Division is also taking up production of two films on Mahatma Gandhi, namely, "Gandhiji Through Eyes of The Cartoonist" and Namak Ki Kankari (Film on Dandi March in mime).

1.4.4. As a part of multi-media campaign on Rural Development, Films Division has taken up the production of six special films on the schemes being implemented by the Ministry of Rural Development for the benefit/upliftment of the rural masses. The Division has also undertaken two films on Watershed Management Programme.

Directorate of Film Festivals

1.5. The Directorate of Films Festivals organised a number of Film Weeks in India under the Cultural Exchange Programme. The Directorate also achieved its objective of making Indian films popular abroad by organising Indian Film Weeks under the cultural Exchange Programme or otherwise. The screening of National Award Winning films was organised in June, 1994. The National Film Award function was held during the year. This year's Dada Saheb Phalke Award was conferred on the noted lyric writer Shri Majrooh Sultanpuri. The 26th International Film Festival of India was organised in Bombay from 10 to 20, January 1995.

National Centre of Films for Children and Young People

1.6. The main objective of the National Centre of Films for Children and Young People (N'CYP) is to provide clean entertainment to the children and young

people through the medium of Cinema and Television. The Centre undertakes production, distribution and exhibition of films and T.V. serials to achieve this objective. The Centre has already completed one film and twenty more episodes of the television serial 'Potli Baba Ki'. Another serial 'Toys' is under production and will be completed shortly. The Centre will take up production of two more films during the year.

National Film Archive of India

1.7.1. The task of preserving cinema in all its varied expressions and forms is entrusted to the National Film Archive of India (NFAI) which was established as an independent media unit under the Ministry of Information and Broadcasting in February 1964.

1.7.2. During the period April to 31, December 1994 NFAI has acquired 109 fresh titles, 43 duplicate prints, 92 free deposits, 50 video cassettes, 419 books, 541 stills, 172 song booklets, 96 pamphlets/folders, 68 wall posters, 200 slides and 40 pre-recorded cassettes.

1.7.3. NFAI distributes films to about 100 active members throughout the country through its distribution library to disseminate film culture. It also conducts Film Teaching Programmes and Film Appreciation Courses in collaboration with the Film and Television Institute of India and other Educational and Cultural Institutions. A five-week course held at Pune this year had 70 participants from different disciplines and professions. A number of Short Term Courses were also organised in other centres.

1.7.4. At the International level, NFAI supplied several Indian classics for major screening programmes during the year. SWAYAMVARAM and KODIYETTOM were sent to the Lincoln Centre for the Adoor Gopalakrishnan retrospective in August. TEEN KANYA, RABINDRANATH TAGORE and DEVI were sent for a major Satyajit Ray retrospective at the Netherlands Film Museum in October. Kishore Sahu's HAMLET was screened at the National Film Theatre, London, as a part of an International season on Shakespeare in October. VIDYAPATI, AMRITMANTHAN and DAERA were presented during the London Film Festival in November. However, the most important International Event organised by NFAI was a Retrospective of Indian Silent Cinema in the 13th Pordenone Silent Film Festival in Italy. A publication entitled "Light of Asia: Indian Silent Cinema, 1912-1934" was also brought out on this occasion.

1.7.5. Important foreign visitors to the NFAI during the period included the eminent film makers Krzyst of zanussi (Poland) and Istvan Gaal (Hungary).

Film and Television Institute of India, Pune

1.8.1. The Film and Television Institute of India (FTII) Pune is an autonomous grant-in-aid body under the Ministry of Information and Broadcasting. The FTII imparts training in the field of film making and TV software generation activities. The general superintendence, direction, control and administration of the affairs of the Institute, its property and income vest in the Governing Council of the Institute. Presently, Shri Adoor Gopalakrishnan is its President.

1.8.2. During the year under report, there were 102 students (including 10 foreigners) undergoing training in the film wing. The Television Wing conducted a Short Term Film And Television Orientation Course for Indian Information

Service Probationers and a Video Course for final year film wing students. These courses on Video Operations and lighting workshops were also held during the year. However, due to renovation of the studio and replacement of airconditioning plant, equipment etc. no regular basic television production and technical operations course for Doordarshan staff could be conducted.

National Film Development Corporation (NFDC)

1.9.1. The National Film Development Corporation (NFDC) handles a wide range of film related activities like production, export and import, distribution of films, marketing of video cassettes and providing finance for the construction of low cost cinema theatres.

1.9.2. Under the agreement signed between NFDC and Doordarshan for production of good quality films and tele-films, upto Nov., 1994, 8 films were completed. Under its own scheme to produce films based on good scripts to be directed by well known Directors, one film titled "Urmi Mukher" (Bengali) to be directed by Smt. Aparna Sen was taken up for production.

1.9.3. During the year (upto November 1994), the Corporation imported 7 feature films, 24 video films and 69 TV episodes and exported films and film based material valued at Rs. 74 lakh.

1.9.4. NFDC has created a Film Bank for Hindi feature films to ensure software supply for the feature film slot of Metro Channel. During the year, NFDC has been allotted one feature film slot on every Friday and fourth Saturday of the month on National Network of Doordarshan.

1.9.5. The Corporation has two international co-productions in hand titled 'Making Of A Mahatma' -a joint venture between the NFDC and SABC (South African Broadcasting Corporation) and "Jaya Ganga"-an Indo-French venture. These are expected to go on floor very shortly.

1.9.6. The Corporation was awarded a shield by the Town Official Language Implementation Committee of Public Sector Organisations, Bombay for the outstanding work in Hindi.

Central Board of Film Certification

1.10.1. Films can be publicly exhibited in India only after they have been certified by the Central Board of Film Certification, set up under the Cinematograph Act, 1952. The Board has a Chairman and 25 other members. Its headquarters is at Bombay. It has 9 Regional Offices located at Bangalore, Bombay, Calcutta, Cuttack, Delhi, Guwahati, Hyderabad, Madras and Thiruvananthapuram. (Guwahati office has not yet become functional).

1.10.2. During 1994, the Board issued a total of 2880 certificates. Out of 754 Indian feature films certified by the Board, 534 were granted "U" certificates, 91 "UA" certificates and 129 "A" certificates. Of the 177 foreign feature films certified during the year, 26 were granted "U" certificates, 21 "UA" certificates and 130 "A" certificates.

1.10.3. During the year, 22 Indian feature films and 20 foreign feature films were refused certificates. Out of these, 16 films (12 Indian and 4 foreign) were given certificates later by the Board when they were resubmitted in a revised form. similarly 2 Indian feature films were allowed certificates by the

Film Certification Appellate Tribunal. A total length of 24,384.55 metres was deleted from celluloid films for being violative of the guidelines.

1.10.4. During the year the matter relating to depiction of excessive sex and violence and especially vulgar songs in films came up for discussion in both the Houses of Parliament. In the light of points raised during these discussions and the suggestions made at the special meeting convened by the Minister of Information and Broadcasting on 11 May 1994 with the Honourable women Members of Parliament and others, measures like certification of songs and dance sequences for telecast even before certification of films, increasing the representation of women in the Board and its advisory panels, have been taken.

Press Information Bureau (PIB)

1.11.1. During the year, Press Information Bureau arranged wide publicity in the print and electronic media for various bold initiatives and achievements of the Government in the sphere of Economic Liberalisation and New Economic Measures, efforts to tackle the situation caused by sudden outbreak of Plague in some parts of Gujarat and Maharashtra, launching of Sky Radio Service, Introduction of Radio Paging and the activities pertaining to the Shipping Industry. For display of results of State Assembly Elections held during December, 1994, an Election Cell was set up in PIB which introduced several new features like graphics, constituency-wise maps etc. Announcement of Modified Drug Policy, Joint Ventures in Fertilizer Sector, International Round Table Conference on Foreign Investment in Exploration and Development of Mining sectors, 50th Anniversary Celebration of United Nations, Mahatma Gandhi's 125th Birthday Celebrations were other publicity thrust areas. Publicity Campaigns to counter disinformation and to highlight the benefits accruing to the country on account of GATT ACCORD were also launched.

1.11.2. The Bureau issued 38,500 press releases and made available 1,88,092 prints of 1065 News photographs to the media. 167 Special Digests relating to important issues and 2800 special features were released in various languages.

1.11.3. Wide Publicity was given to the 50th Annual Session of the Economic and Social Commission for Asia and the Pacific (ESCAP) by setting up a Media Centre. Similar media centre was also set up for the G-15 Summit.

Registrar of Newspapers for India (RNI)

1.12.1. During April-November, 1994, RNI disposed of 14, 131 applications for Titles of proposed newspapers/periodicals. During the same period, 1487 newspapers were issued Certificates of Registration. RNI also verified circulation claims of 1,012 newspapers upto November, 1994.

1.12.2. Following the notification of Import Policy on 30 March, 1994, guidelines were notified on 27 April, 1994 to issue entitlement certificates (EC) of Newsprint to the newspapers and periodical publishers. Till November, 1994 entitlement certificates were issued to 1732 newspapers/periodicals, out of which 421 were for those whose annual entitlement was more than 200 MT of Standard Newsprint, and 192 for import of Glazed Newsprint. A quantity of over 88,892.28 MTs of imported Standard Newsprint were allocated to 890 newspapers and periodicals whose annual entitlement was upto 200 MT.

Approximately 24220 MTs of Indigenous Newsprint has been allotted to fresh applicants of newspapers/periodicals.

1.12.3. With a view to review the Press and Registration of Books Act, 1867 and to streamline the functioning of the office of the Registrar of Newspapers for India, a Special Review Group was constituted by the Ministry on 12 August, 1993 under the Chairmanship of the Principal Information Officer. The Review Group held several meetings with the representatives of the newspaper organisations, working journalists, etc. and have since submitted its report to the Government. The report is under examination.

Publications Division

1.13.1. The main feature this year was the completion of one hundred volumes of the Collected Works Of Mahatma Gandhi—perhaps the biggest multi-volumed project in the world. The 100th volume carried a Foreword by Prime Minister, Shri P.V. Narasimha Rao who also released the volume at a function in New Delhi on 1 October, 1994 as a part of the 125th Birth Anniversary Celebrations of Mahatma Gandhi. Besides this, the Division published a biography of Dyal Singh Majithia authored by Shri Madan Gopal.

1.13.2. The year also marked the Golden Jubilee year of the prestigious literary magazine Aikal in Hindi published by the Division. On this occasion, the Division published a special issue carrying select articles, stories and poems published in the magazine Aikal over the last 50 years. The Division organised a function for the release of the special issue as well as the release of an Album of Forty Eminent Hindi litterateurs, a project undertaken for the first time in the Division.

1.13.3. The Division organised a number of book exhibitions during the year—the most successful of which was the one organised at AIFACS Hall, New Delhi, between 2 to 8 October, 1994 in which a record sale of Rs 5.33 lakh was made. It also participated in a number of exhibitions organised by NBT and the Federation of Indian Publishers.

Directorate of Advertising & Visual Publicity (DAVP)

1.14.1. DAVP is the central multi-media advertising agency which caters to the communication needs of the client Ministries, Departments, Autonomous Bodies and PSUs in Hindi, English and Regional languages through the print media, press advertisements, audio-visual publicity, outdoor publicity and exhibitions.

1.14.2. During the period, April—December 1994, DAVP undertook publicity campaigns on various socio-economic themes such as the New Economic Policy, Health and Family Welfare, Rural Development, Literacy, Drug Abuse, AIDS and STDs, Prohibition, Environment Protection, Consumer Protection, Non-Conventional Energy Sources, Women and Child Development and National Integration and Communal Harmony.

1.14.3. An extensive multi-media publicity campaign was organised on various Rural Development Programmes during the year. An exhibition titled "Gaon Vikas Kee Ore" developed by the DAVP was put up throughout the country in the rural areas. These exhibitions were visited by lakhs of village people.

1.14.4. Campaigns were organised to create public awareness and remove misgivings on GATT. DAVP brought out nearly 50 lakh copies of various special publications explaining the implications of GATT. Major achievements of the planned activities in last three years were printed in the form of a Booklet entitled 'A Bold New Era'. This publication was brought out in English, Hindi and other Indian languages.

1.14.5. During outbreak of Plague, Malaria and Diarrhoea, DAVP swung into action immediately by producing and dispatching informative printed material and placing informative advertisements in the affected areas. A massive publicity was launched to promote AIDS Awareness in the state of Haryana, Rajasthan, Himachal Pradesh, Gujarat, Uttar Pradesh, Punjab and Delhi.

1.14.6. The Exhibition put-up by DAVP "Chota Parivar Swasth Parivar" on behalf of Ministry of Health and Family Welfare during IITF '94 at Pragati Maidan, New Delhi was awarded Gold Medal "FOR EXCELLENCE OF DISPLAY" among Government Departments category.

1.14.7. An exclusive exhibition was put up in Bombay to mark the 100 years of Cinema in India during the International Film Festival of India 1995. The display panels highlighted the various aspects of Indian Cinema and its developments.

1.14.8. About 1.64 crore copies of 568 publications were printed in Hindi, English and Regional languages. Nearly 13,224 press advertisements (12,883 classified and 341 display advertisements) were released on various socio-economic themes to different newspapers and periodicals.

1.14.9. During the year, DAVP produced 2,478 audio and 41 video spots and quickies which registered 13,050 broadcasts and 92 telecasts respectively. A 2-minute video spot 'Kalam Likhti Nahi Itihas' based on National Integration was made on the occasion of 48th Independence Day Celebrations. A 3D animation film produced on 'Panchayati Raj -Apna Raj' is being telecast by Doordarshan. Four Video spots were produced on Mahila Samridhi Yojana. DAVP is producing six popular sponsored programmes for All India Radio like 'Haseen Lamhe' on Family Welfare and 'Apne Adhikar' on Consumer Protection.

1.14.10. Through the outdoor media, around 436 hoardings, 3,670 kiosks, 237 banners, 51,584 cinema slides, 300 wall paintings, 4,750 bus-panels and 730 bus-q-shelters were produced and displayed all over the country.

1.14.11. Thirty five Field Exhibition Units of DAVP organised around 400 exhibitions spread over 1700 exhibition days.

Research Reference & Training Division

1.15.1. Research Reference and Training Division functions as an information service agency to 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 campaigning work. The Division also studies trends in mass communication media and maintains a reference and documentation service on current affairs and mass communication.

1.15.2. These functions are discharged by the Division by issuing material

in different formats like backgrounders to the News, reference papers on issues of public importance, biographical sketches of eminent persons, reference material in connection with important anniversaries, compilation of two annual reference publications entitled 'India - A Reference Annual' and "Mass Media in India" and issuing updated documentation and reference service on mass media. The documentation service on current affairs and mass communication is rendered by National Documentation Centre of Mass Communication which is an integral part of the Division.

1.15.3. The Division is also looking after the training aspect of Indian Information Service (IIS) officers in collaboration with Indian Institute of Mass Communication (IIMC), projecting Ministry's emphasis on manpower planning and development.

1.15.4. During the year 1994-95, the Division produced two series of reference material, one in connection with the Fiftieth Anniversary of Late Shri Rajiv Gandhi's birth, and the other entitled 'Forty-Eighth year of Progress'. In the latter series, topics like the Federal Constitution, Infrastructure Development, Mass Communication, Loan Reforms, Panchayati Raj etc. were dealt with. During the year under review, the Division started a Unit to produce backgrounder/reference papers in Hindi.

Photo Division

1.16. Photo Division, a subordinate office of the Ministry of Information and Broadcasting is responsible for preparing photographs both in black and white and colour for internal and external publicity on behalf of the Government of India. During April-November, 1994, the Division covered over 2,200 black and white and colour assignments of various functions/events and supplied photographs to different media units and Central/State Government Departments to meet their publicity requirements.

Directorate of Field Publicity

1.17.1. The Directorate of Field Publicity, came into being in 1953. The set-up that was created then under the Integrated Publicity Programme was known by the name of "Five Year Plan Publicity Organisation" and it functioned directly under the administrative control of the Ministry of Information and Broadcasting. Later, in December 1959, a full-fledged Directorate was constituted to supervise and control the activities of field units and it came to be called 'Directorate of Field Publicity'.

1.17.2. The Directorate has now a total of 22 Regional Offices and 258 Field Publicity units (including 72 Border and 30 Family Welfare Units).

1.17.3. The field units highlight important National themes like National Integration, Communal Harmony, Commitment to Democracy, Secularism, Rural Development, Health and Family Welfare including AIDS Control, Eradication of Social Evils such as Drug Abuse, Alcoholism, Dowry, Child Marriage etc. through various publicity media.

1.17.4. During April to September, 1994, the DFP units organised 24,648 film shows, 3,269 song and drama performances, 15,987 photo exhibitions and 26,703 oral communication programmes catering to people belonging to all walks of life.

Song and Drama Division

1.18.1. The Song and Drama Division promotes themes of national importance, including major policy initiatives launched by the Government, such as New Economic Policy and Liberalisation Of The Economy, Revamped Public Distribution System, Communal Harmony, National Integration, Drug Abuse, its Prevention and other programmes of rural and social development. During April-December 1994, the Division organised more than 28,000 performances all over the country with a special emphasis on publicity for GATT ACCORD, prevention of AIDS and promotion of National Integration especially in sensitive border States of Punjab, Jammu & Kashmir and Assam.

1.18.2. During the year, special emphasis was laid on organising large number of programmes, utilising the traditional and folk culture to take the message on important themes to rural and tribal areas, especially those which are not covered by the electronic media. Special 'SADBHAVANA SAMAROHs' were organised in the States of Tamil Nadu, Karnataka and North-East Region i.e. Assam, Nagaland, Tripura, Arunachal Pradesh, Mizoram, Meghalaya, Manipur and Sikkim. The Song and Drama Division is increasingly utilising the local and other registered troupes in the border districts and disturbed areas. Effective coordination in this regard was made with the various Government Departments including Defence. Special programmes and publicity campaigns to promote Communal Harmony and National Integration were organised in the North-eastern region.

1.18.3. The Division organised a three-day Training Camp in co-ordination with the Ministry of Rural Development and Workshop on Rural Development at Varanasi (Uttar Pradesh), Vijayanagaram (Andhra Pradesh) and Koraput (Orissa) during April, 1994. The Division also organised workshops on GATT ACCORD in 13 different places followed by more than 5000 performances all over the country. A workshop on prevention of AIDS was organised at Delhi in which all the programme Officers of the Division participated. Similarly, the Division organised workshops on POLIO and DIARRHOEA Management followed by intensive campaign all over the country.

Indian Institute of Mass Communication

1.19. The Indian Institute of Mass Communication, New Delhi conducted two Training Programmes and Four Diploma Courses. Apart from this, the Institute also organised a number of Refresher Courses for the personnel of the Indian Information Service. In all, the Institute imparted training to 300 candidates during the year. The first branch of IIMC which was opened at Dhenkanal on 14 August, 1993 completed its first Diploma Course in Journalism.

Non-Aligned News Agencies Pool

1.20.1. The Non-Aligned News Agencies Pool (NANAP) is an arrangement for exchange of News between the News Agencies of Non-aligned countries who have for long been victims of imbalances and bias in the flow of News. The Pool came into existence in 1976. India was the first Chairman of the Pool (1976-79). The Pool is a world-wide operation embracing four continents, viz., Asia, Eastern Europe, Africa and Latin America. The Pool promotes free, direct and fair flow of information among the Non-aligned nations.

1.20.2. To coordinate the activities of the Pool, there is an elected body with an elected Chairman as its head known as the Coordinating Committee. According to the Pool's Constitution, the Chairman of the Coordinating Committee shall be a newsagency professional of high standing, preferably a candidate from the host agency. India is a member of pool since its inception. The Press Trust of India (PTI) is looking after the News Pool Desk in the country.

1.20.3. Each participating News Agency contributes News to the Pool and draws from it for distribution based on the merit of the News. During the year 1994-95, INPD's (India News Pool Desk) inflow of news traffic registered a marginal increase with emphasis on economic and environmental News. The average daily wordage has been 23,000 words of which PTI issued about 16 per cent of the stories to its domestic subscribers after editing to suit the needs of the local media. About 60 per cent of the issued items got into print in the Indian media. PTI's own contribution to the Pool daily file was at the level of 10,000 words a day.

1.20.4. The Indian Institute of Mass Communication (IIMC) continued to provide training to journalists of News Agencies coming from different Non-aligned Countries.

Miscellaneous

1.21.1. A Syllabus Review Committee headed by Lt. General (Retd.) K. Balaram has been constituted on 17th March, 1994 in order to suggest appropriate measures for the implementation of those recommendations of the High Level Committee (Agarwal Committee) pertaining to training of personnel, to review the syllabi for the personnel of various media units of the Ministry and to suggest appropriate syllabi for the conduct of existing and proposed training courses.

1.22.2. A Committee on Field Interpersonal Experiment and Evaluation under the Chairmanship of Dr. Krishan Lal Sondhi (Former Advisor, Planning Commission of India) has been set up by the Government on 17 January, 1995 to examine the feasibility of utilising the technical capabilities of the electronic media for effective interpersonal communication by Non-electronic media such as Field Publicity, Song and Drama and Advertising and Visual Publicity etc.

Chapter II

Plan Performance

2.1.1. The broad objective of the Ministry and its media units is dissemination of information relating to the Government's policies and programmes and motivating people to participate in the national endeavour for the overall development of the country. The media units use the traditional and folk forms of interpersonal communication as well as the most modern electronic means of mass communication for achieving their objectives. The plan schemes of the Ministry have been designed with a view to consolidating and enhancing the existing facilities for achieving the organisational objectives in an optimal manner.

2.1.2. Planning Commission has approved an outlay of Rs. 3634 crore for the VIIIth Five Year Plan (1992-97). The sector-wise details of the Plan and Annual Plan are as under:

(Rs. in crores)

Sector	VIIIth Five Year Plan outlay 1992-97	Outlay 1994-95	(RE) 1994-95
Doordarshan	2300.00	256.00	256.00
AIR	1134.95	132.32	132.32
Information Media	75.40	11.45	10.57
Films Media	123.65	25.53	23.40
Total	3634.00	425.30	422.29

2.1.3. The statement showing the Budget for Plan and Non-Plan for 1994-95 and 1995-96 is at Appendix II.

2.1.4. The achievements of the media units in regard to physical implementation of their Plan schemes during 1994-95 are indicated below:

Doordarshan

2.2.1. During 1994-95, Doordarshan added 106 transmitting stations in the network, thereby increasing the number of stations from 564 at the end of 1993-94, to 670 (as on 23.2.95). In addition, 24 transmitters for relay of Metro Channel (DD-II) programmes and 2 transmitters for relay of Parliament Proceedings have been commissioned. About 85.2 per cent population of the country is presently estimated to be covered by TV service (including population in fringe areas). Areawise coverage is about 67.8 per cent.



The President of India, Dr. Shanker Dayal Sharma honouring the noted poet and lyricist Shri Majrooh Sultanpuri with the Dadasaheb Phalke Award 1993. Shri K.P. Singh Deo, Minister of Information and Broadcasting is also seen in the picture.



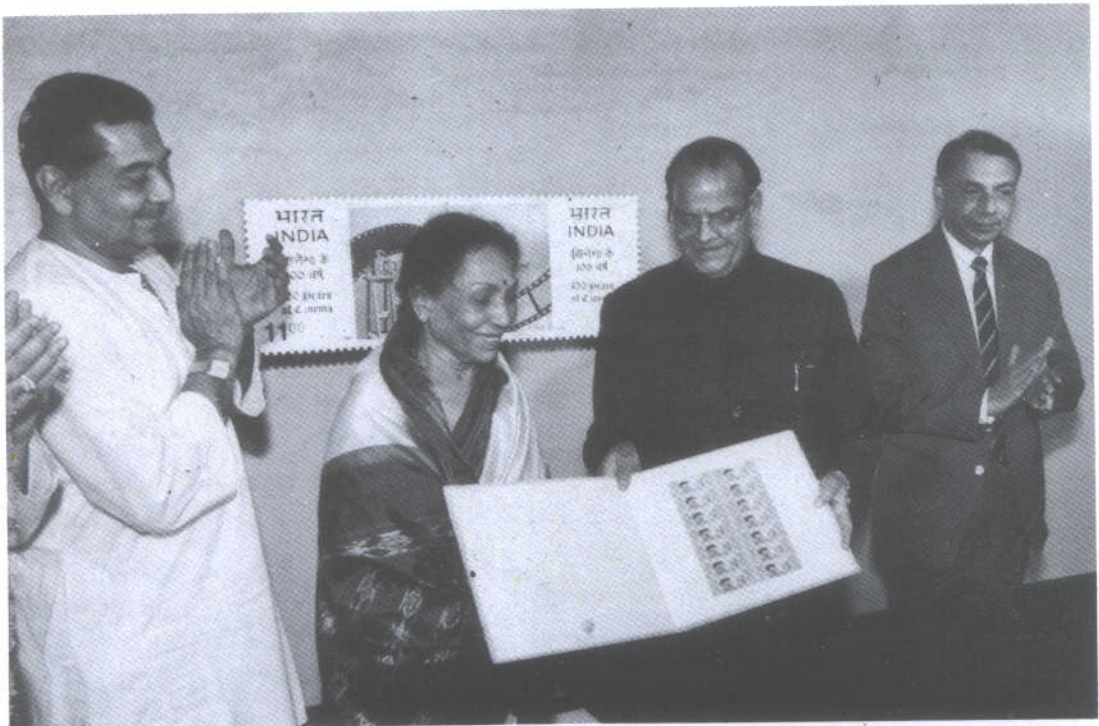
The Prime Minister, Shri P.V. Narasimha Rao, is seen alongwith Shri K.P. Singh Deo, Minister of Information and Broadcasting, Smt. Sheila Kaul, Minister of Urban Development and Ms. Abhaben Gandhi after unveiling the foundation stone of the National Press Centre, New Delhi, 1 October, 1994.



The Prime Minister, Shri P.V. Narasimha Rao addressing delegates at the inauguration of the 21st Conference of State Ministers for Information and Cinematography, New Delhi.



Shri K.P. Singh Deo, Minister of Information and Broadcasting going round the Exhibition on '100 Years of Indian Cinema', organised by the Directorate of Advertising and Visual Publicity, Bombay.



Shri Sukh Ram, Minister of Communication releasing the special stamp to commemorate '100 Years of Cinema' at the International Film Festival of India, 1995 at Bombay. Shri K.P. Singh Deo, Minister of Information and Broadcasting, Smt. Lalita Pawar and Shri S.C. Mahalik, Secretary, Department of Posts are also present.



Noted Hungarian Film Director, Mr. Istvan Gaal, conducting a workshop for students of the Film and Television Institute of India, Pune.



Pt. Bhimsen Joshi's vocal recital at the Sangeet Sammelan organised by All India Radio, New Delhi.

2.2.2. Doordarshan network at the end of 1993-94 and as on 23.2.95 is as under:

	At the end of 1993-94 (as on 31.3.94)	As on 23.2.95
I. Transmitting Stations (for relay of Primary Channel-DD-1)		
a) High power Transmitters	69	74
b) Low power Transmitters	390	476
c) Very low power Transmitters	82	100
d) Transposers	23	20
Total	564	670
II. Transmitters for relay of Metro Channel (DD-II)		
a) High power Transmitters	4	6
b) Low power Transmitters	2	17
c) Very low power Transmitters	-	1
Total	6	24
III. Other Transmitters	4 (at Delhi for relay of satellite ch. programmes)	2 (at Delhi for relay of Parliament proceedings)
IV. Extent of coverage		
a) Population (%)	84.5	85.2
b) Area (%)	66.6	67.8
V. Programme production centre	30	33
VI. Total no. of channels in operation	5	13 (telecast on DD- III ch. to start)

2.2.3. Programme Generation Facility Centre at Gulbarga and Muzaffarpur and Second Channel Studio at Madras have been commissioned. Installation works pertaining to Programme Generation Facility Centre at Siliguri have been completed.

2.2.4 High power (1kw) Transmitters at Shimla and Gangtok, the HPT at Mau, HPT (interim set-up) at Rameshwaram and Calicut, LPT at 86 places and Very Low Power Transmitters at 10 places have been commissioned. Power of the HPT at Bhuj has been augmented from 1 KW to 10 KW. Installation of High Power (1KW) transmitters at Bombay, Calcutta and Madras for terrestrial transmission of proposed DD-III Channel service and installation works pertaining to the High Power Transmitter projects at Leh have been completed. 2 LPT for telecast of Lok Sabha and Rajya Sabha proceedings have been commissioned.

2.2.5 Transmitters for relay of DD-II (Metro Channel) programmes commissioned at the following places:

- a) Higher Power (1KW) Transmitters at Cuttack and Ahmedabad.
- b) Low Power Transmitters at Jammu, Bhubaneshwar, Kota, Jalandhar, Bhopal, Chandigarh, Srinagar, Thiruvananthapuram, Itanagar, Bangalore, Jaipur, Gangtok, Guwahati, Gandhinagar, and Shimla.
- c) Very Low Power Transmitter at Kavaratti.

2.2.6. Staff Quarters have been completed at Mau, Bareilly, Rameshwaram and Port Blair.

All India Radio

2.3.1. As on 31st December, 1994, All India Radio commissioned broadcasting stations at Karwar, Hamirpur, Nowgong, Dhula, Nasik, Poonch, Kavaratti, Dharmshala, Idduki, Jaisalmer, Ahwa, Ootacamund and Tuticorin.

2.3.2. Other projects commissioned during the same period are FM Stereo Transmitters at Calcutta, Panaji and Bombay. To strengthen the radio coverage, the power of the existing Medium Wave Transmitters has been increased at Itanagar from 1KW to 100 KW, at Trichur from 20 KW to 100 KW, at Bhopal from 1 KW to 10 KW at Madras from 2.5 KW (VB) to 20 KW & from 1 KW (YV) to 10 KW and at Panaji from 5 KW to 20 KW. Besides these, new transmitters have replaced the existing one at Vishakhapatnam (100 KW MW) and Bhadravati (2x10 KW MW). Improved studio facilities at Itanagar, Tura, Jabalpur and Pasighat have been provided. A Multi Track Recording Studio has been commissioned at Bombay which is the first such studio in All India Radio Network.

2.3.3. To increase short wave support to the radio coverage in the country, 50 KW SW Transmitters have been commissioned at Bhopal, Bombay, Madras, Calcutta, Hyderabad, Shimla, Jaipur and Thiruvananthapuram. In addition, four 500 KW SW Transmitters have been commissioned at Bangalore to strengthen the External Services of All India Radio, which makes Bangalore one of the biggest transmitting complexes in the world. Broadcasting stations at Kinnaur, Uttarkashi, Kullu, Mussoorie, Lungleh, Rourkela, Daman and Karaikal are ready for commissioning.

2.3.4. 10 KW MW Transmitter at Srinagar, 10 KW SW Transmitter at Gangtok, 50 KW SW Transmitter at Itanagar and 50 KW SW Transmitter at Imphal are technically ready for commissioning. A type I (R) Studio at Parbhani, 2x250 KW SW Tr. and Type III (R) Studios at Panaji, additional studio facilities at Guwahati and 10 KW MW Tr. & MP studios at Tezu are technically ready for commissioning. Broadcasting Stations at Bhadrawah, Mount Abu, Jowai, Mokokchung, Osmanabad, Bijapur, Pauri, Pitthoragarh and Kekrajhar are expected to be technically ready by March, 1995.

2.3.5. Projects 2x5 KW FM Tr. (VB) at Allahabad, 2x5 KW FM Tr. (NC) at Bombay, 2x5 KW FM Tr. (VB) at Thiruvananthapuram, 2x5 KW FM Tr.(NC) and 2x5 KW FM Tr. Stereo at Madras, 3x50 KW SW Tr. at Kingsway Camp, Delhi, 2x10 KW MW Tr. At Allahabad, 2x10 KW MW Tr. at Rampur, 2x10 KW MW Tr. at Agra, 2x10 KW MW Tr. at Udaipur, 10 KW MW Tr. at Tawang, Type I (R) Studios and 2x10 KW MW Tr. at Gangtok, 50 KW SW Tr. at

Kohima, 50 KW SW Tr. and 1 KW MW Tr. at Kurseong, 2x10 KW MW Tr. at Bhagalpur, 100 KW MW Tr. at Sambalpur, 2x10 KW MW Tr. at Agartala, Refurbishing of Studios (Ph.I) at Bombay, 100 KW MW Tr. at Jagdalpur, 20 KW MW Tr. at Gwalior, 20 KW MW Tr. at Sangli, 20 KW MW Tr. at Parbhani, 100 KW MW Tr. at Calicut, 2x10 KW MW Tr. at Gulburga, 2x10 KW MW Tr. at Madurai, 20 KW MW Tr. at Coimbatore, Type IV Studios at Hyderabad and Multitrack Recording Studios at Madras are also expected to be ready by March, 1995.

Information Media

2.4.1. The main thrust of Press Information Bureau has been its efforts to improve the network for dissemination of information on the policies and programmes of the Government during 1994-95 by transmission of documents of News value. The process was speeded up through installation of FAX machines in the Regional and branch offices. Regional offices of the Bureau at Lucknow, Hyderabad and Guwahati are expected to be equipped with telephoto receivers/transmitter equipments during the year. A branch office of PIB was commissioned on 2 April, 1994 in Nanded while proposals for setting up of PIB's offices at Gwalior, Siliguri, Vishakhapatnam, Raipur, Ranchi, Konark and Mini Media centre at Bombay are under active consideration. On 1st October, 1994, foundation stone for setting up of National Press Centre was laid by the Hon'ble Prime Minister of India at New Delhi. The proposals for purchase of some additional computer hardware/software for augmenting the computer network of PIB are under consideration.

2.4.2 For better quality of production of publication material, the DTP system procured in 1993-94 by the Directorate of Advertising and Visual Publicity has been strengthened by installing colour monitor & coloured laser scanner printer. For procurement of computer stationery, software, furniture & upgradation of computer, a provision of Rs. 14.50 lakh has been made while a sum of Rs. 89 lakh has been allocated for GATT (Dunkel Accord) publicity through printed publicity. Three posters and six folders in English, Hindi and 11 Regional languages have already been printed and distributed by this Directorate.

2.4.3 The Oriya edition of Yojana started during 1993-94 is being published regularly from the headquarters of the Publications Division as a time arrangement pending sanction of the requisite staff for this project. So far an expenditure of Rs. 1.62 lakh has been incurred on the publication of Yojana (Oriya) during the current financial year. The publication of 100th and the last volume of the Collected Works of Mahatma Gandhi was released by the Hon'ble Prime Minister of India on 1 October, 1994, marking the beginning of Celebrations of 125th Birth Anniversary of Mahatma Gandhi.

2.4.4. Part of the equipment under the scheme for modernisation of the Photo Division has been procured and the imported equipment is expected during the current financial year. The equipment, when put into operation, with the help of the Computerised Auto Processor would enable mass and quick production of photographs. Photo Data Bank has been installed in the Head Office of the Division at New Delhi with its extensions at Regional Offices at Bombay, Calcutta, Madras and Guwahati. Work relating to feeding of photographs in it, is in progress.

2.4.5. During the current fiscal year, 1994-95, the Registrar of Newspapers for India has entrusted/authorised C.C. Wing of All India Radio for site

preparation for installation of computers. N.I.C. has been entrusted with acquisition of software/hardware for computerisation programmes at the Regional office of RNI at Bombay. The job is likely to be completed in 1994-95 itself.

2.4.6. The Indian Institute of Mass Communication has acquired some software and other related material for DTP system. The Research and Evaluation Department of the Institute has completed ongoing projects and undertook new studies and its branch at Dhenkanal completed the first Post Graduate Diploma Course in Journalism and started the next Course during the year 1994. The construction of officers hostel at New Delhi under phase-I is nearing completion.

2.4.7. The Song and Drama Division, made concrete efforts to step up its activities in sensitive areas. The Chandigarh Regional Centre organised 4000 performances on National Integration in Punjab, Jammu and Kashmir, Chandigarh (U.T.) and Himachal Pradesh. Apart from cultural performances, the Division also organised Sadbhavana Samarohs and presented more than 2000 performances upto December, 1994 in the north-eastern regions. In the sound and light show "MANZILEN AUR BHI HAI" held in connection with Utkal mahotsav at Raipur (M.P.) and Khurda (Orissa), 17 performances were organised and the same was inaugurated at Jodhpur on 23 December, 1994. Phool Walon Ki Sair Sound and Light programme at New Delhi was organised for Saire Gul Faroshan. The Division also presented Sound and Light programme at Angul and similar shows are also planned to be presented at Bhopal (M.P.), Jhansi (U.P.) and Khammam (A.P.) by the Division during the current financial year. In addition to mounting of programmes for publicity compaign on AIDS Control, Mahila Samaridhi Yojana and Rural Development on behalf of National AIDS Control Organisation (NACO), Department of Women and Child Development (WCD) and Ministry of Rural Development respectively, the Song and Drama Division has made elaborate arrangements for mounting of programmes during February-March, 1995 in identified districts of West Bengal and Madhya Pradesh in connection with Sadbhavana Samarohas.

2.4.8. With an outlay of rupees one crore during the year 1994-95, the Directorate of Field Publicity (DFP) has placed orders for 234 prints of Feature Films costing about 10.40 lakh and 82 prints of documentary films costing about Rs. 12.49 lakh. Out of the seven Conducted Tours for Opinion Leaders, one from Tamil Nadu and another from MP (East) region have already been completed. An amount of Rs. 15 lakh has been placed at the disposal of DAVP for supply of printed publicity material to its Field Publicity Units. The Directorate has spent Rs. 24 lakh towards purchase of nine jeeps for FPU's. Expenditure on the on-going project for constitution of office-cum-residential complex at Tura in Meghalaya would be of the order of Rs. 5 lakh. As a step towards modernisation, the Regional offices are being provided with computers and eleven Regional Offices have been provided with Photo Copier Machines and fifteen field publicity units were supplied with Video Projectors. Ten heavy-weight generators have also been replaced by light-weight generators.

2.4.9. It is proposed to undertake construction of Phase-IV of Soochna Bhawan.

2.4.10. The Main Secretariat of the Ministry proposes to undertake strength-

ening of Pay and Accounts organisation to cope with the increase in activities. Provision has also been made towards subscription to equity of a joint sector company for operating a 2nd National Television Channel and also towards making a film, 'Making of Mahatma', in collaboration with the South African Trust set up for the purpose.

Films Media

2.5.1 The Plan outlay of the Films Division during the Annual Plan of 1994 is Rs. 300 lakh (Rs. 198.00 lakh Capital and Rs. 102.00 lakh revenue). The Division undertook production of special and featurette films in 16mm specifically intended for rural audience, it also undertook schemes for augmentation and replacement of cinematographic equipment and reconstruction of a IIrd phase building at Bombay. The demolition work of the existing structures on the proposed site for the construction of 3rd phase building has been completed. Under the scheme of "Augmentation & Replacement of Cinematographic Equipments", the Division has placed orders for procurement for Nagra Tape recorders. Tenders have been invited for import of equipments for installing a re-recording set-up in Films Division, New Delhi. Apart from this, the Division has taken up installation of Package Type Air-conditioner for Film Library & Creation of Marketing and Sales Promotion Cell. The scheme for renovation of Gulshan Mahal Building in Films Division Complex has been approved. During 1994-95, the Division has completed a featurette film bringing out the ecological, cultural & social changes taking place in rural areas. Apart from this film, 12 more films on various subjects are under production. The Division has been entrusted with the task of organising Bombay International Film Festival for Documentary, Short and Animation Films. The 4th Festival is scheduled to be held in February, 1996. This bi-annual event was last held in 1994.

2.5.2. Installation of mobile storage system in the film vaults of National Film Archive of India (NFAI) is expected to be completed by March, 1995. Another major project in the continuing scheme is Construction Of Nitrate Film Vaults for NFAI on the FTII land, in Pune. Preliminary discussions with regional architect of CCW, AIR about the plan and specifications have been completed. Computerisation of archival data of about 4000 Indian films is expected to be completed shortly. During the year under report, NFAI organised several Film Appreciation Courses of short duration in various centres in addition to the regular 5-week summer course in Pune in collaboration with FTII. NFAI acquired 109 films, 495 books, 126 periodicals, 631 still, 68 wall posters, 172 song booklets, 96 pamphlets, 200 slides, 46 disc-records and 142 video cassettes. In July 1994, it started its Film Circle Programme in Pune, putting NFAI's new auditorium to use. Regarding publication of Indian filmography and other research projects, 3 projects have been awarded during the period under report.

2.5.3. The National Centre of Films for Children and Young People has completed one feature film and one TV serial while two films have been dubbed in other Indian languages. Further, rights of five feature and two short animation films have been purchased from abroad and production of one feature film has been started. The Centre participated in eight Film Festivals held in other countries.

2.5.4. The Directorate of Film Festivals participated in more than fifty five Film festivals including Asian film festivals and festivals focussing Asian

cinema. Eleven Indian films were screened in Cairo under Cultural Exchange Programmes as part of "Indian Days" in Egypt. A retrospective of Satyajit Ray's films was organised in Mauritius and Brazil. Fourteen Indian films were screened under the Section, "India Now" in Toronto Film Festival. As part of the Festival of India in China, eight Indian films were screened in Shanghai. A Retrospective of the films of Guru Dutt was organised in London. Indian films were entered for participation in a number of Film Festivals abroad including Cannes, Mannheim, Munich, Pyongyang, San Francisco, Sydney, Karlovy Vary and Fukoka. National Film Festival and the National Awards Function were organised by the Directorate in New Delhi. It also arranged the screenings for Indian Panorama. Indian Film Weeks were organised in Kazakhstan, Mozambique and Ghana. Under the Cultural Exchange Programme, Film Weeks of Brazil, Sri Lanka, Syria and Italy were organised in Delhi, Bhubaneshwar and Hyderabad. International Film Festival of India 1995 was held in Bombay from 10-20 January '95.

2.5.5. The National Films Development Corporation is expected to extend financial assistance for production of 8 films and also production of 14 films under own co-production category and for purchase of cinema equipment with an outlay of Rs. 320 lakh. It is also likely to extend financial assistance for the construction of six theatres and import sixty titles, both of TV and theatrical lights with a capital outlay of Rs. 120 lakh. The corporation will undertake the project of modernisation and commissioning of new projects with a fund of Rs. 310 lakh. The Corporation has set up Laser Sub-titling Unit in Bombay and Audio Display Broadcast System in Delhi. The expenditure on it will be incurred out of the Corporation's own IEBR.

2.5.6. The Central Board of Film Certification also continued its activities during 1994-95. The total plan allocation for the various plan schemes of the Board during the VIIIth Plan is Rs. 100 lakh. Outlay for the year 1994 was Rs. 12 lakh. A comprehensive scheme for computerisation of the Board at Bombay entrusted to the National Informatics Centre has been implemented.

2.5.7. The Film and Television Institute of India, Pune has procured machinery/equipments and has imported spares for various departments of film wing. A sound recording theatre, with modern facilities is being constructed during the Annual Plan 1994-95 costing Rs. 100 lakh.

2.5.8. All the planning activities for construction of Satyajit Ray Film & Television Institute of Calcutta have already been completed as per the PERT Schedule prepared for the work. The physical work at site is going on with full mobilisation of material and labour and it is expected that during 1994-95 more than 25 per cent of physical progress will be achieved. The project is slated to be completed during the year 1996-97. A Nucleus Cell consisting of 14 posts including one Project Director (Rs. 5900-7300) has been sanctioned for the Institute. Action to fill up the posts has already been taken on hand.

2.5.9 Provision has also been kept for extending grants-in-aid to film societies for their planned activities.

2.5.10 The list of Audit Reports pending in the Ministry is at Appendix II.

Chapter III

Organisation

Main Secretariat

3.1 The main Secretariat of the Ministry is headed by the Secretary who is assisted by an Additional Secretary, a Financial Adviser-cum-Additional Secretary, three Joint Secretaries and one Chief Controller of Accounts. There are 11 officers of the level of Director/Deputy Secretary, 15 officers of the rank of Under Secretary, 43 other Gazetted officers and 275 non-Gazetted officials in the different wings of the Ministry. An Organisational Chart of the Ministry is at appendix-I

Scheduled Castes and Scheduled Tribes

3.2.1. In pursuance of the declared policy of the Government, the Ministry has been making all out efforts to provide proper representation to the Scheduled Castes (SC) and Scheduled Tribes (ST) in the services and posts under its control in accordance with the orders issued by the Government in this regard. The Ministry has been making constant efforts to ensure that the difference between the targeted percentage of reservation and actual representation of SCs and STs in various services and posts in the Ministry is reduced to the minimum. The percentage of SCs and STs in the total number of employees of the Ministry including its attached and subordinate offices as on January 1, 1994 was as under:

	Group 'A'	Group 'B'	Group 'C'	Group 'D'
SC	10.32	11.46	16.69	32.64
ST	3.5	3.7	6.76	11.55

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

3.2.3. Training of Officers belonging to SCs/STs under various training programmes in India and abroad is receiving adequate attention. This Ministry is fully aware of the importance of appreciation/orientation courses on the subject of reservation in services and invariably nominates officials to undergo such training whenever courses are conducted by the Institute of Secretariat Training and Management.

3.2.4. The reservation policy in respect of SCs/STs is also being strictly followed in services/posts in subordinate offices/autonomous bodies and public sector undertakings under the administrative control of this Ministry, viz., Film and Television Institute of India, Central Board of Film Certification, Indian Institute of Mass Communication, National Centre of Films for Children and Young People, Press Council of India and National Film Development Corporation Limited.

Use of Hindi as Official Language

3.3.1. All necessary steps are taken to ensure implementation of Official Language Policy of the Government in the Ministry and all possible efforts are made to achieve the targets prescribed in the Annual Programme of Ministry of Home Affairs (Department of Official Language).

3.3.2. There is a high level Hindi Advisory Committee in the Ministry for providing guidance in accordance with the decisions of the Kendriya Hindi Samiti Constituted under the Chairmanship of the Hon'ble Prime Minister. This Advisory Committee is in the process of being reconstituted. In this Committee in addition to the Members of Parliament, scholars in the field of Hindi are also nominated. In the meetings of Hindi Advisory Committee, inter-alia, the position in respect of use of Hindi in official work in the Main Secretariat as well as the media units of the Ministry is reviewed in detail. Action is taken of the views/suggestions of the Hon'ble Members regarding the progressive use of Hindi in the context of Official Language Rules.

3.3.3. Official Language Implementation Committees are functioning in the Main Secretariat and its attached and subordinate offices to implement the official Language rules and decisions taken by Hindi Advisory Committee. Meetings of the above committees are normally convened every quarter in which the work done in respect of implementation of Official Language during the quarter in question is reviewed.

In this way, these committees regularly monitor the position regarding implementation of Official Language Policy in the office. During the year 1994-95 (upto December, 1994), three meetings of the Ministry's Official Language Implementation Committees were held, in which satisfaction was expressed over total compliance of the constitutional provisions of Section 3(3) of the Official Language Act and Rule 5 of Official Language Rule, 1976.

3.3.4. With a view to accelerating the use of Hindi in official work, 'Hindi Fortnight' was organised in the Ministry from 14-28 September 1994. During this period, Hindi essay, noting, drafting and Hindi typing competitions were organised. The participants showing excellence in the competitions were awarded cash prizes.

3.3.5. Two offices under the Ministry were inspected during the year to review the position regarding the use of Hindi in official work. These offices were requested to remove the shortcomings noticed. As a measure of increasing the original correspondence in Hindi, 29 employees were nominated for training in Hindi shorthand/typing during the year. Also, nine employees were nominated for training in Prabodh, Praveen and Pragma courses relating to Official Language.

3.3.6. Various Sub-Committees of the Parliamentary Committee on Official Language also inspected 10 offices under this Ministry during the year to have an on the spot review of achievements/shortcomings relating to the use of Hindi. Concerned senior officers of the Ministry also participated in these inspection meetings. Proper monitoring was done by the Ministry to ensure necessary action by the concerned officers on the comments/suggestions of the Sub-Committees and Committee Secretariat was also apprised of the position.

Internal Work Study Unit (IWSU)

3.4. The Internal Work Study Unit continued to play a pivotal role in bolstering the efficiency of output. The important activities undertaken during the year were:

- (i) Two work measurement studies were carried out, thereby resulting in direct/preventive savings to the tune of approximately Rs. 8.25 lakh per annum to the public exchequer.
- (ii) As part of the special drive on Record Management, 17,502 files were recorded, 18,030 files were reviewed and 9,647 files were weeded out till December 1994.
- (iii) O&M inspections of as many as 15 Sections/Desks in the Main Secretariat were carried out.
- (iv) A sub-group constituted under the Task Force to review the extant forms, rules, acts and procedures formulated a draft report covering all its terms and references after having in-depth discussions with the media units on the subject.

Departmentalised Accounting

3.5.1. The Office of the Chief Controller of Accounts, Ministry of Information and Broadcasting came into existence with effect from 1 October 1976 as a result of promulgation of the Scheme of Departmentalisation of Accounts (Civil). The scheme, inter-alia, provides that the Secretary of the Ministry is the chief accounting authority and Additional Secretary (Financial Advisor) looks after the functions relating to financial advice and accounts. Chief Controller of Accounts is the administrative head of the accounting organisation of the Ministry and discharges vital responsibility towards:

- a) Consolidation of accounts of the Ministry in the manner prescribed by the Controller General of Accounts;
- b) Preparation of Annual Appropriation Accounts of the Demands for Grants controlled by the Ministry of Information and Broadcasting; submission of the Statement of Central Transactions and material for Finance Accounts of the Union Government (Civil) to the Controller General of Accounts;
- c) Payment of loans and grants to autonomous bodies, news agencies and corporations etc;
- d) Rendition of technical advice to pay and Accounts Offices and media heads and maintaining liaison with Controller General of Accounts Office and exercise of overall control in the accounting matters; and
- e) Monitoring of financial transactions of over 541 Drawing and Disbursing Officers spread all over the country.

3.5.2. The above functions are performed by the Chief Controller of Accounts through one Controller of Accounts, two Deputy Controllers of Accounts and 19 Pay and Accounts Officers located at Delhi (7), Calcutta (3), Bombay (3) Madras (3), Lucknow (1), Guwahati (1) and Nagpur (1).

3.5.3. A special feature of this organisation involves the payments relating to the personal claims and salaries of approximately 5000 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. This work is being handled by Deputy Controller of Accounts (IRLA) housed in AGCR Building, Indraprastha Estate, New Delhi.

3.5.4. During the year (upto October, 1994) 2,60,982 bills (including 57,158 claims of Gazetted officers processed by PAO, (IRLA) were processed by all the PAOs. In addition 994 Pension/Family Pension cases and 1419 GPF final payment cases in respect of the retired Government servants were finalised.

3.5.5. Under reallocation of duties made by the Ministry, the Budget and Accounts and O&M Wing of the Ministry have been placed under the charge of Chief Controller of Accounts.

The Chief Controller of Accounts also offers his expertise to the different media units in:-

- a) Monitoring of progress of schemes/projects and expenditure to facilitate a schematic review;
- b) Appraisal of functioning of departmental and grant receiving bodies including appraisal of directly funded schemes;
- c) Installation, maintenance, updating of Management Information System;
- d) Coordination of disposal/follow up action on audit reports, queries from the Comptroller and Auditor General of India, PAO/Estimates Committee/ Committees on Public Undertaking reports.

3.5.6. An Internal Audit organisation also functions under the Chief Controller of Accounts. This organisation is responsible for checking the initial accounts maintained in the executive offices with a view to ensuring that rules, regulations, systems and procedures regarding accounting and financial matters are followed scrupulously in all offices. The Internal Audit (Special) is conducted in case of irregularities of serious nature which cannot be attended to during normal internal audit programmes. Two such audits were conducted during the year of the 'Sadbhavana Samaroh' and 'Sound & Light' show of Song & Drama Division.

Vigilance

3.6.1. The vigilance set-up of the Ministry functions under the overall supervision of the Secretary. He is assisted by a Chief Vigilance Officer of the level of Joint Secretary, an Under Secretary, a Section Officer and other subordinate staff. While vigilance units in attached and subordinate offices of the Ministry are headed by Vigilance Officers, those in the Public Sector Undertakings and Registered Societies are supervised by their respective Chief Vigilance Officers. Vigilance activities of the attached and subordinate offices, Public Sector Undertakings and Registered Societies are coordinated by the Chief Vigilance Officer of the Ministry.

3.6.2. A specific Grievance Redressal Machinery functions in the Ministry under a Joint Secretary nominated as the Director of Grievances. In the media units also staff grievance officers have been appointed. They are freely accessible to the staff as well as to the members of the public during grievance hours. The progress of disposal of such cases is monitored regularly.

3.6.3. Efforts continued to simplify the procedures so as to minimise scope for corruption. A close watch was maintained over persons of doubtful integrity. Staff posted at sensitive points were rotated periodically. Inspections were carried out by senior officers to ensure proper observance of rules and procedures. Sixty regular and 29 surprise checks were carried out during the year and 14 persons were identified for being kept under surveillance.

3.6.4. During April to December, 1994, 299 complaints were received in the Ministry from different sources. These were examined and preliminary inquiries were ordered in 112 cases including 6 cases entrusted to the CBI. Preliminary inquiry reports in respect of 47 cases were received during the year. Regular departmental action for major penalty was initiated in 30 cases and for minor penalty in 5 cases. Major penalties have been imposed in 2 cases, minor penalty in 3 cases and a cut in pension has been imposed in one case. Twenty two officers were placed under suspension. In 2 cases, the officials involved were exonerated, and proceedings were dropped in 2 cases. In one case, the service of the officer was terminated under Temporary Service Rules. Administrative warnings were issued in 3 cases. In addition, 7 appeal cases were also decided, of which 5 were rejected. In one case the penalty was reduced and in another case, the official concerned was exonerated. Also, a revision petition was decided. Regular Departmental action for major penalty is proposed to be initiated in respect of 6 cases.

Chapter IV

All India Radio

Network

4.1.1. All India Radio now has 175 broadcast centres comprising 168 full fledged stations, 3 relay centres, one auxiliary centre and 3 exclusive Vividh Bharati Commercial Centres. The network has 146 MW, 49 SW and 85 FM Transmitters. The present radio coverage in the country is 89.7 per cent by population. The growth of the network over the various five year plans is shown in graph at 4.2.1a. The growth of coverage by area and population is shown in graph 4.2.1b.

4.1.2. Six Local Radio Stations that are area specific catering to the needs of the local people were planned as pilot projects in the Sixth Plan and in the Seventh Plan, 73 more stations were included. The number of Local Radio Stations commissioned has now gone upto 64.

4.1.3. Presently, All India Radio is utilising INSAT-ID and 2A for distribution of radio programmes throughout the country. Seven Radio Networking (RN), carriers are operational with INSAT-ID in CxS band. Uplink stations for these RN carriers are: a) Delhi - 4 Channels and b) Bombay, Calcutta - one Channel each and Madras. Four RN Channels are uplinked from Broadcasting House, Delhi Earth Station with INSAT-2A in C-Band and these programmes are being received by Bombay, Chinsurah, Nagpur, Ahmedabad, Bhopal, Guwahati, Hyderabad, Rajkot, Madras, Bangalore, SPT, Bangalore, Aligarh, Gorakhpur, Dharwar, Alleppy and Cuttack AIR Stations.

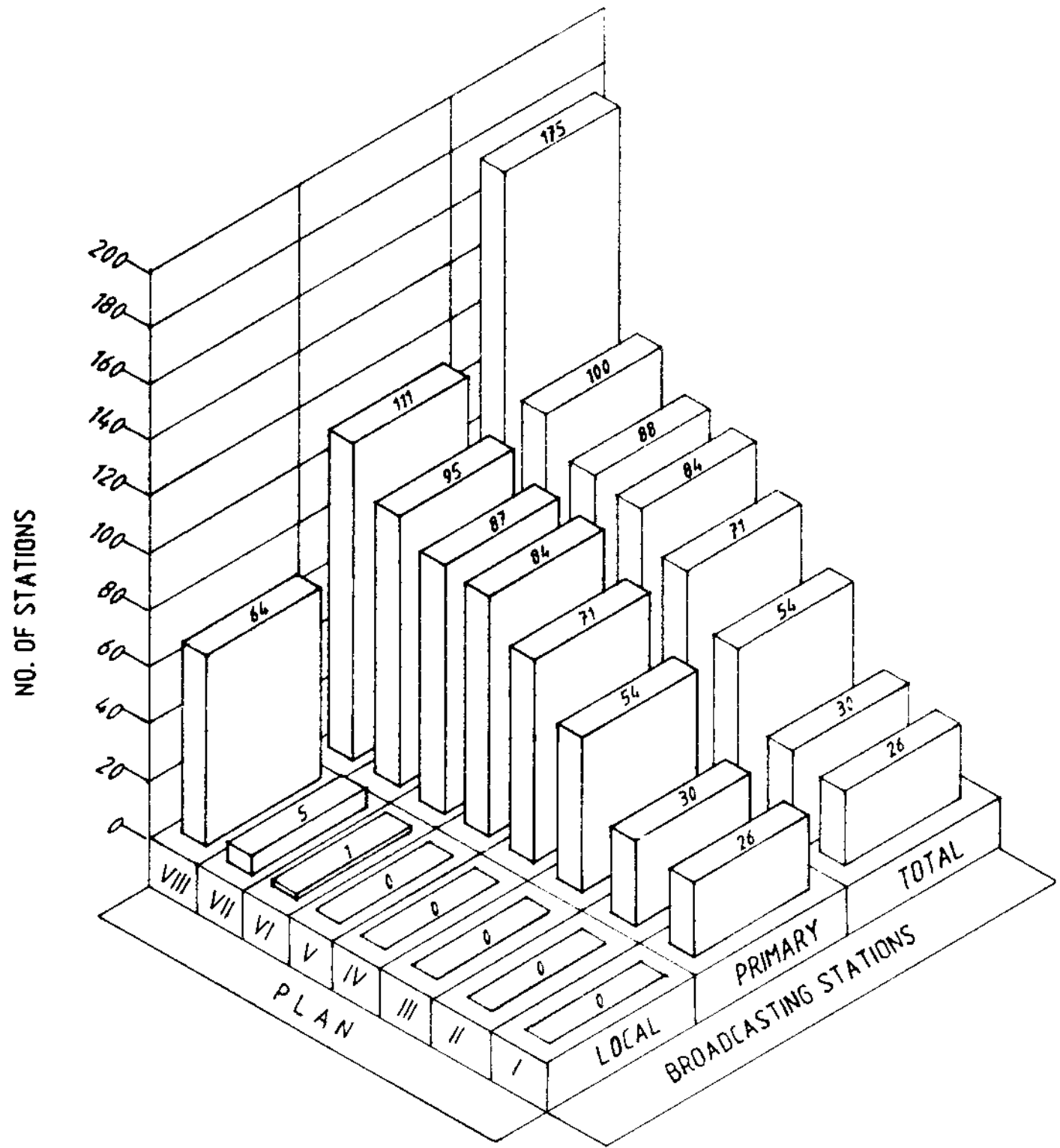
4.1.4. With the availability of INSAT-2 additional 21 RN Channels in CxS-1 of INSAT-2A have been operationalised. The distribution of uplinks for these channels are Delhi 7, Bombay (VB), Srinagar, Ahmedabad, Bhopal, Cuttack, Patna, Guwahati, Shillong, Thiruvananthapuram, Hyderabad, Bangalore, Jaipur, Shimla and Lucknow one each. Receive facility for 'S' Band has been provided to All India Radio Centres (178 Nos as on date), besides transportable uplink terminals for relay of DB Programmes directly from the spot.

4.1.5. The number of modernisation and expansion schemes of AIR under implementation are 81 in North Zone, 86 in East Zone, 66 in West Zone and 61 in South Zone. AIR has 47 stations in North, 41 in East, 45 in West and 42 in South zones.

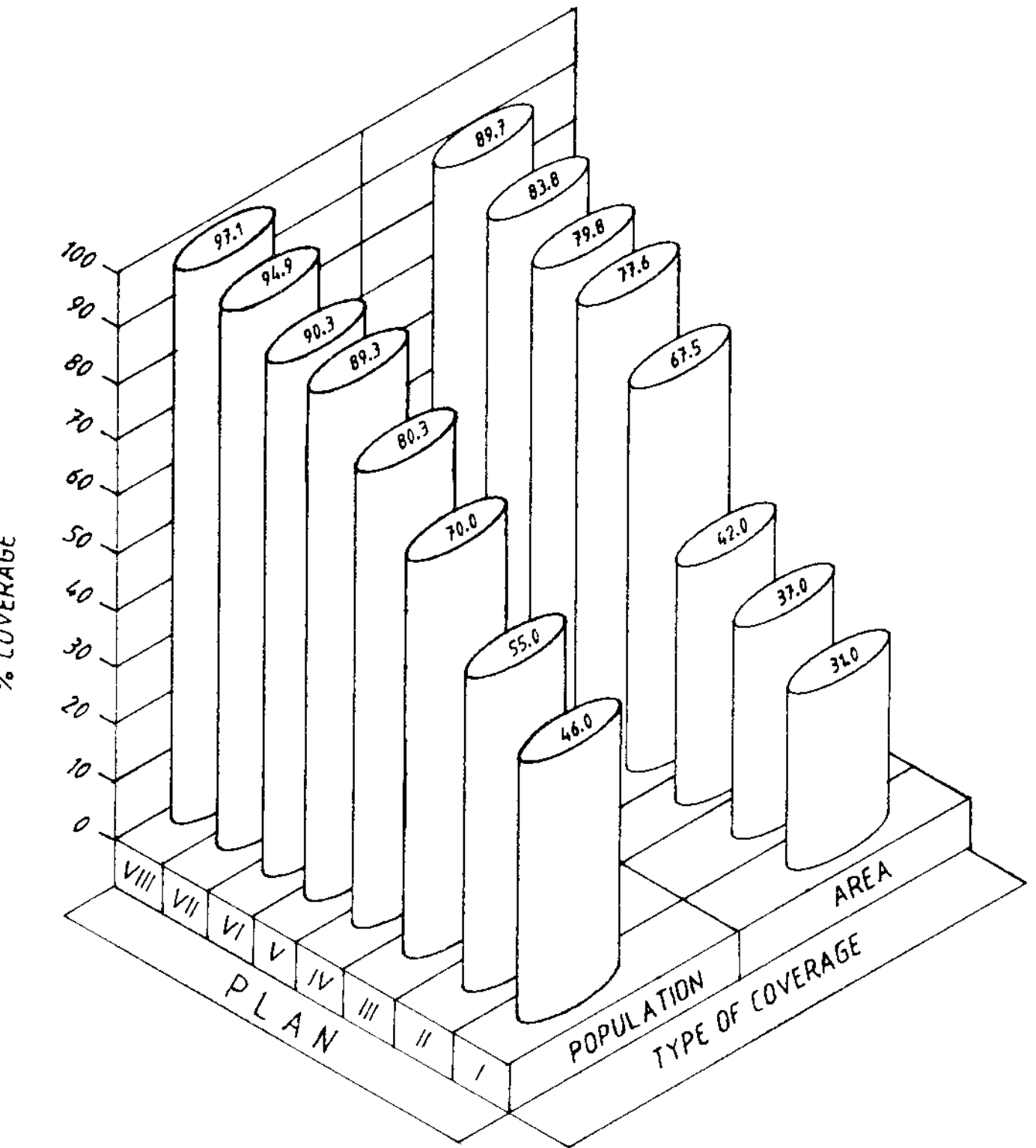
News Services Division

4.2.1. AIR was quick to report the stampede in Nagpur, which claimed more than one hundred lives of Gowari tribals who were organising a demonstration demanding job reservations.

4.2.2 The Government efforts to bring back normalcy in the Kashmir valley, creation of a separate Department of J&K. Affairs under the Prime Minister and visits of prominent persons including diplomats of some countries to the Valley were adequately noticed.



GROWTH OF RADIO STATIONS IN SUCCESSIVE PLANS



POPULATION & AREA COVERAGE AFTER SUCCESSIVE PLANS

4.2.3. On the economic front, measures adopted by the Government to liberalise the Indian economy continued to receive wide coverage in the News Bulletins and News Based Programmes. These included the signing by India of the Historic GATT AGREEMENT in Marrakesh, decline in Inflation, and deregulation of Bank Lending Rates, different aspects of the GATT TREATY and its long term benefits for the Indian economy and the DNKEL PROPOSALS.

4.2.4. The year-long Golden Jubilee Celebrations of the Birth Anniversary of Rajiv Gandhi, the Birth Anniversary of Netaji Subhash Chandra Bose and the 75th Anniversary of the Jallianwala Bagh Massacre were noticed in the News Bulletins. The Birth Centenary Celebrations of Acharya Vinoba Bhave where the President, Dr. Shanker Dayal Sharma launched the three-year long "Jai Jagat Samaroh" to spread the message of the Bhoodan leader, were also adequately covered.

4.2.5. The President, Dr. Shanker Dayal Sharma's eight-day visit to Romania and Bulgaria and the Vice-President, Mr. K.R. Narayanan's eight-day visit to Australia and China were given adequate coverage. The Prime Minister, Mr. P.V. Narasimha Rao's visit to the United States, his address to the US Congress, joint Press Conference with the US President, Four-day visit to Russia and Five-day visit to Vietnam and Singapore, were extensively covered. AIR Special Correspondents accompanied the President, Vice-President and the Prime Minister during their visits abroad.

4.2.6. News coverage was given to the visits of foreign dignitaries to India. They included the Slovak Prime Minister, Mr. Yoziff Mravchik, the UN Secretary General, Dr. Boutros Boutros Ghali, the Chinese Vice-Premier and Foreign Minister, Mr. Qian Qichen, former British Prime Minister, Lady Margaret Thatcher and the Chinese Defence Minister.

4.2.7. Other notable national events covered included: Elections in Andhra Pradesh, Goa, Karnataka and Sikkim, completion of 3 years in office of P.V. Narasimha Rao's Government, the Passage of New legislation of Panchayati Raj System, Rehabilitation Programme of Maharashtra and Andhra Pradesh Victims; Swearing-in of Mr. Justice A.M. Ahmadi as Chief Justice of India; Naga-Kuki feud in Manipur; JPC Recommendations on the Securities Scam and stalemate over the Action Taken Report; the Uttarakhand Issue and the situation in Uttar Pradesh in the wake of pro and Anti-Reservation agitation; Festival of India in China; Dada Saheb Phalke Award to eminent lyricist Majrooh Sultanpuri, Ramon Magasaysay Award to Mrs. Kiran Bedi; 21st SIMICON in New Delhi and unprecedented rain and floods in many parts of the country. The crowning of Ms Sushmita Sen and Ms. Aishwarya Rai as Miss Universe and Ms. World respectively also received notable coverage on AIR.

4.2.8. The passing away of CPI leaders, Rajeswar Rao and Renu Chakraborty, Punjab Governor, Surendra Nath, Malayalam writer, Vaikom Mohammed Basheer, noted Oriya writer, Kannu Charan Mohanty, writer and composer Purushottam Das, renowned freedom fighter, Lakshmi N. Menon, and former UP Governor C.P.N. Singh were noticed with suitable Obituary References and condolence messages from the President, the Vice-President, The Vice-President and the Prime Minister. AIR was the first to report the News of the passing away of the Army Chief General, B.C. Joshi, former President of India, Giani Zail Singh, much ahead of the News agencies.

4.2.9. AIR's Colombo Correspondent was ahead of the agencies in giving the News of the assassination of Sri Lankan Opposition Presidential candidate, Mr. Gamini Dissanayake and 60 others in a bomb explosion. Parliamentary elections in Nepal and the Swearing-in of Communist leader, Mr. Manmohan Adhikari as the new Prime Minister there also received extensive coverage.

4.2.10. Other important international events covered included, first ever Multi-racial elections in South Africa, election of Dr. Nelson Mandela as President, Civil war in Yemen; Mr. Nawaz Sharif's admission that Pakistan has a nuclear bomb, violence in Karachi and other parts of Pakistan, Parliamentary and Presidential elections in Mexico; General Elections in Germany and Sri Lanka; Peaceful Settlement of the Haiti Issue, Easing of Tension in the Gulf after Iraq Recognised Kuwait, UN Population and NAM-Ministerial Conferences in Cairo, arrest of Yaqoob Memon, one of the main accused in the Bombay Blasts; Explosion in Zinc Mine in China killing 73 people, Inauguration of the world's longest Optical Fibre Submarine Cable linking one third of the world's population and announcement of Nobel Peace Prize jointly to PLO Chief Yasser Arafat, Israeli Prime Minister Yitzak Rabin and Israeli Foreign Minister Shimon Peres.

4.2.11. Special arrangements were made by NSD to monitor the World Cup Soccer; Wimbledon Tennis Matches and the Hiroshima Asian Games for feeding AIR News Bulletins with the latest. Other important Sports Events covered included: French Open Tennis Tournament, Commonwealth Games in Victoria, the US Open, Australasia Cricket cup, National Women Chess Championship, Women's World Basketball Championship, Durand Cup Football, Nehru Gold Cup Hockey, Indira Gandhi International Gold Cup Women Hockey and various Cricket Series.

4.2.12. Important discussions and day-to-day proceedings in both Houses of Parliament were prominently covered in the News Bulletins. A round-up of the proceedings was given in 'Today in Parliament' (daily) and 'This Week in Parliament' (weekly on Saturdays) during the Session both in Hindi and English simultaneously. Reviews of the proceedings of the State Legislatures were broadcast from the RNUs in capital stations.

4.2.13. During the Haj period, a five-minute News Bulletin in Urdu is broadcast everyday for the benefit of the Haj pilgrims.

4.2.14. At present, All India Radio has 101 regular correspondents in India and seven abroad. Besides, there are 246 part time correspondents working out 293 Bulletins daily with a total duration of 39 hours 20 minutes. Out of this, 89 are broadcast in the Home Services while 139 News Bulletins go on the air from 41 Regional News Units. In the External Services, 65 Bulletins are beamed everyday.

Home Services

4.3.1. The National Channel of All India Radio that was commissioned on 18, May, 1988, covers 70 per cent of the population and provides a judicious blend of information and entertainment. The programmes include high quality Hindustani, Carnatic and Western music, investigative reports, features, magazines, plays, sports, an Urdu segment and Vividh, a miscellany of people and places, men matters and music. The transmission hours are 6.50 p.m to 6.10 a.m.. Calcutta High Power Transmitter also carries this service from

2300 hrs to 0610 hrs. The National Channel includes in its daily programmes additional News Bulletins commencing from 0100 hrs, at hourly intervals. It also broadcasts the 'Question hour' in Parliament.

4.3.2. AIR has contributed largely to bring about awareness and appreciation of Indian Music—classical, light, folk, tribal, orchestral compositions, choral songs and Western music. Music programmes comprise 39.2 per cent of the total broadcast time. National programme of music is on air on all Saturdays. Akashvani Sangeet Sammelan Concerts feature top and promising artists while budding artists are featured in the zonal hook-up concerts on every Sunday.

4.3.3. The National Programme of Regional & Folk Music, broadcast in 1994 included music of Kerala, Assam and North Bengal, Holi and Basant Songs of Bihar, and 'Bapu Ke Priya Bhajan' on the occasion of 125th Birth Anniversary of Mahatma Gandhi. Twenty production units are established in different AIR stations that collect and preserve folk and tribal music of the interior areas of the country.

4.3.4. The 46th Akashvani Sangeet Sammelan that was aired this year, featured prominent artists like Bhimsen Joshi, Dr. N. Rajam, K.J. Yesudas, Vishwa Mohan Bhatt, Hari Prasad Chaurasia, Rajan Mishra, Sajan Mishra, S.R.D. Muthukumar Swamy and S.R.D. Vaidyanathan and Deb. Bratha Chaudhary. The unique feature of this Sammelan is that the artists of one part of the country are presented to the music lovers of another region.

4.3.5. AIR organises yearly music competition for young talents that is conducted both in Hindustani and Carnatic and about 40 to 45 artists are awarded prizes in different categories. This year, they were held at Vijayawada, Jamshedpur and Indore.

4.3.6. Two units of the National Orchestra known as 'Vadyavrinda' have been functioning in Delhi and Madras. AIR also promotes choral singing through its approved choral groups to develop mass singing throughout the country.

4.3.7. Community Singing Cell of AIR organises and coordinates the broadcast of community Singing in different languages all over the country.

4.3.8. AIR has also undertaken the production of classical music works in the scheme, 'Ram Charit Manas'. Under this category 'Divya Nama Sankeertanam', compositions of Thyagaraga and 'Ravindra Sangeet', compositions of Rabindranath Tagore are in progress.

Sports Broadcasts

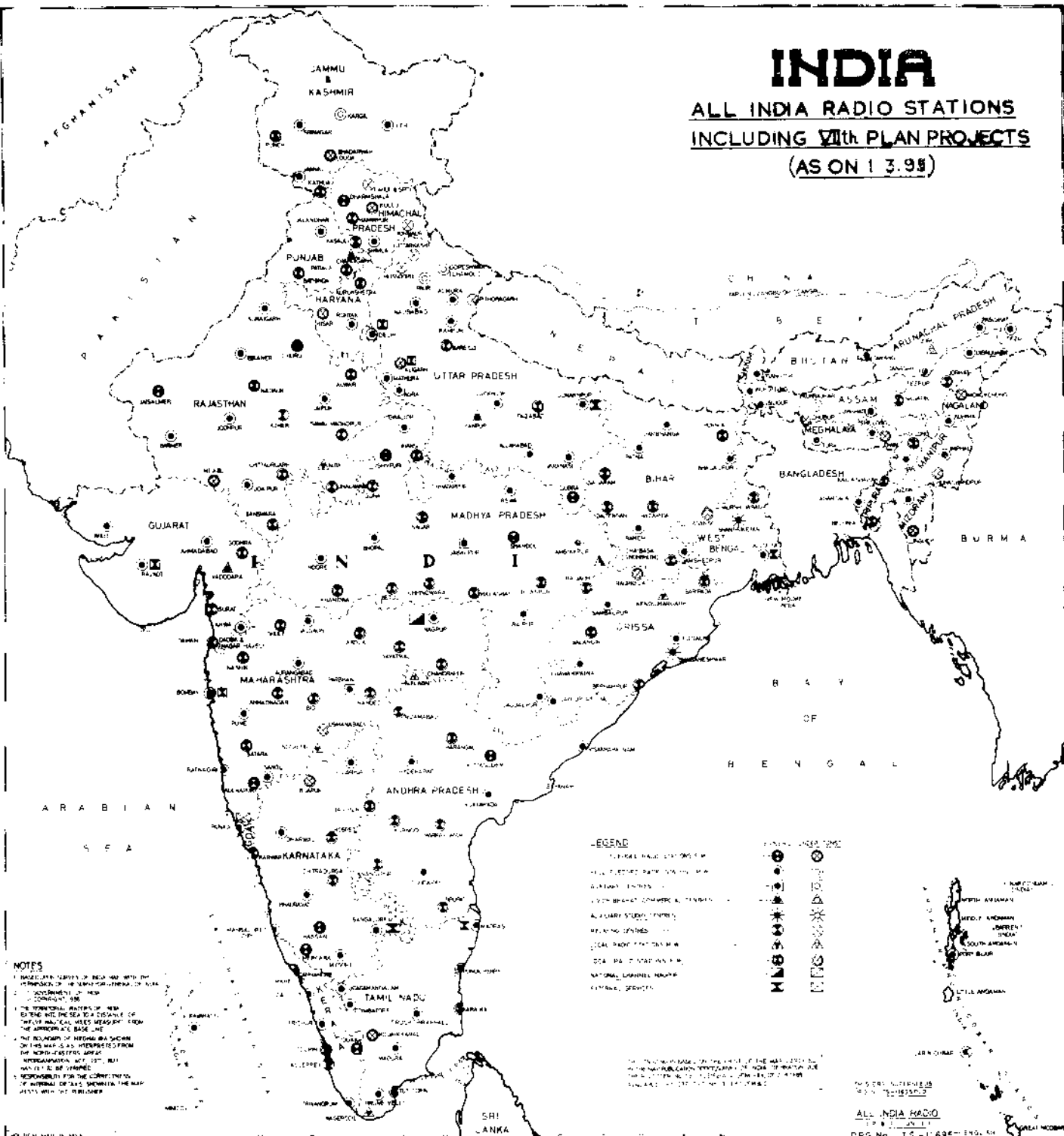
4.4.1. Among the programme categories of All India Radio, Sports Broadcasts occupy a prominent place as they muster a high degree of listenership. AIR's Sports Broadcasts are helpful in percolating information on various sporting events and arousing sports consciousness in the country.

4.4.2. To ensure continuous information-flow on various sports and sporting events, AIR broadcasts daily Sports Bulletins in Hindi and English for a duration of five minutes each; a weekly sports newsreel in English for 10 minutes duration and monthly sports magazine programme both in Hindi and English for a duration of 30 minutes each to facilitate the popularisation of sports and games among the youth.

4.4.3. During April-December 1994, All India Radio has provided effective

INDIA

ALL INDIA RADIO STATIONS
INCLUDING VIIth PLAN PROJECTS
(AS ON 1.3.98)



NOTES

1. RAJASTHAN DIVISION OF INDIA MAP WITH THE PERMISSION OF THE GOVERNMENT OF INDIA.
2. GOVERNMENT OF INDIA.
3. THE INTERNATIONAL BOUNDARY OF INDIA EXTENDING INTO THE SEA IS A DIVISAL OF THE OFFICIAL MAPS OF INDIA FROM THE AMERICAN'S BASE LINE.
4. THE BOUNDARY OF NEIGHALBA DISTRICT ON THIS MAP IS AS INTERPRETED FROM THE NORTH-EASTERN ARMY INTERPRETATION, 1977 (1ST), BUT MAY NOT BE CORRECT.
5. RESPONSIBILITY FOR THE CORRECTNESS OF INTERNAL DATA IS SHOWN ON THE MAP RESTS WITH THE PUBLISHER.

LEGEND

- 1. TELEPHONE RADIO STATIONS
- 2. ALL INDIA RADIO STATIONS
- 3. AIRWAY STATIONS
- 4. VHF BROADCAST STATIONS
- 5. ALIQUOT STATION CENTRES
- 6. REPAIRING CENTRES
- 7. LOCAL RADIO STATIONS
- 8. COAST GUARD STATIONS
- 9. NATIONAL AIRTEL NETWORK
- 10. EXTENSIVE SERVICES

SYMBOLS

- 1. TELEPHONE RADIO STATIONS
- 2. ALL INDIA RADIO STATIONS
- 3. AIRWAY STATIONS
- 4. VHF BROADCAST STATIONS
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THE PUBLISHERS
M/S. SRI LAKSHMI

ALL INDIA RADIO

1998

DRG No. TS-1-695

coverage to international sporting events held in India and abroad viz. Wimbledon and Davis Cup Tennis; India-Sri Lanka Cricket Series, India-West Indies and Triangular World Cricket Series, World Cup Football Tournament in USA, International Athletics Permit Meet; World Billiards Championship, XIIIth Asian Games at Hiroshima (Japan) and VIIIth World Cup Hockey Tournament at Sydney (Australia) on National hook-up. All major sports events, national championships and tournaments of various disciplines were covered through live commentaries, resumes, voice casts and interviews.

4.4.4. Besides the above coverage, All India Radio proposes to cover Senior National Table Tennis Championship at Jamshedpur, Senior National Badminton Championship at Patiala, Asiaocenia Group I Davis Cup Tie between India and Hongkong at Calcutta and Quadrangular Cricket Tournament at New Zealand to be held during January-February, 1995. AIR also popularises traditional games like kho kho, Kabaddi etc by broadcasting running commentaries on these sports.

Family Welfare

4.5.1. AIR broadcast more than 9,000 family welfare (FW) programmes every month from almost all stations in all languages/dialects, and in all formats. The main emphasis is laid on Small and Happy Family Norms. Besides, programmes on AIDS, TB, Sexually Transmitted, Diseases, Water Borne Diseases, Malaria Eradication Programme etc. are also broadcast under Health Programmes. Useful hints and medical guidance are broadcast 24 hours in the affected areas. Each AIR station broadcasts a weekly, 15 minute 'Health Forum' programme. Mother and Child Health programmes have been taken up with the collaboration of UNICEF besides programmes on importance of 'Girl Child'. A lot of emphasis has been laid on publicising the U.N. Convention on the Rights of the Child. Family Welfare units of 22 stations have Family Welfare Advisory Committees which give guidance to the units on programme matter.

4.5.2. Yuvavani Programmes are for the youth, of the youth and by the youth. This forum channelises their energy in the right direction and plays an important role in encouraging the youth to come forward in different creative fields. It also gives them an opportunity to express their views on various subjects. AIR introduced separate Yuvavani channels at certain centres. Most of the stations of AIR broadcast Yuvavani programmes in their main channel to give opportunities to the local youth population. There is no bar for youth to participate in general programmes as well.

4.5.3. Programmes for the Senior Citizens (Aged people) are being broadcast from 17 capital stations for a duration of 30 minutes every week. These feature interesting subjects like Geriatric Care, Pension Problems, Tax Liabilities, Legal Advice, Readings From classics, Current Affairs, Old Age Homes/Residential, Hit Songs, Items of Humour, Tit-bits and Anecdotes of Bygone Days and other interesting information.

4.5.4. Programmes for Industrial Workers are being broadcast from many stations of AIR in Regional Languages for a duration ranging from 20 to 30 minutes, two to seven days in a week. The subjects are Series On Small

Industries, Welfare Measures in Public Sector Undertakings, law Concerning Labours, Trade Unions, Minimum wages etc.

4.5.6. The New Economic Policy of the Government is being extensively highlighted by different stations of AIR in general and special audience programmes. Ten specially produced features both in Hindi and English have been broadcast on the National Network to highlight the export potential of the indigenous products that are likely to get a boost as a sequel to the Signing of GATT.

4.5.7. Programmes of discussions and features were mounted in connection with the Golden Jubilee Birthday Celebrations of Rajiv Gandhi, the 75th Anniversary of Jallianwala Bagh, the Birth Centenary of Acharya Vinoba Bhave and the Prime Minister's Rozgar Yojana.

4.5.8. Party political broadcasts were arranged by the stations in the States where Assembly Elections were held. The broadcasts were in two rounds and each recognised political party was given the opportunity to broadcast. A Voter Awareness Campaign was also launched to educate the voters on the right to vote.

Farm and Home

4.6.1. Farm and Home Programmes are broadcast daily from all AIR stations which is of 40-60 minutes duration per day. Morning service programmes known as Farmers Bulletin/Krishi Charcha is based on particular day agriculture practices followed by weather Report. Evening and mid-day programmes cater to all the Rural Development Schemes which include Banks, Rural agro-industries as well as Market Rates. Farm & Home Programmes also include programmes for Maternity, Child Welfare, Social Welfare in cooperation with UNICEF. Forty per cent of these programmes are generally field oriented.

4.6.2. More emphasis is laid on "Environmental Protection" programmes, Mahila Samridhi Yojana, IRDP, JRY, DWCRA, Panchayati Raj etc. and Watershed Management as well as "Farm School on Air" programme are being broadcast by most of the stations. Programmes are planned well in advance with the advice of Rural Programme Advisory Committee.

Educational Programmes

4.7.1. At present 48 stations broadcast for schools and 29 stations relay it. The service which is entirely regional comprises programmes that are mostly syllabus oriented and some are enrichment programmes also. AIR is broadcasting programmes on 'Adult Education' from 45 centres and on 'Science & Technology' from 21 centres.

4.7.2. With the evolution of correspondence education in universities, radio support for supplementing this programme was given to Delhi University, Punjabi University, Patiala, Punjab University, Chandigarh, Dr B.R. Ambedkar AP Open University, Hyderabad, Madurai, Kamraj Open University, Madurai from AIR stations at Delhi, Jalandhar, Hyderabad and all stations of Tamil Nadu. Radio support was given to Indira Gandhi National Open University, New Delhi on an experimental basis from Hyderabad & Bombay upto December 1994. NES AIR Shillong has also been given radio support for IGNOU programmes from Oct. 94 till March, 1995.

4.7.3. The Central Education Planning Unit (CEPU) established in VIIIth Plan produces various series like 'Vigyan Vidhi, 'Nisarga Sampada', 'Radio Date' PREAL', (Project for Radio Education for Adult Literacy), Evolution of Man and 'Dehleez'. The school broadcast, component of the spoken word broadcasts is 7.5 per cent.

4.7.4. The 'Dehleez' serial on the problems of the adolescence and population socialisation planned initially for 26 episodes in collaboration with the Family Planning Foundation (now Population Foundation of India) was extended upto 52 episodes on popular demand. The serial was broadcast from 30 stations from 24th Oct. 1993 to 16th Oct. 1994. Two Radio-Bridge Programmes were organised on 26th August and 9th December, 1994 whereas a Press Conference was held on 6th Dec. 1994 in which about 50 journalists & senior AIR officers participated.

4.7.5. All India Radio participated this year in the Science Exhibition organised at Teen Murti, New Delhi in connection with the Children's Day from 14th to 28th November, 1994. CEPU also participated in the exhibition.

4.7.6. AIR's venture on enrichment of pre-school children of the economically deprived through its project "CHEER" is being re-broadcast from Cuttack on the request of the State Government Authorities after one year extension in Haryana. The project is being extended to other regional areas also.

Commercial Service

4.8.1. The popular Vividh Bharati Service provides entertainment to listeners for 13 hours 15 minutes daily on week days and 13 hours 45 minutes on Sundays and Holidays from 35 centres, including four Short-Wave Transmitters at Bombay, Madras, Delhi and Guwahati. Though light music, both film and non-film, is still the main attraction of Vividh Bharati, Humorous Skits, Short Plays, Features and Talks are also popular. The Short-Wave Vividh Bharati Service is available on a synchronised mode, that is on the same, single frequency.

4.8.2. Commercials were introduced from November, 1967 on Vividh Bharati Channel and this Channel alone contributed Rs. 36.96 crores in 1993-94. Commercials on Primary Channel were introduced from 26th January, 1985 and were recently extended to 7 more stations. In all, 61 AIR stations besides 30 Vividh Bharati Centres, carry commercials. Vividh Bharati Service, Varanasi is not yet a full-fledged Commercial Broadcasting Centre. Gross revenue from Commercials on Vividh Bharati as well as Primary Channel in 1993-94 was 64.35 crores, which is 5.44 crores more than the preceding financial year.

The revenue earned from Commercials on the Vivdh Bharati and Primary Channels' is at Appendix V

External Services Division

4.9.1. As an electronic ambassador, the External Services Division (ESD) is an important link with different regions of the world particularly with those countries where there is a sizeable Indian population. The broadcast projects the Indian point of view on National and International matters through its various programmes in 24 languages, spanning a period of about seventy hours per day. Of these 16 languages are foreign which are Arabic, Baluchi,

Burmese, Chinese, Dari, French, Indonesian, Nepali, Persian, Pushtu, Russian, Sinhala, Swahili, Thai, Tibetan and English and rest are Hindi, Tamil, Telugu, Bengali, Gujarati, Punjabi, Sindhi and Urdu.

4.9.2. The broadcast comprises News Bulletins, Commentaries and Current Events and Review of the Indian Press, besides, Newsreel, Magazine programme on sports and literature, Talks and discussions on socio-economic, political, historical, scientific and cultural subjects, features on developmental activities, important events and institutions, classical folk and modern music of India's diverse regions form a major part of total programme output.

4.9.3. The Urdu Services of ESD continues to project the image of a modern progressive resurgent India committed to the principles of Democracy, Socialism, International Peace and Co-existence. Human Rights Violation in Pakistan, Situation in Sindh and Indo-Pak Relations vis-a-vis Pakistan's role in Fomenting Terrorism in Jammu and Kashmir and Pakistan's role in Narcotic Drug Smuggling are also highlighted. Similarly G.O.S. (English) and Hindi services were geared to mount wide publicity for the New Economic Policy of Liberalisation giving all the details of Government schemes and incentives for the New Investment Climate in India, specially for the non-resident Indian and multinationals. On 31st May, 1994, with the commissioning of a new transmitter at Tuticorin, an additional half an hour service in Sinhala started in the morning.

4.9.4. ESD transmitters, directed to SAARC countries, West Asia, Gulf and South East Asian countries continue to carry the 9 p.m. National Bulletin in English originally meant for Home Services. ESD continues to supply recordings to music, spoken word and other programmes to about hundred countries and foreign broadcasting organisations under Cultural Exchange Programme and continues to beam U.N., News to different parts of the globe on every Saturday.

4.9.5. The Division brings out independently a monthly programme journal "India Calling" in English providing advance information of the programmes. In addition, quarterly folders in important languages are also published.

Akashvani Annual Awards

4.10. All India Radio presents awards to outstanding broadcasts of every Calendar Year in different formats and subjects. These are Plays, documentaries, features, musical productions, innovative programmes, Best Farm & Home programmes, programmes on Family Welfare and for Yuva Vani. Special prizes "Lassa Kaul Award" on National Integration and 'Correspondent of the Year' for excellence in News Reporting are also awarded. There is also an award for a Special Topic Documentary. This year's subject is "the Family". An award at National level is given to the Best Choral Singing Group for a competition held for children at various regional centres. AIR also awards the Best Commercial Broadcasting Service Centre and for Technical Excellence to encourage research and development efforts besides the Best Installed and Maintained Station. AIR award scheme also honours talented producers/broadcasters for their creative efforts in these competitions.

AIR Sound Archives

4.11.1. Three hundred and fifty tapes have been added to the archives in

1994 which include archival recordings. Akashvani Sangeet Sammelan, Dr. Rajendra Prasad Memorial Lecture, Patel Memorial Lecture, etc. The Archives also supplied 459 tapes to UNDP sponsored project of AIR for refurbishing purpose. 50 music tapes and 30 tapes containing Mahatma Gandhi's Speeches for dubbing them on compact discs and 6 Tagore's poetry recitations. Programmes of national importance kept in this library include Speeches of the Presidents, Prime Ministers and other VIPs, Radio Autobiographies, Spoken Word and Music items.

4.11.2. During the year 1994, the archival recordings of various eminent musicians were released to H.M.V. and T. Series and other gramophone companies. It includes the recordings of Smt. Padmavati Saligram, Ustad Bade Ghulam Ali Khan, Smt. M.S. Subhulakshmi, Smt. Anuradha Podwal, Indrani Sen, Suman Chattopadhyaya, Sree Radhi Banerjee, Vani Jairam, Chandan Das, Arati Mukherjee, Ahmed Hussain, Mohammad Hussain, Shri Yashwant Bua Joshi, Smt. Nalini Rajurkar, Vinayak Rao Patwardhan, Pt. Narayan Rao Vyas, Pt. Rasiklal Andhariya, Pt. Amarnath Mishra, Ustad Ahmed Jhan Taairkwa, Sardar Bhai Karadgekar, Sharad Chandra Arolkar, Ustad Altaf Hussain Khan and Puja Songs recorded at Calcutta and Siliguri.

UNDP Project

4.12. This project is being run with the help of United Nations Organisation (UNO) under the supervision of P&D Unit, DG:AIR. The refurbishing labs set up by this project are equipped with the most modern technology available only in India except Japan in the Asian continent. A rare set of 55 recordings of Rabindranath Tagore has been refurbished on an experimental basis.

Transcription Unit

4.13. This Unit that preserves the recordings of public speeches of the President and Prime Minister prepared 275 transcripts, including translation of speeches during the year under review. Further, bound volumes of these speeches are also prepared by this Unit for posterity.

Programme Exchange Unit

4.14.1. The Programme Exchange Unit (PEU) Library gets good quality programmes from all stations and circulates them too. These programmes are also fed to AIR stations on satellite from time to time on all important occasions like Anniversaries, Festivals, etc. During 1994, total 275 programmes were fed for possible use by the stations. A Bi-monthly PEU Bulletin called 'VINIMAYA' has been started for exchange of programmes. 75,000 tapes of the Central Tape Bank are in circulation among 175 AIR stations and centres for exchanging programmes among them.

4.14.2. Under the Cultural Exchange Agreements, 325 programmes were received during the year 1994 from USA, Germany, South Korea, China, Netherlands, Australia, France, WHO, UN Radio and SAARC countries. These programmes are regularly circulated among AIR stations as per their requirements.

Staff Training

4.15.1. Staff Training Institute (Programmes) established in 1948 at Delhi,

imparts in-service training to the various cadres of programme staff including Administrative staff. Besides, there are 6 Regional Training Institutes at Hyderabad, Shillong, Ahmedabad, Cuttack, Thiruvananthapuram and Lucknow to cater to the Regional Radio Stations. The Institute that provides training in different management faculties and programme formats etc conducted 19 training programmes during April-November 1994.

4.15.2. The Staff Training Institute (Technical) located at Delhi caters to the training needs of All India Radio and Doordarshan engineering staff. During the year, it conducted 112 courses for the technical staff of All India Radio and Doordarshan training for over 1500 personnel. The Institute also trained engineers from Ghana Broadcasting Corporation and Bhutan Broadcasting Service during the year. In addition to induction course for ISES officers and Engineering assistants, a number of courses on various types of Radio and TV equipment were conducted. For Senior Engineers, courses like "Modern Trends in Broadcasting" and "Management Courses" were also arranged. A scheme for upgrading the Institute for new and emerging technologies in broadcasting is being executed with UNDP assistance. A production studio has also been created for producing audio-visual training packages.

Audience Research Unit

4.16.1. The Audience Research Unit caters to the research and feedback requirements of the entire network of Akashvani including the Commercial Broadcasting Service and the External Services Division. It provides data on audience size and composition, reaction of listeners on the qualitative aspects of the programmes and assessment of their impact on the target audience. This forms the basis for remedial action in programme planning and scheduling. There are 43 Audience Research Units at different AIR stations and six Mobile Units functioning at the Zonal stations viz. Delhi, Allahabad, Shillong, Bombay, Calcutta and Madras. Besides, there is a separate Unit for the Commercial Broadcasting Service located at Bombay. During the year (1994-95), Audience Research Units completed nine major surveys: Survey on Rural Development at 14 places, Survey on Yuva Vani at 5 places; Survey on IGNOU Broadcasts at 2 places, Feed Forward Study at Nagaon (Assam), Border Area Survey at Barak Valley (Assam), Survey on children's programmes at Calcutta, Survey on Serial 'Dehleez' at 9 places, Study on local Radio Station at Kota (Rajasthan) and Pretesting of School Broadcasts at 15 places.

4.16.2. Another 2 major studies viz. Survey on Feed Forward Study at Phulbani and General Listening Survey at Keonjhar (both in Orissa) are being conducted. Besides, Audience Research Units have also completed few studies on local programmes and 6 Weekly Quick Feed Back Studies on the qualitative aspects of the programmes.

Research and Development Activities

4.17.1. Research Department, All India Radio undertakes applied R&D activities in the field of Radio and TV broadcasting. Being an in house R&D department all its activities are basically centred around the actual network requirements.

4.17.2. One of the most important activities that has been completed by R&D is the development of hardware and software required for Radio Paging

Operation. This has been done as an extension of Radio Data System (RDS) which was developed by the Department earlier. After successful field listing of Radio Paging System, AIR decided to launch the Radio Paging Service utilising its 17 FM Transmitters in the first phase. This epoch making decision will usher AIR into the new era of Data Broadcasting for the first time. It is interesting that while running the Radio Paging Service through the FM Transmitter in a Sub-carrier service mode, the main radio programme on the main carrier of the Transmitter, will not be interfered with.

4.17.3. A computer based software for Score Board Display System developed earlier by the Department to cover 'Cricket' and 'Tennis' has been recently augmented to make it suitable for the coverage of other games like Volleyball, Athletics, Swimming, Badminton, Diving etc. The above coverage has saved a total amount of Rs. 70,00 lakh.

4.17.4. Research Department experimented sharing of satellite TV base band TV spectrum by additional radio programme in the injected sub-carrier mode. It was found that four different radio programmes can be accommodated in the spare spectrum capacity of each of the satellite TV channels without causing any mutual interference. Initially there were five satellite TV channels which were uplinked from Delhi. These TV channels carrying regional languages programme originated from different regional headquarters were collected in Delhi through satellite and reinserted in satellite TV channels in sub-carrier mode for country-wide distribution. This Sky Radio Service was thoroughly experimented by R&D and the service was launched by All India Radio from 1 April, 1994. This service has opened up the facilities to the multilingual population of India to receive radio programmes of excellent quality in their own language from any corner of the country.

4.17.5. A microprocessor Audio Routing Switches with 32 inputs and 32 outputs has been recently developed after a continuous effort of two years. This equipment which is a major import substitute will be the nodal item in the studio automation, which is going to come in Indian Broadcasting very soon. The switcher was commissioned in the Broadcasting House All India Radio, Bombay during the first week of October, 1994. This year, the department participated in an exhibition on "Electronic in National Development" organised by the Department of Electronics at Teen Murti House, New Delhi from 14 to 28 November, 1994. The stall was also awarded prize of merit for excellence in display of its various R&D activities.

4.17.6. Research Department of All India Radio initiated propagation study in 'I' Band using a small 3 watt Transmitter (without modulation). The results of this preliminary observation are very encouraging and in line with the observations made by other developed countries in Europe and Canada. The in-house production unit of this Department fabricated several equipment for Radio & TV network at a cost of Rs. 70 lakh approximately during the year.

4.17.7. This year's Patel Memorial Lecture was delivered by Shri Abid Hussain, Vice-Chairman, Rajiv Gandhi Foundation in Delhi on 28th October, 1994, the subject being "Vision of a good society", while Dr. Rajendra Prasad Memorial Lectures, 1994 were delivered by Dr. Vidya Niwas Mishra of Jaipur on 30th November and 1st December, 1994, the subject being "Sadhumat Aur Lokmat".

4.17.8. Ten specially produced features both in Hindi and English were on the National Network to highlight the export potential of the indigenous products that are likely to get a boost as a sequel to the Signing of GATT. These programmes are broadcast on the National Network and in various regional languages too. Twelve villages have been adopted by AIR stations in various States to monitor the progress made by them as a result of the Signing of the GATT.

4.17.9. This year the Sarva Bhasha Kavi Sammelan that is broadcast annually on the eve of Republic Day featured in 3 more languages, viz., Nepali, Konkani and Manipuri thus bringing the number of languages to 18.

4.17.10. Under Software Development Programme, two schemes - (i) specially produced rendering of Divyanama Sankeerthanam and (ii) Rabindra Sangeet - in addition to the schemes which were already launched during 1993-94 have been sanctioned under VIIIth Five Year Plan 1992-97.

4.17.11. All India Radio has been deputing officers abroad for training courses, seminars, conferences, workshops, meetings etc. in various training institutions and broadcasting organisations like AIRD, ABU, CCIR, EBU, CBA, AMIC, BONAC etc. to keep abreast of the ongoing changes/developments in various fields of Broadcasting. During the current year, 22 officers were sent on foreign deputation.

Chapter V

Doordarshan

5.1. Doordarshan, with its present network of 696 transmitting stations of various capacities, 32 programme production centres and nearly 21,000 per cent employees is one of the largest broadcasters in the world. Its signals cover 67.8 per cent of India's land area and are accessible to 85.1 per cent of the population, as on 31 January, 1995. The current financial year was a very eventful one for Doordarshan.

Network

5.2.1. of the 696 transmitting stations in the Doordarshan network, as on 22 February 1995, 670 transmitters broadcast the Primary Channel, 23 the DD Metro Channel and two broadcast the Parliament's proceedings. The 670 transmitters broadcasting the Primary Channel are split up as follows:-

(i) High Power Transmitters :	74
(ii) Low Power Transmitters :	476
(iii) Very low Power Transmitters :	100
(iv) Transposers :	20

For terrestrial transmission of DD II (Metro) channel programmes, 24 transmitters including 6 High power Transmitters are in operation in the big cities.

5.2.2. For expansion of coverage, High Power Transmitters have been commissioned at Shimla, Gangtok, Mau, Rameshwaram (interim set up) and Calicut (Interim set up). Besides, the strength of the High Power Transmitters at Bhuj has been augmented from 1 KW to 10 KW, and the power of LPT Ahmedabad for relay of Metro Channel Programmes have been augmented to HPT (10 KW, and 108 Low Power and 21 Very Low Power Transmitter; Commissioned (Appendix-VI). During the remaining period of 1994-95, High Power Transmitters are expected to be commissioned at Leh, Jaisalmer, Barmer (interim set up), Lunglei and Mokokchung. A number of additional Low Power and Very Low Power Transmitters are also expected to be commissioned.

5.2.3. For terrestrial transmission of proposed DD-III Channel service, High Power Transmitters have been installed at Delhi, Bombay, Calcutta and Madras. These transmitters are awaiting commissioning. A High Power Transmitter at Ahmedabad for relay of DD-II (Metro channel) service in replacement of the present Low Power Transmitter is expected to be commissioned. Seventy-four High Power Transmitters and 373 Low Power/Very Low Power Transmitters are presently under implementation/envisaged to be set up. With the commissioning of the above transmitters, over 92 per cent population of the country is expected to be brought under TV coverage against about 55 per cent population covered at present. Also, there would be an improvement in coverage of the areas now presently served.

5.2.4. To augment in-house production, 39 Studio/programme generation

facility projects are under implementation/proposed to be set up, as part of VIIIth Plan schemes. In addition, a National Studio Complex at Delhi, viz. DD Bhavan comprising 7 Studios of size varying from 50 sq.mts. to 425 sq.mts. and associated technical facilities housed in a 11 storeyed building is under implementation. Programme Generation facility centres at Gulbarga, Muzaffarpur and Second channel Studio at Madras have been Commissioned. Programme Generation facility centres at Raipur, Daltonganj, Port Blair and Bareilly are expected to be commissioned shortly. Installation of Programme Generation facility Centre at Jalpaiguri has been completed and that of Studio centres at Shimla, Patna (permanent), Aizawl, Itanagar and Calcutta (Second channel), are in progress and are expected to be completed shortly. Construction of buildings for the proposed programme production centres at Sambalpur and Mau has been taken up. Departmental work pertaining to expansion of TV centre at Bombay is also expected to be taken up soon.

5.2.5. A major accomplishment during 1994-95 has been the introduction of 13 new Satellite channels. These are the Primary Channel, the Metro Channel, and Regional language Channels in Malayalam, Tamil, Oriya, Bengali, Telugu, Kannada, Marathi, Gujarati, Punjabi, Kashmiri, Assamese & North-Eastern languages. Broadcasting on DD-III is currently suspended but soon it is to be restarted. Presently, three Indian Satellites, INSAT—ID, 2A and 2B are being used for the dissemination of TV services. National TV service is available over the entire network of terrestrial transmitters in conjunction with S-band transponder of INSAT ID.

5.2.6. Doordarshan International Channel was formally launched on the 14th March, 1995. The Channel is beamed from 9.00 a.m. to 12.00 noon (IST) from Monday to Friday through a transponder on the Asiasat-I satellite, and can be seen in nearly 40 Asian countries including SAARC countries, Gulf countries, Central Asian Republics and countries in West Asia and South East Asia. Though the Channel is primarily targetted to the non-resident Indians, located in these regions, other viewers in this footprint area are also expected to find the channel of substantial entertainment and information value. The programme mix comprises News, Business News, Current Affairs, film-based programmes, Light music, Classical music and Dances, Family Serials etc. The programmes have been carefully selected keeping in view the tastes and preferences of the target audience. Further expansion of the service, both in terms of hours and areas of coverage, is under consideration.

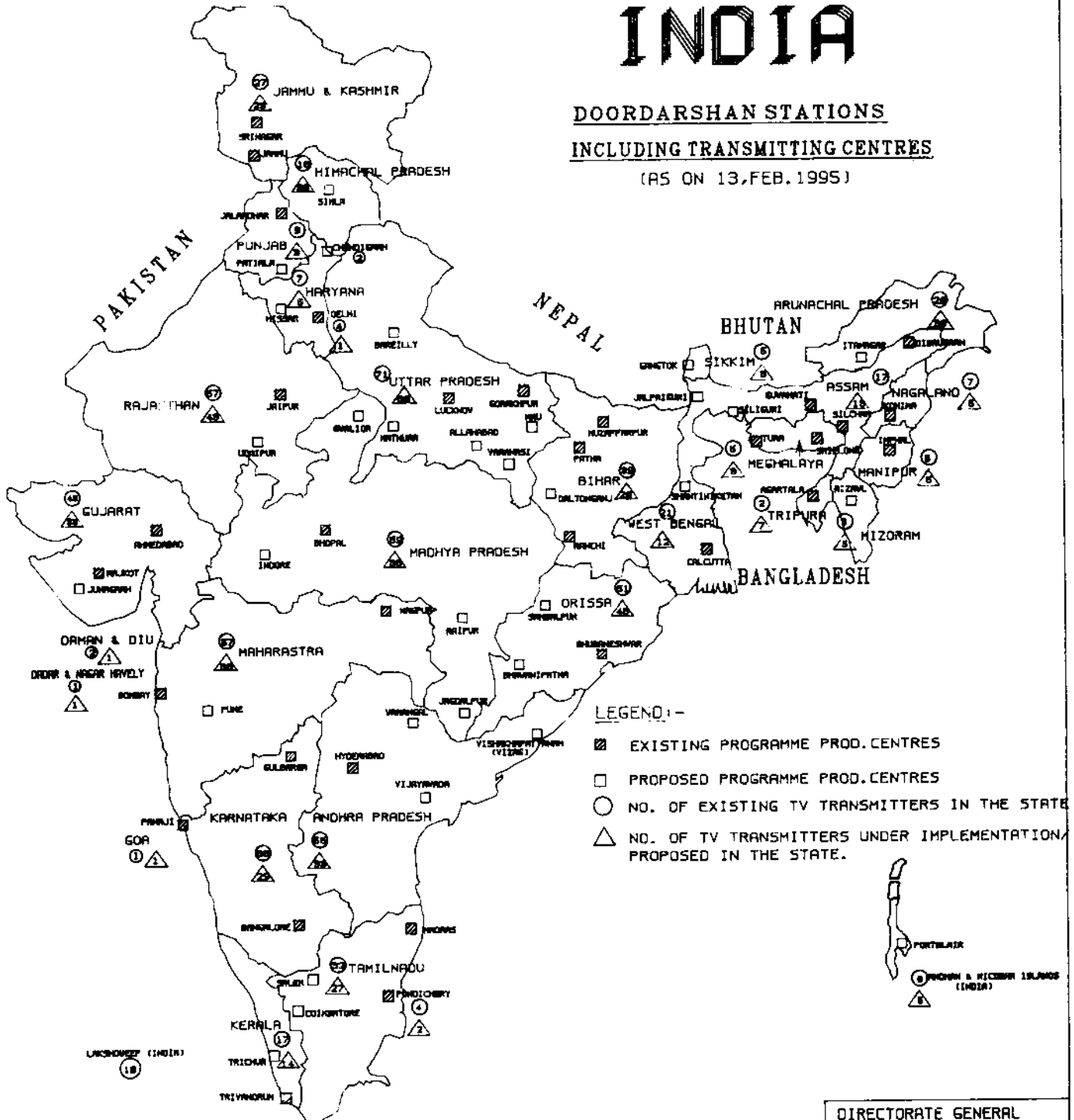
5.2.7. Satellite based regional services are being started/planned to be started in the states of Madhya Pradesh, Rajasthan, Punjab, Jammu & Kashmir, Himachal Pradesh and Bihar. The various transmitters in the above states are being linked to the respective main stations, in the States. Via satellite for relay of Regional Service Programmes.

5.2.8. In addition, an experimental scheme of transmission of 5 programme channels through single transponder using digital compression technique is being taken up. The INSAT-2C Satellite is likely to be operationalised during the later half of 1995. Two nos. of C-Band transponders of wider beam coverage, two nos. of XC-band transponder and one no. of KU-band transponder would be available to Doordarshan in the above satellite. These are planned for dissemination of additional services.

INDIA

DOORDARSHAN STATIONS INCLUDING TRANSMITTING CENTRES

(AS ON 13.FEB.1995)



LEGEND:-

- ▨ EXISTING PROGRAMME PROD. CENTRES
- PROPOSED PROGRAMME PROD. CENTRES
- NO. OF EXISTING TV TRANSMITTERS IN THE STATE
- △ NO. OF TV TRANSMITTERS UNDER IMPLEMENTATION/ PROPOSED IN THE STATE.

DIRECTORATE GENERAL
DOORDARSHAN NEW DELHI
DRG. NO. W55-124

Programming

5.3.1. The National Programme is available in all parts of the country from 8.30 p.m. to 12.00 midnight. The transmission is extended beyond 12.00 midnight to accommodate telecast of films on Fridays and Saturdays, and occasionally for programmes for topical interest. The National Programme has a one hour Entertainment Prime Time slot from 9.00 p.m to 10.00 p.m. It consists of serials both in Hindi and English, Science Magazines, Cultural Magazines, Quiz, Film Based Programmes and similar other programmes of popular interest. The National Programme also includes News and Current Affairs both in Hindi and English. The National Programme of Music and Dance, documentaries, telefilms, teleplays, ballets, programmes on the New Economic Policy, Communal Harmony, National Integration, Family Welfare, Environment and Development. It also includes light music, TV shows, folk music/dance, Kavi sammelan, Mushaira etc. When the Parliament is in session 'Sansad Samachar' and 'Today in Parliament' are telecast at 9.45 p.m. and 10.45 p.m. respectively on week days.

5.3.2. The morning transmission of the network starts at 5.55 a.m and generally goes upto 9.00 a.m and also includes lighter vein programmes, serials of shorter duration, interviews with personalities, short documentaries, health hints, music, cartoons, film music, economic magazine and programmes on current issues. It also has two News Bulletins in Hindi and English at 7.00 a.m and 8.10 a.m. respectively, apart from Business News at 8.20 am and one edition of World News at 8.30 a.m. On the days when Parliament is in session, 'Question Hour' recordings are telecast under the title 'Yesterday in Parliament' for one hour at 7.10 a.m. On Sunday from 8.30 a.m. to 9.00 a.m, Regional Kendras telecast their programmes. Network programmes from 9.00 a.m. to 12.00 noon consist of serials, animated series/serials, and music/dance concerts.

5.3.3. The afternoon transmission of the network is from 1.00 p.m. to 5.00 p.m. from Monday to Saturday starting with the UGC programme. On Sundays it has News for the Hearing Impaired at 1.00 p.m and Sanskrit News at 1.15 p.m. followed by a feature film in a regional language. The main purpose of the afternoon transmission is to cater to the needs of children, women, and senior citizens who are generally available at home during this time. On Tuesdays, a feature film in Hindi is telecast at 2.20 p.m. which normally goes upto 5.00 p.m.. The afternoon transmission also has two News Bulletins in Hindi and English of 10 minutes duration each at 2.00 p.m and 2.10 p.m respectively. A daily serial is aired at 2.20 p.m. from Monday to Saturday except on Tuesday.

5.3.4. The time upto 8.30 p.m. in the evening transmission of the network is earmarked for utilisation by the Kendras for their programmes in respective regional languages. Main News Bulletins in Hindi and English are telecast at 8.30 p.m. and 10.00 p.m. When the Parliament is in session, 'Sansad Samachar' is telecast at 8.45 p.m. on week-days. 'Today in Parliament' in English is telecast at 10.15 p.m. for a duration of 15 minutes.

5.3.5. Feature Films have had a prominent place in Doordarshan programming since its inception. Presently, Doordarshan telecasts on its National Network, Hindi feature films on Saturday (4.45 p.m. and Tuesday (2.10 p.m.), Blockbuster films on Friday evening (9.00 p.m.) and Regional Language feature

films on Sunday (1.30 p.m). Children's films are telecast on every fourth Tuesday of the month in the afternoon at 2.10 p.m. A Hindi feature film is telecast on Sunday evening by Delhi and relay Kendras. Regional Kendras also telecast feature films on Sunday evening at 5.30 p.m. in their respective languages. Doordarshan also telecasts selected song and dance sequences from Hindi feature films, under the title 'Chitrahaar' and 'Rangoli' and of regional language films as 'Chitramala' on the National Network. Regional Kendras also telecast film songs and dance sequences in their respective regional languages.

5.3.6. Doordarshan commissions programmes from outside producers and provides them funds under Special Software Schemes to encourage quality production and to supplement in-house productions. The programmes cover a wide range of subjects from News and Current Affairs, National Integration, Communal Harmony, Social Welfare, Democracy and Secularism, Matters of Interest to Women, Children, Youth and Senior Citizens, Science and Technology, Sports, Music and Dance, Cultural Trends in Society, Welfare of Tribals and the Socially Backward, Health, Hygiene and Family Welfare, Anniversaries, Festivals and Centenaries besides special campaigns. The programme formats include Telefilms, Serials, Feature Films, Documentaries, News Features, Field Based Programmes, Interviews, etc. After the introduction of Satellite Regional language Services, the Directors of 14 major Kendras have been advised to commission programmes in regional languages and were given enhanced financial powers to enable them to do so.

5.3.7. Under the New Sponsorship Scheme introduced by Doordarshan in 1990, a producer is required to bear the production cost of the programme, and gets Free Commercial Time to telecast advertisements etc. in lieu of the telecast fee paid to the Doordarshan as per the Approved Rate Card which is updated from time to time. Out of the 400 serials approved, the pilots of 63 serials have already been approved for slotting. Some of the slotted serials are already on the air. A number of important National/International events like the Oscar 1994, Miss Universe 1994, Miss World 1994, the Greatest Fashion Show, Sporting events like the Asiad at Hiroshima, International Cricket Matches, Tennis (Wimbledon/French Open etc.) have also been telecast during the year under the sponsored category. Other than serials, single/two episode telefilms have also been telecast under sponsored category, like 'Headmaster' on the occasion of Teacher's Day 5th Sept.94.

Special Audience Programme

5.4.1. Doordarshan telecasts various programmes, serials documentaries, telefilms, spots, quickies, short films etc., to focus on the Status of Women and issues like Gender Discrimination, Dependence on the Males, Early Marriage, Unemployment and Earning of livelihood, Sexual exploitation, Atrocities on Women etc. These programmes convey messages against negative traditional values, social stigmas, customs & beliefs derogatory to women in Indian society. Some purposeful and message oriented programmes on women telecast in 1994, to popular acclaim were 'Padma', 'Padmaja', 'Pahchan', 'Adhikaar', 'Besahara', 'Ardhangini' 'Chaukhat', 'Samvedana', 'Ladies Compartment', 'Rural women of Suratgarh', 'Thangam' etc. Some programmes have been approved under commissioning scheme such as, 'Reaching for the Skies' on successful handicapped men and women, 'Women

in Politics', 'Karvetey', 'Pratham Mahila' (first women in different professions) etc.

5.4.2. Doordarshan telecasts some programmes which are primarily concerned with the Girl Child, Focussing on the Roles Attributed to Female Children in Traditional Indian Society. The message of Gender Equality is conveyed through portrayal of success stories and positive development of the Girl Child. 'Radhia Ki Bulbul', 'Daur', 'Manno', 'Rassi Ke Bal', 'Shakuntala', 'Sambhavi', 'Anubhuti', etc. are some of the films which have been telecast. These were entertaining as well as message oriented. More programmes on such themes have been approved under the commissioning scheme, such as 'Bund Kalia', 'Indu', etc. and are under production or awaiting telecasting.

5.4.3. Children's programmes are designed especially to include informative and educational messages in an entertaining way, to infuse positive values among them for their healthy mental and physical growth. Special care is taken to avoid such programmes which may negatively influence their formative minds. Serials, Cartoon Films, Animation Films, Short Telefilms etc. are produced and telecast at times when children can watch television, mostly on Saturdays and Sundays. Some noteworthy programmes telecast by Doordarshan are 'Bahadur Tom', 'Heera', 'Chandan', 'Man', 'Pinki', 'Chand-Sitare', 'Band Kaliyan', 'Jhootha Sach', 'Munna', 'Tak Dhina Dhin', etc. 'Brahmand' a series on Universe done by Prof. Narlikar was of special interest. In addition to these programmes, 'Children's films and serials supplied and sponsored by other agencies/organisations, e.g. 'Jungle Book' produced by M/s NCYP, has been telecast every Sunday on DD-II. Some programmes such as 'Football Ki Vapsi', 'Priya' etc. have been approved under the Commissioning Scheme.

5.4.4. Programmes of interest to youth are regularly produced and telecast by Doordarshan, dealing with themes like the problems of Youth, Tenets of Non-violence, Career Guidance, Projection of National and Patriotic values, Highlights of Remedial Measures for Drug Addiction and Alcoholism, Development of Scientific Temper and on general awareness etc. 'Mukti', 'Purna', etc. are some of the programmes telecast in this category. Some more programmes like 'Career Path', 'Spice', 'Break Free', 'Kitty', 'Neev' etc. are under production.

5.4.5. In order to make the masses aware about the need to protect Environment, Doordarshan has approved some programmes under the commissioning scheme on the subject. These are 'Living on the edge', 'Aaj Bhi Khare Hain Talaab', 'Forest of India', 'Prayas', 'Nature Plus' and 'Save Bhitarkanika'. An environment Magazine 'Living on the Edge' is being telecast on a weekly basis and is very well received by the viewers.

5.4.6. To aid the National Programme launched by the Government to prevent and control the dreaded disease AIDS, a sum of Rs.176 lakh has been allocated by the Ministry of Health & Family Welfare to Doordarshan to mount programmes on themes like Safer Sex Norms, Blood Safety, AIDS Awareness, Counselling etc.

5.4.7. To create awareness about the population problem and to promote the Small Family Norm, Doordarshan has been telecasting a number of programmes on the subject, with the financial aid of the Ministry of Health & Family Welfare. 'Dhuri', 'Nai Rah Par', 'Musafir Jayega Kahan', 'Utpeedan'

etc. are some of the programmes already telecast. Many programmes have been approved: e.g. 'Bhagwan Ki Den', 'Mahapap', 'Anushree', 'Nazma', 'Bhor', 'Astha', 'Kuch to Naya Karo', 'Sailab', etc. Besides, regular spots on the Family Welfare theme are being telecast on National Network (9.00 p.m.) and Delhi/ LPTs (7.30 p.m.).

5.4.8. To create positive feeling towards handicapped persons and to encourage disabled to live with confidence and determination. Doordarshan telecasts programmes specially produced for this. Some programmes, 'Hamari Beti', 'Mere Ang Tere Sang', 'Baisakhiyan', etc. have been telecast in 1994.

5.4.9. Doordarshan continues to telecast the Education TV service for Primary School Children. The programmes are prepared by the CIET (Central Institute of Educational Technology) and SIETs (State Institute of Educational Technology). The duration of each programme has been increased from 45 minutes to 60 minutes. The ETV programmes which are not syllabus oriented, primarily cover all the topics and themes of common interest at information levels. The thrust of these programmes is to emphasise direct teaching, moving away from curriculum oriented approach and aim at the reduction of load in the class room. School TV programmes are syllabus oriented and are prepared by various Doordarshan Kendras in consultation with educational authorities. For University Students, Doordarshan continues to telecast the one hour General Enrichment Programme on Higher Education supplied by the UGC. The Indira Gandhi National Open University's educational programmes too are telecast by Doordarshan.

5.4.10. Developments made in the field of science are covered by Doordarshan regularly. 'Turning Point', A Science Magazine is being telecast every week and has been received very well by the audience, as revealed by Audience Research surveys of Doordarshan. This programme was honoured with Prestigious International Award, the Grand Prix Jules Verne at France in October 1994. The programme covers subjects of Environment, New Break-throughs in different fields of Science/Technology and Application of Technology in Day-to-Day Life. The programme produced in consultation with eminent scientists focuses on Science and Technology in India. Another Programme entitled 'Kyon Aur Kaise' is being telecast once in a month. Apart from this, Regional Kendras of Doordarshan are also producing science programmes on fortnightly and monthly basis. 'Quest' and 'Science Quiz' are produced by DDK, Calcutta. Doordarshan is now getting 10 regional language versions of 'Turning Point' produced, besides the Hindi version.

5.4.11. During 1994, it is expected that sports coverage and live telecast of Sporting Events will increase beyond 20 per cent of total programmes telecast on Doordarshan's National Network. All the major Kendras/Regional Kendras are telecasting weekly sports programmes for a duration of 30 minutes each under different titles in regional languages, as well as in Hindi/English. Major Doordarshan Kendras having 2nd channel also telecast sports programmes in their regional languages while smaller Kendras are telecasting sports programmes once a month/fortnightly basis.

5.4.12. During 1994, Doordarshan provided live coverages of various National and International Sporting Events like all Davis Cup Tennis Matches featuring India, the French Open, U.S. Open and Wimbledon Tennis Tournaments, The Four Nation Cricket Tournament in Sri Lanka, the Australasia Cup Cricket

Tournament at Sharjah, and the India-West Indies, India - Sri Lanka and the India-Australia Women's Cricket Series. Doordarshan telecast all 52 matches of the World Cup Hockey at Sydney and the commonwealth and Goodwill Games 1994. International games held in India like the Rajiv Gandhi International Gold Cup Football, the Commonwealth Table Tennis Championship, and the World Chess Championship, all at Hyderabad, the Asian Beach Volleyball Tournament at Madras, Junior Asian Rowing Championship, Chandigarh, the International Kabaddi Tournament, Vijayawada and the Asia Pacific Swimming Championship at New Delhi all received prominent coverage.

5.4.13. Doordarshan covered all the National championships of different sports either live or on deferred basis depending on the available time slots. Different sports like Golf, Billiards, Snooker, Squash, Volleyball, Football, Judo, Polo, Archery, Kabaddi, Kho-kho, Mulkhamb, Tennis, Table Tennis etc. were covered. Important National Events like National Games 1994 at Pune and North-East Sports Festival, Guwahati were also covered live on National Network. Indigenous Sports like kho-kho, Archery, Kabaddi and Mulkhamb, were given due emphasis.

5.4.14. Of the events covered and the programmes telecast on Sports, it was always the endeavour of Doordarshan to earn revenue by having as many programmes telecast on sponsorship basis.

5.4.15. In addition to the live coverage of Sporting Events, the following events were also covered live.

1. Rath Yatra of Puri
2. Performance of Israel Philharmonic Orchestra conducted by Zubin Mehta
3. Question Hour of Parliament from 11.00 a.m. to 12.00 noon.
4. Inauguration of International Film Festival 1995 at Bombay.

DD-2 (Metro Channel)

5.5.1. The Metro hour scheme was introduced by Doordarshan as a pilot scheme on 26th January, 1993. In this scheme, one hour in the Second Channel of Doordarshan in all the four metros was earmarked for allotment of time slots to private parties to offer entertainment programmes (own production/sourced programme) for telecast. The time set aside for the purpose was from 8.00 p.m. to 9.00 p.m. daily in two half-hour slots.

5.5.2. From 1st of April, 1993, Doordarshan extended the entertainment slot by another one hour, i.e. from 8.00 p.m. to 10.00 p.m. From 15th of August, 1993 Metro networking was expanded and a morning transmission from 7.00 a.m. to 10.00 a.m. and evening transmission from 2.00 p.m. to 12.00 midnight was introduced. With the introduction of Regional Satellite Channels on 2nd October, 1993, Metro Entertainment Channel was identified as DD-2 and has now come to be recognised as a Channel which provides a variety of programmes aimed at entertaining the viewers.

5.5.3. Early morning on the Metro Channel is devoted to programmes on Environment and the Animal Kingdom for Children, Devotional Music, Fitness Programmes, Information on Stock Market and a Breakfast Show which, besides providing wholesome entertainment, carries information of topical interest to the public. A programme on Job Opportunities has also been included thrice a week in the Morning Transmission.

5.5.4. Afternoon Transmission starts with a two hour Single Metro Programme. This time chunk is provided to Metro Kendras for telecast of their regional language programmes separately. From 2.00 p.m. onwards, the Metro Network starts. At 10.00 p.m. a chunk of 40 minutes has been kept for Single Metro telecast where Serials and News Bulletins in the Regional languages are telecast. Networking is resumed at 10.40 p.m. and continues till 12.00 midnight. On an average 10 hours of programmes are put out on DD-2 daily between 2.30 p.m. to 12.00 midnight

5.5.5. The Fixed Point Chart has been devised in such a manner that viewers are provided with the widest possible choice of entertainment programmes. While devising the Fixed Point Chart of the channel, the attempt has been made to identify and schedule programmes keeping in mind the interests of the audience segment most likely to be watching television at that point of time. Family serials are telecast in the afternoon and children programmes in the early evening hours. Recently, two and a half hours of MTV programmes have been introduced between 4.30 p.m. and 7.00 p.m.. Prime time, when maximum audience is available carries programmes appealing to all segments of people; Soaps, Sitcoms, News Magazines, Fashion Shows, Game Shows, Quiz, Detective Serials and film based programmes are included. Feature Films in Hindi are telecast on Saturday and Sunday afternoons and English feature films on Fridays and Saturdays late at night. Classical music also features regularly on DD-2.

Regional Language Satellite Service

5.6.1. The Regional Languages Satellite Channels which were introduced for the first time on 1st October, 1993 have been restructured from 15th August, 1994. Now each major language has a separate Satellite Channel telecasting programmes for 7 to 13 hours daily and these programmes can be received in any part of the country with the help of a dish antenna. For example, a person with mother tongue Tamil living in any part of the country can receive Tamil programmes which are telecast from Madras. The new arrangement from 15th August, 1994 allots a separate transponder for each channel and the programmes are uplinked from the State Capitals. There are separate channels as under:-

DD-4	-	Malayalam
DD-5	-	Tamil
DD-6	-	Oriya
DD-7	-	Bengali
DD-8	-	Telugu
DD-9	-	Kannada
DD-10	-	Marathi
DD-11	-	Gujarati
DD-12	-	Punjabi & Kashmiri
DD-13	-	Assamese & N.E. Languages

5.6.2. A new Channel for Bihar in Maithili and Bhojpuri is expected to come on air as on 1 January, 1995. For Punjabi & Kashmiri, there is a single transponder and the uplinking is from Pitampura, Delhi only. Each of these Channels except the one for North-East (DD-13) uses transponder of INSAT-2B. In this arrangement, a single dish directed towards INSAT-2B can receive the programmes of all the channels at any place in India.

Commercial Service

5.7.1. Commercials were introduced on Doordarshan in 1976. Besides the National Network, Spots and Sponsored programmes are telecast from 16 Kendras. These are (1) Delhi Channel 1 and 11 (2) Calcutta Channel I and II (3) Madras Channel I and II (4) Bombay Channel I and II (5) Hyderabad (6) Bangalore (7) Jalandhar (8) Lucknow (9) Srinagar (10) Thiruvananthapuram (11) Ahmedabad (12) Jaipur (13) Bhopal (14) Bhubaneshwar (15) Regional Language Satellite Channels (16) Metro Channel.

5.7.2. Doordarshan Commercial Service at Delhi accepts bookings for National Network Satellite Channels and all Regional Kendras. The sponsorship of Doordarshan programmes for Regional Kendras are also handled by Doordarshan Commercial Service. Facilities are also available at Doordarshan Kendras to accept bookings of spots and sponsorship with programmes of their own Kendras. Normally, advertisements in Hindi and English are telecast from the National Network while advertisements in Regional languages are telecast from the Kendras.

5.7.3. Doordarshan telecasts advertisements for goods and services, but the acceptance of advertisements is governed by a Comprehensive Code for Commercial Advertising. Advertisements of cigarettes, tobacco products, liquor, wine and other intoxicants, jewellery, pan masala etc. are not accepted.

5.7.4. There has been a steady increase in the earnings of Doordarshan through commercials. For ready reference the figures of gross revenue for the last five years are given below:-

Year	Gross Revenue Collection (in crores)
1990-91	253.85
1991-92	300.61
1992-93	360.23
1993-94	372.98
1994-95	380.00 (Target)

Programme Marketing and Acquisition

5.8.1. To cater to the increasing demands for Indian programmes on the Foreign Networks and to ensure greater exposure to Indian creative talent world-wide. Doordarshan has a Marketing Unit. This Unit is also earning foreign exchange through sale of programmes. Marketing is being done through circulation of attractive brochures, visits to important TV Festivals and Market Meets and interaction with Prospective Buyers. So far, Doordarshan has sold programmes including Feature Films and Serials, Classical Music and Dance, Documentaries, Sports, News clips etc. to TV Networks in U.K., France, Netherlands, Australia, Italy, Singapore, Belgium, Sri Lanka, Holland, Mauritius, and the Gulf Countries and to Cable Networks in U.K., U.S.A., and Canada.

5.8.2. Other activities of the Unit include acquisition of foreign programmes and co-productions with foreign networks. The recently completed production 'Bodhidharma' highlights the ancient cultural ties between the two great civilizations—India and China

Programme Advisory Committee

5.9.1. With the objective of getting the advice of experts in various fields, Programme Advisory Committees have been set up at Doordarshan Kendras at Delhi, Calcutta, Bombay, Madras, Bangalore, Thiruvananthapuram, Srinagar, Jalandhar, Cuttack (Bhubaneswar), Jaipur, Guwahati, Lucknow, Ahmedabad and Hyderabad. Experts are drawn from various disciplines and interest groups from the fields of dance, folk art and culture, women's and children's welfare, youth welfare, social welfare, science, humour, film/theatre, sports, literature, scheduled castes/tribes, linguistic minorities (with reference to language of programme production by the Kendra). The nomination of these experts as non official members is made in consultation with the Information Department of the concerned States. The Programme Advisory Committee provides valuable advice to the Kendras on the programme requirements of the region. It reviews the programmes telecast and also makes suggestions for improvement in programmes and on the matters concerning planning and production of programmes. In addition, Doordarshan Kendras are also associated with the Inter Media Publicity Coordination Committees to coordinate programmes with the different media units in the States and monitor their progress.

Audience Research

5.10.1. The main function of Audience Research Unit of Doordarshan is to give feedback to programme planners and producers so that information, education and entertainment could be communicated to the audience at different levels of understanding in the most effective and efficient way. Audience Research gives ratings to programmes telecast on the National Network and the major Regional networks on a weekly basis, based on diaries received from panels constituted in 30 cities. The members of the panels are selected in 30 cities. The members of the panels are selected in such a way that they represent a cross-section of the viewing public of the cities. These ratings are published in the major newspapers.

5.10.2. The Audience Research Unit also serves as a data bank to the Directorate General : Doordarshan and the Kendras. The units in the various Kendras bring out annual compilations of statistics about the activities of the Kendras. 'Doordarshan' 94, which gives at one glance all information about media situation in the country with special focus on Doordarshan, was published by the Audience Research Unit this year.

5.10.3. The Audience Research Unit is also involved in analysing voluntary feedback received in the form of letters from viewers, Comments in the Press etc. Most of the Doordarshan Kendras receive thousands of letters from viewers every month. The Audience Research Unit is also interacting with Universities, Research Organisations, Market Research Agencies etc. and monitoring the research done by them on the media.

Lok Seva Sanchar Parishad

5.11.1. The Council for Public Service Communication (Lok Seva Sanchar Parishad) was set up with a view to promote the production of quickies, short films and messages on issues of public importance like National Integration, Environment/ Consumer Awareness and Drug Abuse. The Council is non-official body where all the members offer their services voluntarily. The cost for the preparation of the programmes/quickies is generally met by the

advertisers through the Indian Society of Advertisers. The creative inputs and technical supervision is done by the advertising agency free of cost. Doordarshan telecasts these messages without charge.

5.11.2. A number of quickies have been telecast under the logo of the Lok Seva Sanchar Parishad. They are 'Torch Capsule', 'Freedom Run', 'Gandhiji', 'Help the Municipality, Help You', 'Anti Burns', 'Water Conservation', 'One Tune (Ek Sur)', 'Helmet Safety', 'National Anthem', 'Ragadesh', 'Stick Unity', 'Car Accident', etc. There are several other quickies which are in the pipeline and would be telecast soon. The Parishad is launching a Campaign on 'Social Responsibility' shortly. The emphasis would be on good civic behaviour, courtesy and team work.

Central Production Centre

5.12.1. In order to encourage highly professional productions, Doordarshan has set up the Central Production Centre (CPC) in the Asiad Village Complex, New Delhi. CPC has the state of art equipment, comparable to international standards. It has two large studios, each with an area of 400 sq.m. and fitted with computer-aided cameras, Light Control System, Audio Control System with Digital Reverberation Unit and Digital Video effects. Other facilities include Betacam and one-inch B-format recorders for field coverages, CCD telecine, infrared communication with Studio-floors, Quantel Paint Box for Videographics and Digital Library System for electronic storage and retrieval of stills. The post-production facilities are also elaborate and have multi-source editing capability, using the latest techniques.

5.12.2. During 1994, CPC recorded several episodes of six serials; a quiz show called 'Time Machine'; 'Question Forum', A Programme of Current Affairs with invited audiences; 'Dawat' a recipe show and several special features on occasions like World Theatre Day and Diwali. CPC contributed a large number of programmes for children including puppet shows, plays, musical features etc.

News and Current Affairs

5.13.1. Doordarshan News telecasts eleven News Bulletins from headquarters in Delhi. Five of the National News Bulletins are in Hindi, five in English and one in Urdu. Of the five Hindi News Bulletins, one is a Regional Bulletin and one gives headlines at the end of transmission. One of the five News Bulletins in English, exclusively concentrates on International Developments. Except for the Regional Bulletin in Hindi, which can be picked up by LPTs, the other Bulletins telecast from Delhi are relayed by all Regional Kendras, thus covering the entire country. An Urdu News Bulletin is also telecast from Delhi at 2.20 p.m. for 10 minutes, on the Metro Channel.

5.13.2. There are two weekly News Bulletins telecast on Sundays. One of these is meant specially for the Hearing Impaired and is telecast in sign language at 1.00 p.m. for 15 minutes. The other in Sanskrit was started recently on 20th August, 1994 and is telecast at 1.15 p.m. for 10 minutes. There is also a weekly 'Samachar Diary' telecast on Mondays which has recently been reformatted to include News items from J&K and the North-East.

5.13.3. Major events covered by Doordarshan News since April, 1994 include the elections in the four States of Andhra Pradesh, Karnataka, Sikkim and Goa, the President's visit to China and South Africa and Prime Minister's visit to the United States, Russia, Vietnam and Singapore. The outbreak of Plague and its control in Surat, the Collision of Planet Jupiter with a Comet, the Supreme Court's judgement in the Ayodhya Case, the Signing of the GATT Agreement by India, Prithvi launch, PSLV test flight, the withdrawal of Pakistan's Human Rights in Kashmir Resolution at the International Human Rights Conference. The International Conference on Education for All, the G-15 Meet, the Role of Indian Peace Keeping Troops in Somalia, the Repatriation of the Chakma Refugees, the Issue of Identity Cards to Voters, the World Cup Football Tournament, Davis Cup Matches, Wimbledon Tennis, India's victory in the Four-Nation Cricket Tournament in Sri Lanka. Asian Games in Hiroshima in Japan and the Flood Situation in different parts of the country were other events which were highlighted in the News Bulletins.

5.13.4. During the Prime Minister's visit to United States, special arrangements were made for live telecast of the Prime Minister's Address to the Senate and Congress of U.S. in Washington. The Press Conference addressed by U.S. President Bill Clinton and the Prime Minister Narasimha Rao was also telecast live. During the Prime Minister's visit to Singapore, his address to the business community was telecast live. A significant coverage by Doordarshan was the live telecast of the installation of New Non-Racist Government in South Africa. This was attended by the Vice President.

5.13.5. During elections in the four States of Andhra Pradesh, Karnataka, Sikkim and Goa, elaborate arrangements were made to give the latest results over Doordarshan by broadcasting Special Bulletins and live reports from OB vans placed in different regions. Election Analysis was given not only from Delhi but also from Regional Kendras for the first time. The Elections at Sikkim were covered through SNG live for the first time.

5.13.6. During the year 1994, several significant improvements were made in News Bulletins to provide prompt and extensive information about latest developments. The duration of the main English and Hindi Bulletins in the evening at 8.30 p.m. and 10.00 p.m. have been increased to 30 minutes. A new format has been adopted in which specific chunks are reserved for News, Business News, News from the States, Art & Culture, Sports and Weather. From 30 per cent, the visual content of TV News has gone up to 60 per cent. The Hindi and English News bulletins are now called 'Samachar Parikrama' and 'News at 10'. However, during the days Parliament is in session, the Samachar Parikrama and the 'News at 10' are of 15 minutes duration and the Parliament News is given in the remaining 15 minutes. From the Monsoon Session onwards, DD news is now telecasting all Parliament Proceedings live till the end of the day using two LPTs. Another major development is the introduction of a 10 minute English News Bulletin at 7.45 p.m. for the benefit of the viewers in North-East. This is telecast by almost all the Doordarshan Low Power Transmitters. Apart from major developments of the day, the News Bulletins concentrate on the events pertaining to North-East.

5.13.7. Doordarshan News has also laid special emphasis on the training of News Personnel. Thompson Foundation, Cardiff, U.K. was invited to organise

a training programme for Doordarshan News Personnel. A ten day workshop was conducted in News Production and Production Costing at the Indian Institute of Mass Communication (IIMC) by three faculty members of Thompson Foundation. Training programmes were organised for Doordarshan News Personnel in North and North-East, at Shimla and Shillong by the Indian Institute of Mass Communication (IIMC). The Institute also conducted a training programme in Current Affairs. A training programme was organised for the newly empanelled News Readers. Doordarshan News organised an International Conference of AVN countries, in New Delhi in which representatives from Malaysia, Bangladesh, China, Indonesia, Iran, Japan, Brunei, Singapore and Sri Lanka took part.

5.13.8. A major computerisation project is being implemented for the automation of the Newsroom including on-line news editing and computerisation of the News Tape Library. A special Sub-Control Master Switch Room was set up for News which now allows DD News to receive feeds/record from all News originating Kendras. Facility to record three different feeds has been installed.

5.13.9. In the Current Affairs section, several series of programmes have been introduced like World Report, 'The Chat Show', 'Lens Eye', In Conversation, Affairs of State, Beech Behas Mein, and Perceptions. While some of these were magazine programmes, others were an indepth investigations of single issues. The ongoing programmes like Parakh, Surabhi, The Eye witness Current Affairs, the World This Week, Hello Zindagi, India, This Week, and Newswatch were given a fresh look. Among the "inhouse" productions, the Question Forum and What's Wrong with DD became popular.

5.13.10 On special occasions, several programmes were mounted to cover national and international events, like Jupiter-Levy collision, the exposition of the sacred relics of St. John Xavier at Goa, the Budget, live telecast of Question Hour in Parliament and the Voters Awareness Campaign. Emphasis on business and economic programmes continued through the telecast of sponsored business programmes like 'Business Baatein', 'Business A.M.', 'This Morning's Business', and 'Business Breakfast'. Efforts were made to explain GATT to commoners. A new series of developmental programmes, Simatti Doorriyan, was introduced. Over 40 programmes were telecast in eleven Indian languages during the year. 'Kashmir Folio', 'North-East File' and 'Kashmir File' were introduced to provide extensive coverage to Kashmir and the North-East.

Chapter VI

Films

Films Division

6.1.1. The story of the Films Division is synchronous with the eventful years of the country since Independence. Over the last 46 years, the Division has been motivating the Indian public to enlist their active participation in nation-building activities. In the process, the Division has made significant contribution to the growth and development of the Documentary Film Movement in the country.

6.1.2. The Division produces Documentaries, News Magazines and Featurettes. It caters to over 12,907 cinema theatres all over the country, non-theatrical circuits like units of the Directorate of Field Publicity, mobile units of the State governments, Doordarshan, field units of the Department of Family Welfare, Educational Institutions and Voluntary Organisations. The Documentaries and Newsreels of State governments are also featured in the Division's releases on the theatrical circuit. The Division also sells prints, stock shots, video cassettes and distribution rights of Documentaries and Featurettes in India and abroad.

6.1.3. By organising the three International Film Festivals for Documentary and Short Films at Bombay in March 1990, February 1992 and February 1994, the Division has emerged as a powerful force behind the Documentary Film movement in the world.

6.1.4. The aims and objectives of the Division focussed on the national perspective are to educate and motivate the people towards enlisting their active support and participation 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 to foster the growth of the Documentary Film—this is of immense significance to India in the field of national information, communication and integration.

6.1.5. The Films Division is broadly divided into four wings, viz., (1) Production (2) Distribution (3) International Documentary and Short Film Festival and (4) Administration

Production Wing

6.2.1. In addition to the headquarters at Bombay, three production centres of the Division are located at Bangalore, Calcutta and Delhi. The production wing consists of four major sections. (i) Documentary Films, (ii) News Magazines (iii) Short Feature Films specially designed for rural audience and (iv) Animation Films.

6.2.2. The Division produced through its own Directors and Producers nearly 60 per cent of the films on its annual production programme. The Documentaries range in theme and topic from agriculture to Art and architecture, from industry to the international scene, from food to festivals, from health care

to housing, from science and technology to sports, from trade and commerce to transport, from tribal welfare to community development and cooperation. In short, it encompasses all spheres of human activity and endeavour.

6.2.3. Normally, the Division reserves about 40 per cent of its production schedule for allotment to independent film makers in various centres 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.

6.2.4. The Newsreel Wing is headed by a Joint Chief Producer assisted by Directors, Newsreel Officers and Assistant Newsreel Officers, forming a network embracing the main cities and towns including State and Union Territory Capitals. The coverages go into the making of the fortnightly News Magazines and also in the compilation of archival material.

6.2.5. The Cartoon Film Unit of the Division has gained distinction through a steady output of Animation Films which have won outstanding recognition all over the world. The unit also prepares animation sequences for the Documentaries and News Magazines and is now equipped for production of puppet films.

6.2.6. The Commentary Section looks after the dubbing of Films and News Magazines into 14 Indian languages, and into foreign languages, whenever required, from the basic version in English or Hindi.

6.2.7. The Delhi unit of the Division has the responsibility of producing instructional and motivational Films for the Ministry of Agriculture, Ministry of Defence and the Department of Family Welfare.

6.2.8. The Regional Offices of the Films Division at Calcutta and Bangalore produce rural-oriented Featurrettes in 16mm of about an hour's duration. These socially relevant films are based on a story-line to spread the message of social and national issues such as Family Welfare and Communal Harmony, and to project and focus on such evils as Dowry, Bonded Labour, Untouchability etc.

6.2.9. These productions in Tamil, Telugu, Kannada, Malayalam, Bengali, Assamese, Oriya and several dialects of the North-Eastern region and Southern Region, make use of local talent for script writing and acting to maintain the flavour of the language and region. Such productions have made their impact by gaining a closer identification of the rural masses with the projects and schemes designed to bring social and economic justice to the people, while, at the same time, improving the prospects for their future. Now this scheme has been extended to making films in northern and western regional languages and dialects.

Distribution Wing

6.3.1. The Distribution Wing of the Films Division has branch offices in the ratio of one branch to 1500 cinema houses. At present, there are 10 distribution branch offices located at Bangalore, Bombay, Calcutta, Hyderabad, Lucknow, Madras, Madurai, Nagpur, Thiruvananthapuram and Vijayawada. In 1994, the

Division covered 12,907 cinema houses spread all over the country with an audience of about nine to ten crore per week.

6.3.2. The Division also supplies prints to the 16 mm mobile units of the Directorate of Field Publicity and the Departments of Central as well as State governments. On a rough basis, the number of people covered by these units is estimated to be around 4 to 5 crores every week. In addition, the Documentary Films of the Films Division are also being telecast on the national as well as regional networks of Doordarshan. During April to November 1994, 8 films produced by the Division were released to Doordarshan for telecasting. Educational institutions and many other social organisations all over the country also borrow Films from the Division from the libraries maintained in the distribution branch offices

6.3.3. Video cassettes of the Division's Films are also sold to Railways, Public Sector Undertakings, Central and State government Departments, Educational Institutions and Private Parties for non-commercial use. During April to November 1994, 756 cassettes were sold for non-commercial use.

6.3.4 The External Publicity Division of the Ministry of External Affairs distributes prints of selected films of the Division to the Indian Missions abroad. The National Films Development Corporation Ltd, and private agencies also arrange for the 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 and Short Film Festival

6.4. The Films Division has been entrusted with the task of organising the Bombay International Film Festival for Documentary, Short and Animation Films. It is a biennial event. The first BIFF was held in March, 1990, the second in February 1992, and the 3rd from 1-7 February 1994.

Administration Wing

6.5 The Administration Wing provides the necessary facilities like finance, personnel, stores and equipment to other wings of the Division. It is responsible for all matters relating to establishment, stores, accounts, factory management and general administration. It is directly under the Director of Administration who is assisted by (i) An Administrative Officer in matters relating to personnel management, purchase and supply of raw films, cinematographic equipment and accessories, vigilance and security (ii) Internal Financial Advisor in the matters of finance and accounts; and (iii) Deputy Director (cost) in matters of cost accounting.

Performance

6.6.1. During April to November 1994 the Division produced 16 News Magazines and 29 Documentaries/Short Featurette Films (79 reels). Out of this, 28 films (77 reels) were produced departmentally and one film (2 reels) was produced through independent producers, 3 films (5 reels) were purchased from outside producers.

6.6.2 The Division provided sustained publicity and communication support through its Documentaries, News Magazines and 16 mm Featurette Films

for important national campaigns like Communal Harmony, National Integration, Eradication of Untouchability, Family Welfare Programme etc.

6.6.3. Among the films produced by the Division for important national campaigns are (i) 'Cycle of Life' (on National Integration), (ii) 'Dastan Se Raksha' (on Diarrhoea), (iii) 'Mahila Swasthya Sangh Scheme in India' and (iv) 'Aahat' (on Child Marriage).

6.6.4. During the year, the Division completed Biographical Films on the late Shri Rajiv Gandhi and Shri Barade Ukil. A number of films on various other eminent personalities are under production.

6.6.5. Films Division produced two Special Films on GATT Agreement, namely, 'Samay Ki Maang' (on Patenting of Medicines), and 'Samay Ke Sath' (on Investment of Multinationals in India).

6.6.6. As a part of multi media campaign on Rural Development, Films Division took up six special films on the schemes being implemented by the Ministry of Rural Development for the benefit/upliftment of the rural masses. These included the themes of Panchayati Raj, Computerisation of Land Records, Safe Water, Jawahar Rozgar Yojana, Employment Assurance Scheme and IRDP as a development strategy. The Division has also undertaken two films on Watershed Management Programme.

6.6.7. The Division has been participating in various International Film Festivals. During the period upto November 1994, the Division has participated in 30 Festivals.

Revenue

6.7. During April-November 1994, the Division released 16,050 prints of Documentaries, 18 News Magazines and 18 Newsreels in the theatrical circuit. The Division also sold 85 prints and 750 video cassettes of its films for non-commercial use in India and abroad. The total revenue earned by the Division, upto 31 October 1994, amounted to Rs.424.4 lakh. This also includes Rs.5.26 lakh earned from sale of stock shots.

Directorate of Film Festivals

6.8. The Directorate of Film Festivals was set up by the Government of India under the Ministry of Information and Broadcasting in 1973, with the prime objective of promoting good cinema. Since then, the Directorate has provided a platform for the best in Indian cinema by holding the National Film Festival every year. It has also proved to be a vehicle for promoting cultural understanding and friendship at an international level. Within the country, it has made the newest trends in world cinema accessible to the general public. The activities of the Directorate of Film Festivals can be broadly classified as follows:-

- (1) Organisation of National Film Awards;
- (2) Selection of Indian Panorama Films;
- (3) Special Film programmes on behalf of Government from time to time
- (4) Print collection and documentation
- (5) Conducting and participating in Cultural Exchange Programmes in India and abroad;

- (6) Participation in International Film Festivals abroad; and
- (7) Organisation of International Film Festivals of India.

National Film Awards

6.9. The 41st National Film Festival commenced its jury screening in April 1994. The feature films jury was chaired by Dr. T. Subbarami Reddy and the non-feature jury by Shri K. Bikram Singh. Shri Khalid Mohammad was the Chairman of the committee set up to adjudge the best writing on cinema. 123 feature films, 68 non-feature films, 13 books and 20 articles were entered for the awards. The President, Dr. Shanker Dayal Sharma, as also 3 veteran Dada Saheb Phalke Award winners, Shri P. Jairaj, Shri Ashok Kumar and Dr Bhupen Hazarika gave away the awards at a ceremony held on 30 September 1994 at Vigyan Bhavan in New Delhi. The best feature film award was bagged by 'Characnar' (Bengali) directed by shri Buddhadeb Dasgupta, Shri Arunab Bhattacharjee's 'Maihar Raag' got the award for the best non-feature film. The award for the best book on cinema went to 'Naalo Nenu' (Telugu) by Dr Bhanumati Ramakrishna. Shri Pritiman Sarkar was given the best film critic award for 1993. The Dada Saheb Phalke Award for 1993 was conferred on Shri Majrooh Sultanpuri, a noted poet and film lyricist.

International Film Festival

6.10.1. The 26th International Film Festival of Indi, (IFFI'95) was held in Bombay from 10-20 January, 1995. This was a non-competitive Festival. Screenings were held in about 11 theatres in Bombay and with exclusive screenings for the Press and delegates.

6.10.2. This Festival consisted of the following sections:-

- (1) Cinema of the World;
- (2) Focus on Asian Women Directors and Focus on recent Indian Women Directors;
- (3) Retrospective Section;
- (4) Indian Panorama '95;
- (5) Mainstream Indian Cinema;
- (6) Heritage Section.

6.10.3. The Indian Panorama Section of the International Film Festival was first introduced in 1978. Since then, the selection of Indian films for this Section has been an annual feature. This year 84 feature films were entered from all over the country. Initially, 3 regional selection panels at Bombay, Calcutta and Madras shortlisted the entries which were thereafter considered by a Central panel. The Central Panel, which was chaired by Smt. Jaya Bachchan, recommended 16 feature films for inclusion in Indian Panorama '95. In the non-feature category, a total of 53 films were viewed in Delhi by a Selection Panel headed by Shri Gautam Ghose. In all, 15 non-feature films were selected. These films were screened in the Panorama Section of IFFI '95.

Film Weeks

6.11.1. Foreign Film Weeks organised in India are as follows: A Sri Lankan Film Week was organised in Delhi and Bhubaneshwar; A Syrian Film Week was conducted in Delhi, Hyderabad and Secunderabad and A Brazilian Film

Week was organised in Delhi. A two-member delegation from Syria attended the Syrian Film Week. An Italian Film Week is proposed to be held in Delhi.

6.11.2. Indian film weeks were organised in the following centres: Tel Aviv, Israel — 8 films with one member delegation; Mauritius — 6 films; Netherlands—6 films; Berlin—6 films; Ankara—6 films; Maputo—7 films; Kazakhstan—7 films; China—8 films; Denmark—8 films; Toronto—14 films; Tunis—9 films; Morocco—7 films; Sri Lanka—6 films; Ghana—6 films and Lagos—6 films. Indian film retrospectives were organised in different countries; Satyajit Ray's retrospective—Brazil; Mrinal Sen—Hong Kong; Guru Dutt—U.K.; Adoor Gopalakrishnan— New York; Shabana Azmi—Vancouver, Winnipeg, San Francisco and Washington. A special exposition of Indian films was organised at Toronto with 14 Indian films.

Activities Abroad

6.12.1. During the period January-November 1994, the Directorate participated in more than 55 International Film Festivals abroad including the Asian Festivals and Festivals focusing on Asian cinema such as Hong Kong International film Festival, Asia Pacific Film Show in Seoul, Singapore International Film Festival and Fukuoka Asian Film Festival, Japan. The Directorate also participated in well-known International Film Festivals such as Berlin, Cannes, Sydney, Karlovy Vary, San Sebastian, Flanders, Montreal, Hawaii, London, Nantes and Amiens. The Directorate sent delegations to the main International Film Festivals at Berlin and Cannes.

6.12.2. A number of Indian films and film makers made their presence felt on the international film scene by winning awards, participating as jury members or in seminars etc. Shri Amrish Puri won the best actor award in Singapore International Film Festival for the Film 'Suraj Ka Satvan Ghoda'. Film 'Moksha' was named for a special jury award at the 17th San Francisco International Film Festival. Shabana Azmi won the best actress award at Taormina Arte International Film Festival, Italy for the film 'Patang'. Film 'Sunya Theke Suru' won the second silver torch light award in Pyongyang International Film Festival. Film 'Janani' won the special award in the Karlovy Vary Film Festival. Film 'Vidheyan' won the Inter film jury award in Mannheim International Film Festival. Film 'Illyum Mullum,' won two awards, namely, prix Du Jury and Prix Des Lyceens de St. Flour in Recontres du Monde Rural Film Festival, Saint Flour, France. Film 'Shipri' won the best film award in the 14th International Festival Du film D'Amiens, France and also won the best film award in World Television Competition, Osaka along with a cash award. Shri Shekhar Kapoor served on the jury of the Montreal Film Festival. Mrs Malti Sahai, Director, Directorate of Film Festivals, served as a member of the jury at the Montreal International Student Film Festival during September 1994. Shri Shaji N.Karun, Film Director from Kerala, served as a member of the jury at the Pyongyang International Film Festival, DPR Korea. Shri Buddhadeb Dasgupta, Film Director, visited Berlin Film Festival as an official delegate and also attended the Festivals at Hawaii, Montreal etc. on the invitation of the various International Film Festivals. Shri Adoor Gopalakrishnan, Film Director, served as a member of the international jury at Hawaii International Film Festival, USA. Shri Mrinal Sen was invited by the San Sebastian Film Festival. Shri Nabyendu Chatterjee, Film Director, visited Osaka, Japan and Amiens, France, on the invitation of the Festival authorities. Shri Sanat Dasgupta, Film Director, visited Karlovy Vary Film Festival, Montreal and Cairo on the invitation of the Festival authorities.

National Centre of Films for Children and Young People

6.13.1. The National Centre of Films for Children and Young people (N'CYP) earlier known as Children's Film Society, India (CFSI) is an autonomous body under the Ministry of Information and Broadcasting. It aims to provide clean entertainment to children and young people. N'CYP has its headquarters at Bombay and zonal offices at Delhi and Madras. Smt Jaya Bachchan is presently the Chairperson of N'CYP.

6.13.2. The organisation is engaged in production of feature films, television serials, short featurettes, and short animation films. The Centre also purchases the rights of foreign films and exhibits them in India.

6.13.3. The Films produced by the Centre are entered in various National and International Film Festivals, and have won many awards. N'CYP also holds its own International Film Festival every alternate year. The next such Festival will be held in November 1995. In 1994 the Centre's films have participated in 8 International Film Festivals and won the following honours:

- (1) Laudable mention at the 20th International Children's Film Festival, Frankfurt, 1994 for the film 'Karamati Coat';
- (2) Jury award— 'The Silver Cairo' at the Fifth Cairo International Film Festival for Children for the film 'Mujhse Dosti Karoge';
- (3) V. Shantaram award for best children's film 'Mujhse Dosti Karoge'; and
- (4) Silver medal for the film 'Lavanya Preeti'.

6.13.4. The Centre also exports its films. A number of short films produced by the organisation have been telecast over the Singapore Broadcasting Corporation Network.

6.13.5. During 1994-95 the Centre has completed a Hindi feature film named 'Abhay' based on Oscar Wilde's famous novel "Canterville's Ghost". Further, 20 more episodes of the Centre's television Serial 'Potti Baba Ki' have been completed. Another T.V. Serial named 'Toys' is under production and would be completed shortly. The Centre hopes to commence production of two more feature films in this financial year.

6.13.6. The Centre has taken steps to increase its activities in the North-Eastern States of the country. A series of four festivals of films produced by N'CYP has been conducted in the tribal belts of Assam during this year. The Centre hopes to spread this activity to other States. Also, an animation workshop for children is to be conducted in Guwahati in January/February 1995. Apart from this, the Centre has held 60 Festivals of its films in various districts and proposes to hold 10 more festivals by March 1995.

6.13.7. The 9th International Film Festival for Children and Young people was held at Hyderabad between 14-23 November 1995. The programme included an animation workshop for children as well as the workshop on script writing for children's films.

National Film Archive of India (NFAI)

6.14.1. The fundamental objective of NFAI is conservation, preservation and restoration of films. High on NFAI's priorities is the preservation of films in ideal storage conditions. In spite of this, some of the old films are likely to deteriorate over the years. Such films are identified and copied before they get completely decomposed. A detailed statement of NFAI's important activities is provided in the Appendix—VIII.

6.14.2. With headquarters at Pune, NFAI has three Regional Offices at Bangalore, Calcutta and Thiruvananthapuram. Its distribution library of 16 mm films extends facilities to members throughout the country. Apart from films loaned through the library, 35 mm films are also supplied for special occasions, anniversary programmes, retrospectives etc. Regular joint screening programmes at important centres like Bangalore, Calcutta, Bombay, Hyderabad and Thiruvananthapuram expose audiences to the history of Indian cinema and the best of world cinema.

6.14.3. NFAI conducted its annual Five Week Film appreciation Course in Pune from 30 May to 2 July, 1994 and collaborated in organising Short Term Courses with the National Film Corporation of Sri Lanka, Colombo; Goethe Institute, Kathmandu, Nepal; National School of Drama, New Delhi; Madhya Pradesh Film Development Corporation, Bhopal; National Centre for Performing Arts, Bombay and Lal Bahadur Shastri Academy for Administration, Mussoorie.

6.14.4. NFAI has an excellent collection of books and periodicals on Indian and international cinema and other allied arts in the book library. A Documentation Section collects information and ancillary material on Indian cinema by way of stills, booklets, wall posters, disc records, audio tapes, film reviews, articles etc. A detailed statement of recent acquisitions by NFAI is given below:

Statement showing archival acquisition as on 31 December, 1994

Items	As on 31.12.93	Jan-Dec 1994	As on 31.12.94
Films	12,922	109	13,031
Video Cassettes	1,074	142	1,216
Books	20,935	494	21,429
Periodicals	152	(-)24	128
Bound Volumes of Periodicals	444	126	570
Scripts	21,403	-	21,403
Pre-recorded Cassettes	209	80	289
Stills	97,989	631	98,620
Wall Posters	6,410	68	6,478
Song Booklets	6,252	172	6,424
Audio Tapes (oral history)	153	-	153
Press Clippings	1,36,273	-	1,36,273
Pamphlets/Folders	7,287	96	7,312
Slides	3,236	200	3,436
Microfiche	42	-	42
Microfilms	1,957	-	1,957
Disc records	1,858	46	1,904



Shri K.P. Singh Deo, Minister of Information and Broadcasting addressing the 27th Annual Convocation of the Indian Institute of Mass Communication, New Delhi, 26 April, 1994.



Artistes of the Song and Drama Division representing various communities at the 'Sadbhavana Samaroh' organised by the Division at Dehradun to spread the message of Communal Harmony and National Integration.



A view of the 'Film Museum - A Prelude' put up by the National Film Development Corporation at Bombay on the occasion of the International Film Festival of India, 1995.



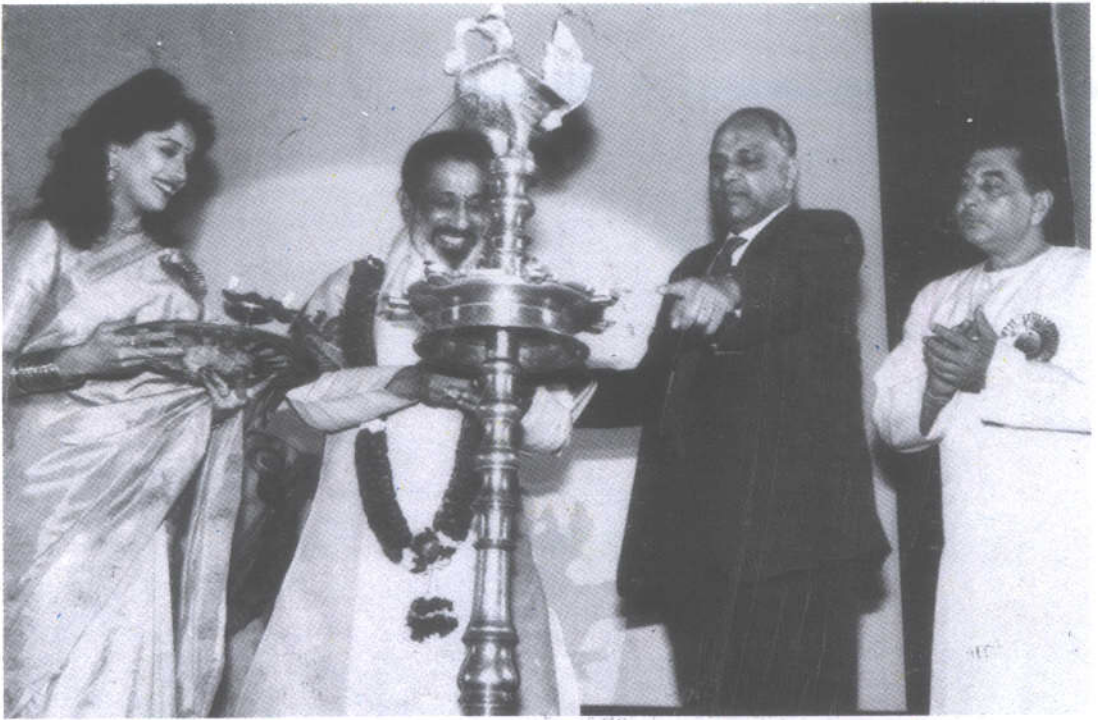
A view of the Transmitter Hall of the 4x500 KW Short Wave Transmitter of All India Radio at Bangalore which is one of the largest of its type in the world.



The Prime Minister, Shri P.V. Narasimha Rao handing over the first copy of the 100th volume of "Collected Works of Mahatma Gandhi" to Ms. Abhaben Gandhi, New Delhi, 1 October, 1994.



A Manipuri dance presentation at Guwahati by the artistes of the Song and Drama Division during the "Sadbhavana Samaroh" organised in the North-Eastern States.



Shri Sivaji Ganeshan, eminent film personality lighting the lamp at the inauguration of the International Film Festival of India, 1995 at Bombay. Shri K.P. Singh Deo, Minister of Information and Broadcasting, Shri Sharad Pawar, Chief Minister of Maharashtra and Ms. Madhuri Dixit are also present.



Participants being flagged off at the Youth Cycle Rally organised by the Directorate of Field Publicity to foster National Integration at Palakkad, Kerala on Gandhi Jayanti day.

6.14.5. NFAI has been a full member of International Federation of Film Archives (FIAPF) since May, 1969 which enables it to get expert advice and material on preservation techniques, documentation, bibliographies etc. and to exchange rare films with other archives under the Archival Exchange Programme.

6.14.6. NFAI new building complex was inaugurated in January 1994. It has a 330-seat auditorium and a 30—seat preview theatre. Weekly screenings for the Archive's Film Circle have commenced on a membership basis.

6.14.7. NFAI as the nodal agency for the Centenary of Cinema Celebrations is organising several events such as exhibitions, retrospectives and seminars during 1995-96.

Film and Television Institute of India (FTII)

6.15.1. The FTII, Pune, consists of Film Wing and Television Wing. The Film Wing offers Courses leading to a Diploma in Cinema with specialisation in (i) Direction, (ii) Cinematography, (iii) Sound Recording and Sound engineering and (iv) Film Editing. The first three courses are of three years duration, whereas the last one is of two years duration.

6.15.2. The TV Wing offers in-service training to the staff in Doordarshan. Apart from the basic course in Television production and Technical Operations, Short Term Courses are also conducted in specialised areas. It also conducts Specialised Courses and Workshops in collaboration with Asia Pacific Institute for Broadcasting Development (AIBD), Kuala Lumpur, Malaysia. The Institute is a member of Centre International de Liaison Des Ecoles de Cinema et de Television (CILECT). The faculty members and the students of the Institute regularly participate in CILECT programmes.

6.15.3. A five-week course in Film Appreciation was jointly organised by the FTII and the National Film Archive of India from 30 May to 2 July 1994. Seventy participants comprising Writers, Journalists, University Teachers, Librarians, Film Society Members and Media Officials attended the Course. The FTII also conducted a Film Appreciation Course at Colombo from 27 March to 6 April 1994 in collaboration with National Film Archive of India. To strengthen the academic input for FTII students, Workshops/Seminars are conducted with the cooperation of eminent film makers from abroad.

6.15.4. The Students' Diploma Films are entered in various National and International Film Festivals. They also won recognition in various festivals. Mention may be made of film 'Teerthayatra' by Raghunath which has been selected for Indian Panorama '95 at the 26th International Film Festival of India held at Bombay.

6.15.5. Apart from 'Film and Television Production Orientation Course' for Indian Information Service Probationers and 'Video Course' for final year Film Wing students, no regular Basic television Production and Technical Operations Course for Doordarshan staff could be held, due to renovation of the studio and replacement of airconditioning plant, equipment etc.

National Film Development Corporation

6.16.1. National Film Development Corporation Ltd. (NFDC) was established on 11 April, 1980, amalgamating the Film Finance Corporation (FFC) and

the Indian Motion Picture Export Corporation (IMPEC). The Corporation aims at bringing improvement in the quality of cinema in India and increasing its access. NFDC's activities are directed towards the realisation of these objectives.

6.16.2. NFDC promotes the concept of low-budget films. Possibly, the low-budget yet high quality film is the answer to the financial problems of film making in our country.

6.16.3. NFDC launched its programme of co-productions with the highly successful film 'Gandhi' directed by Sir Richard Attenborough, followed by 'Salam Bombay' by Mira Nair, 'Unni' by late Shri G. Arvindan, 'Miss Beatty's Children' by Pamela Rooks, 'Maya Memsaab' an Indo-British-French co-production by Ketan Mehta and a 7-episode TV serial 'The New Indian Trunk'. The Corporation has two international co-productions in hand viz. 'Making of Mahatma', joint venture between NFDC and SABC (South African Broadcasting Corporation), and 'Jaya Ganga' an Indo-French venture.

6.16.4. At home, eight films have been completed upto November 1994 under co-production agreements between NFDC and Doordarshan. NFDC started producing good feature films and tele films in collaboration with Doordarshan with the objective of telecasting them on the media. Besides being telecast on the regional and national networks of Doordarshan, these films are also exploited in commercial and non-commercial circuits in India and abroad. During the year, production of one film titled 'Urmi Mukher' (Bengali), being directed by Smt Aparna Sen, was undertaken by the Corporation.

6.16.5. The Theatre Financing Scheme was formulated and put into execution by NFDC to ensure creation of additional seating capacity in the country and to provide outlets for good cinema. During the year 1994-95 (upto November 1994) one theatre loan was sanctioned and a total amount of Rs. 22.00 lakh was disbursed in three cases.

6.16.6. The Corporation imports about 30 to 40 films a year. It is the endeavour of NFDC to expose Indian audiences to a variety of films from different countries. However, owing to NFDC's limited resources, a greater stress is laid on good quality family entertainers. Several imported feature films and programmes have been telecast over National and Regional Networks of Doordarshan. During the year 1994-95 upto November 1994, 7 feature films, 24 video films and 69 episodes of TV programmes were imported for theatrical, video and TV rights exploitation. NFDC has an extensive distribution network in the country for Indian films too. During the year 1994-95 (upto November 1994), NFDC released Indian films in 47 centres in different circuits.

6.16.7. Initiated in 1985-86, the scheme to hold the Indian Panorama Film Festivals at major centres of the country, continues to be received very enthusiastically. During the year 1994-95 (upto November 1994), Panorama Films were screened in various centres all over the country.

6.16.8. National Film Circle activities continued during the year. The Corporation has so far organised several important Retrospectives and Film Weeks such as the Canadian Film Week, Anti-Fascist Film Week, Fifth European Union Film Festival, Fassbinder Retrospective, Yves Allegret Retrospective, Claude Autant Lara Retrospective and Ingmar Bergman and Claude Chabrol Retrospectives. During 1994-95 (upto November 1994), 2 Film Festivals, a

Documentary Film Festival titled 'Post-Wall Germany' and the 'The New Generation', a Festival of recent German films were organised by the NFDC, in collaboration with Max Mueller Bhavan.

6.16.9. India exports films to over 100 countries in the world. The Corporation also participates in various International Film Festivals and sends its delegates to film markets to promote Indian cinema. During the year 1994-95 (upto November 1994) NFDC exported films etc. valued at Rs. 74.00 lakh.

6.16.10. NFDC provides services to the Directorate of Film Festivals (DFF) in various forms in the conduct of the International Film Festivals of India, the Indian Panorama, National Film Awards and Film Weeks under the Cultural Exchange Programmes. The Corporation continued its close tie-up with the DFF in this field during the current year.

6.16.11. Keeping in view the charter of NFDC for the promotion of cine-literacy and the spread of good cinema in India, the Corporation has been marketing good quality legal video cassettes of Indian and foreign film classics and award winning films for the discriminating public through its distributors. It has, so far, released 269 titles on video. This activity has, however, suffered tremendously owing to the multiple choice now available to the viewers following the spread of Cable and Satellite television.

6.16.12. To fight video piracy, NFDC, in collaboration with the Indian Film Industry, initiated the formation of an Anti Piracy Body "Indian Federation Against Copyright Theft" (INFACT) a registered company under the Companies Act. INFACT has been made a member of the Copyright Enforcement Council constituted by the Ministry of Human Resource Development. INFACT has carried out 1000 raids since its formation.

6.16.13. NFDC's Film Centre at Calcutta provides production and post-production facilities consisting of 16 mm cameras, tape recorders for synchronous shooting, editing tables, and re-recording equipments at reasonable rates. A recording and re-recording theatre is provided with Magnatech High Speed Electronic Studio System for 16 mm and 35mm formats. The Centre also has got Steenback Editing Tables and Acmade Picsyne equipments for editing of films.

6.16.14. NFDC's Video Centre in Madras with the World Renowned Bank Cintel Mark III and Associated low & High band U-Matic VCRs provides good quality film transfer facilities. A full-fledged sophisticated duplication set up with 120 Slave VCRs brings out good quality video cassettes. The Centre also has a 35mm Arri BL III Camera and 35mm production facilities in addition to 16mm production facilities. It also has video and TV production/post-production capabilities. The Centre provides facilities to film makers for exploitation of their productions abroad through the use of U-matic Cassettes.

6.16.15. The Cine Artistes' Welfare Fund of India (CAWFI) set up by the NFDC with a corpus of Rs.3.42 crores, has been extending pension and other benefits to various cine artistes of yesteryears who are in need. An amount of Rs. 13,72,500/- has been disbursed by way of pension and other financial assistance to the cine artistes. Upto November, 1994, 311 Cine artistes are availing help from the CAWFI in various forms.

Central Board of Film Certification

6.17.1. For sanctioning films for public exhibition in India, the Government have set up the Central Board of Film Certification under the Cinematograph Act 1952. It consists of a Chairman and 25 other non-official members. The Board has its headquarters at Bombay and 9 Regional Offices located at Bangalore, Bombay, Calcutta, Cuttack, Guwahati, Hyderabad, Madras, New Delhi and Thiruvananthapuram. The Guwahati Office has not yet started certifying films. The Regional Offices are assisted in the examination of films by advisory panels consisting of eminent personalities from different walks of life. Shri Shakti Samanta, a distinguished film maker, continues to be the Chairman of the Board.

6.17.2. The number of Indian feature films certified during the calendar year 1994 was 754. Region-wise, language-wise details of these films are given in the Appendix—VII. Out of 754 films certified, 155 were Hindi films; as many as 499 films were certified from the four Southern Regional Offices, Bangalore, Hyderabad, Madras and Thiruvananthapuram.

6.17.3. Of the 754 Indian feature films certified during 1994, 534 were granted "U" certificates (Unrestricted Public Exhibition) (70.82 per cent), 91 "U" certificates (parental Guidance for Children Below 12 Years of Age) (12.07 per cent) and 129 "A" certificates (Exhibition Restricted to Adults Only) (17.11 per cent). Among the 177 foreign feature films certified in 1994, 26 were granted "U" certificates (14.69 per cent) 21 "UA" certificates (11.86 per cent) and 130 "A" certificates (73.45 per cent).

6.17.4. During the calendar year 1994, 22 Indian feature films and 20 foreign feature films (the corresponding figures for 1993 were 7 and 16 respectively) were refused certificates, as they were found to be violative of one or more of the statutory film certification guidelines. Out of these, 16 Films (12 Indian and 4 foreign) were given certificates later by the Board when they were resubmitted in a revised form. Similarly 2 Indian feature films were allowed certificates by the Film Certification Appellate Tribunal.

6.17.5. During 1994 the Board certified 900 Indian Short films, 166 foreign short films and 875 video films.

6.17.6. During the year the matter pertaining to obscenity, vulgarity and violence in Indian films, particularly in the film songs has been the centre of discussion and debates in Parliament. This has also been the subject of numerous articles in the Press. In order to solicit suggestions to tackle this menace, the Minister for Information and Broadcasting took a meeting on 11 May, 1994. Hon'ble women Members of Parliament, Members of the Consultative Committee of MPs attached to this Ministry, Members of the National Commission for Women, Representatives of Film Industry and cable TV Operators were invited. In the light of the feedback received in this meeting, measures like certification of songs and dance sequences for telecast even before certification of films, increasing the representation of women in the Board and its advisory panels have been taken.

6.17.7. Workshops were arranged at various Regional Centres for the benefit of the members of advisory panels and examining officers. At these workshops, screenings of portions deleted from certified films were arranged and reaction

of the members elicited. At some of these Workshops, the texts of cuts made in films by other Regional Centres were discussed so that uniformity, to the extent possible, could be achieved in the applications of the guidelines.

6.17.8. The Central Board of Film Certification continued to collect "Cess Fee" from each applicant of Indian feature film.

6.17.9. The work relating to grant of No Objection Certificate (NOC) for import of foreign films under the New Import Policy continued to remain with the CBFC. During the year 1994 in all 342 applications were received for grant of NOC and 328 NOCs were issued. An amount of Rs. 17.05 lakh was realised as scrutiny fee.

Federation of film Societies of India

6.18. This Ministry is providing a grants-in-aid to the Federation of Film Societies, an apex body of the film societies in the country to propagate film consciousness and development of audience taste in the field of cinema. These film societies aim at developing film culture. A budgetary provision of Rs. 3 lakh exists for 1994-95 for the purpose of grants-in-aid to the film societies and the same will be released in lumpsum before the end of this financial year.

Chapter VII

Press Information Bureau

7.1.1. Press Information Bureau (PIB) is the nodal agency for disseminating information on Government policies, programmes and their achievements. The Bureau from its headquarters and through its network of 19 Regional/Branch offices (Appendix VIII) disseminates information to the media - print, audio, visual and electronic. It acts as an interface between the Government and the Media.

7.1.2. The information personnel of PIB attached to Ministries/Departments, perform a key role. Their important function is dissemination of information to the media and providing feedback to their assigned Ministries.

7.1.3. During the period under report, the Bureau issued more than 38,500 press releases in various languages to the media from its headquarters as well as its regional/branch offices. In order to facilitate access of media persons to information from the Government sources, the Bureau provides accreditation facilities to these media persons on the recommendations of the Central Press Accreditation Committee. A total of 1235 journalists, cameramen and technicians are accredited with PIB.

Highlights of the Year

7.2.1. During the year, the Bureau arranged wide publicity in the print and electronic media for various bold initiatives and achievements of the Government in the sphere of Economic Liberalisation and the New Economic Measures. The Union Commerce Minister's statement about establishment of World Trade Organisation and ratification of WTO agreement by India on 9th December, 1994 got wide coverage in the print and electronic media. One of the highlights of the year was the amendments to the Export and Import Policy, 1992-97, for which the Bureau arranged extensive coverage. The major policy issues which were given publicity included : Malhotra Committee Report on reforms in insurance sector, RBI announcements on monetary policy as also the Treaty on Adhoc Treasury Bills, SEBI Rules and Regulations, Modifications in Direct and Indirect Taxes, Amendments to Investment Guidelines, Financial Protocols with France, Germany, Japan etc; Double Taxation Treaties with various countries like Singapore, China, Germany, Mongolia etc; Economic Survey, The Union General Budget and the Economic Editors' Conference. Also, International conferences of Controller General of Accounts Office and Comptroller & Auditor General of India Office and Narcotics Control Bureau were given PIB support.

7.2.2. The Bureau launched publicity campaigns to highlight the benefits accruing to the country on account of GATT ACCORD and to counter disinformation being spread on the subject. Meetings taken by the Minister for Agriculture on this subject were publicised both in print and electronic media. Interviews of the Union Agriculture Minister with representatives of foreign and Indian media organisations were arranged in which various aspects of the GATT ACCORD were explained. Journalists of Regional newspapers

were briefed on this subject. Updated material, explaining the various provisions of GATT Agreement, their implications in different sectors, and steps taken in the Post Uruguay Round Phase were given to the media.

7.2.3. The Bureau set up a media centre at Vigyan Bhavan in connection with the G-15 Summit held in the month of March, 1994. A similar media centre was set up by the Bureau for the 50th Annual Session of the Economic & Social Commission for Asia & the Pacific (ASCAP) held from 5th to 13th April, 1994.

7.2.4. Press Correspondents were briefed and handouts issued from time to time on continuous increase in foreign investment proposals and approvals thereof, during the post-policy period. Similarly domestic investment in the shape of Industrial Entrepreneurship Memoranda (IM) were publicised. Various aspects of Prime Minister's Rozgar Yojana for Educated Unemployed and Action Plan on Khadi and Village Industries were publicised. The Government's efforts to tackle militancy and maintain peace and harmony in Kashmir were given wide publicity.

7.2.5. The issue of Indian Chiffon Skirts attracted a lot of media attention, both within India and abroad, thus affecting exports of Indian textile products. Special interviews were arranged through Doordarshan, ANI, BITV, Reuters to dispel doubts and to present Indian point of view about the issue. Rising exports of Indian textiles were also given wide coverage in both electronic and print media.

7.2.6. The Bureau provided publicity support to the Ministry of Health & Family Welfare in its efforts to tackle the situation caused by sudden outbreak of Plague in some parts of Gujarat, and Maharashtra in September, 1994 and to the measures taken to provide medical facilities to the people in the affected areas and its impact. Sustained inputs of factual information on the situation were provided to the media through daily press briefings and conferences. Sustained efforts were also made to contradict exaggerated reports on Plague in media, both in India and abroad. Similar publicity support was provided in the wake of spread of Malaria in some parts of Rajasthan and Manipur. Besides, Publicity was also provided for various health care programmes like AIDS Control, Control of Blindness, Leprosy, Blood and Eye Donation etc.

7.2.7. A multi-media publicity was arranged for Government's decision to curb display of Excessive Sex and Violence in films, launching of Sky Radio Service, introduction of Radio Paging, allotment of slots to private producers on FM Channels, expansion of terrestrial coverage of Doordarshan and introduction and strengthening of Satellite Regional Service Channels. In addition to this, PIB set up a Media Centre at Bombay for the 3rd International Film Festival for Documentary, Short and Animation Films for providing wide publicity for the event.

7.2.8. The decision of the Surface Transport Ministry to open the Indian shipping industry, major ports, national waterways, national highways, road transport, Inland water transport to private sector, both foreign and domestic, for participation on Build, Operate and Transfer (BOT) basis was publicised through print and electronic media.

7.2.9. The Bureau's publicity unit attached to Ministry of Railways gave wide publicity for expansion of multi-modal operations for export promotion and

movement of unconventional freight, development of real estate to enable the railways to be self-reliant with additional resource generation, increasing manpower productivity and extensive use of information technology to optimise resource mobilisation, 'Own Your Wagon Scheme', identification of areas like gauge conversion, electrification, acquisition of rolling stock and implementation of projects worth Rs.4390 crores under the Build Operate Lease and Transfer (BOLT) Scheme introduced in November, 1994, maximising the disposal of scraps for additional resource generation and other economy measures.

7.2.10. The announcement of Modified Drug Policy, Joint Ventures in Fertilizer Sector, International Round Table Conference on Foreign Investment in Exploration and Development of Mining Sector, Accord reached on sharing of Yamuna River Waters, implementation of Sardar Sarovar Project, launching of National River Conservation Project, 50th Anniversary Celebrations of the United Nations, Panchayati Raj. Implementation of Nagarpalika (Constitution 24th Amendment Act), Government's decision to Import Sugar and Edible Oil and Ban on Export of Onions, District Primary Education Programme, National Literacy Mission in Hindi speaking areas, Institution of Gandhi Peace Prize, Mahatma Gandhi's 125th Birthday Celebrations, 75th Martyrdom of Jallianwalabagh were other areas of publicity thrust. The Bureau also released Prime Minister's addresses at various national and international fora including his Independence Day Speech with suitable introductions and summaries.

7.2.11. For display of the results of the State Assembly Elections held during December, 1994, an Election Cell was set up in PIB. This year, the Election Cell introduced several new features like graphics, constituency-wise maps etc. in the Reference Hand books for the media to make these books more useful.

Feedback and Special Services

7.3. Over 2000 special features were released in various languages from headquarters and its regional/branch offices in the format of features, illustrated features, 'Do you know', 'Facts at a glance' and 'Trends at a glance' on themes like 'Sadbhavana Diwas', 'Quami Ekta Week', Highlights of Government's Programmes and other important subjects besides Independence Day and Republic Day features. The Bureau also issued 167 Special Digests relating to important issues and provided press clippings to various Ministries/Departments of Government of India.

Photo Service

7.4. The Bureau released 1,88,092 prints of 1,065 news photos to newspapers and other publications. It added 3,260 photos to the albums in the Photo Library and supplied 1,430 ebonoid blocks to the small and medium newspapers.

Chapter VIII

Registrar of Newspapers for India

8.1.1. The Registrar of Newspapers for India (RNI) is an attached office of the Ministry of Information and Broadcasting. As part of its statutory functions, it verifies and regulates the availability of titles of newspapers, registers them, verifies circulation and brings out an Annual Report 'PRESS IN INDIA' containing detailed information on newspapers. As part of its non-statutory functions, the office issues Entitlement Certificates to the newspapers/periodicals for purchase/import of Newsprint as per Government's Policy and certifies essentiality for the import of Printing Machinery and allied materials required by the newspapers.

8.1.2. During April-November, 1994, RNI disposed of 14,131 applications for titles received from the publishers of which 8,694 titles were cleared and the remaining were not found available. During the same period, 1,487 newspapers/periodicals were issued registration certificates and circulation claims of 1012 newspapers/periodicals were assessed. Claims of another 600 newspapers/periodicals are expected to be verified during the remaining part of the financial year.

8.1.3. The annual report 'PRESS IN INDIA' - 1993' containing detailed information on print media was printed and released for sale. The 'PRESS IN INDIA - 1994' is expected to be released for sale before the end of the year.

Review of PRB Act

8.2. With a view to review the Press and Registration of Books Act, 1867 and to streamline the functioning of the office of the Registrar of Newspapers for India, a Special Review Group was constituted by the Ministry on 12.8.1993 under the Chairmanship of the Principal Information Officer. The Review Group held several meetings with the representatives of the newspaper organisations, working journalists, etc. and have since submitted its report to the Government. The report is under examination.

Newsprint

8.3. The guidelines for the issue of Entitlement Certificates to enable the newspapers to import as well as purchase indigenous newsprint as per Newsprint Import Policy for the year 1994-95 were notified on 27 April, 1994. Open Entitlement Certificates are being issued to the newspapers having annual entitlement of more than 200 MTs of Standard Newsprint with the condition that newspapers are allowed to import one tonne of Standard Newsprint against the purchase of two tonnes from the indigenous newsprint/paper mills. Periodicals having multi-colour print requirements are also being issued open certificates for Glazed Newsprint without any quantitative restriction. Newspapers whose annual entitlement is upto 200 MTs are allowed to import their entire requirements and Entitlement Certificates are issued by the RNI specifying the quantity that each newspaper is allowed to import in one or more instalments.

Printing Machinery

8.4. Applications of 59 newspaper establishments were recommended for import of printing machinery and allied equipment during the period from 1st April 1994 to 30th November 1994. Besides, applications from 30 newspapers are expected to be cleared during the remaining part of the year.

Chapter IX

Publications Division

9.1 The Publications Division is the largest publishing organisation in the public sector. Established in 1941 as a branch of the Bureau of Public Information, the Division acquired its present identity in 1944. It seeks to disseminate valuable information and document the multi-faceted culture of our country through its various publications in Hindi, English and other major Indian languages.

Books

9.2. During 1994-95, 78 titles were released in English and Hindi besides 10 in different regional languages. Among the important titles released were 94, 95, 96, 97 and 100th volumes (volumes 98 & 99 already printed) of the Collected Works of Mahatma Gandhi and reprints of 21 volumes. Some of the important reprints of Gandhi titles published during the year were 'Mahatma Gandhi - His Life in Pictures', 'Gandhi Album', 'Gandhian Values & Twentieth Century Challenges, etc. In addition, a new book of quotations of Mahatma Gandhi was released on 1st October, 1994. Other important books brought out were "Mass media in India 1993" and "Press in India 1994".

The Collected Works of Mahatma Gandhi

9.3. A major project of this Division is the publication of the Collected Works of Mahatma Gandhi in English and Hindi. The project was started in 1956 and the current year, which also marked the 125th Birth Anniversary of Gandhiji, saw the completion of the Collected Works in English with the publication of the 100th and last volume. The 100th volume was released on 1st October, 1994 at an impressive function by the Prime Minister of India Shri P.V. Narasimha Rao and the volume was presented to Ms. Abhaben Gandhi on the occasion. The Division hopes to complete the project in Hindi during the next financial year.

Journals

9.4.1. The Division brings out a variety of journals in Hindi, English and other regional languages that provide information on various developmental activities of the nation.

9.4.2. YOJANA, a premier journal of the Division, is devoted to different issues and aspects of economic development. It is published in 13 languages (English, Hindi, Tamil, Telugu, Assamese, Malayalam, Kannada, Oriya, Gujarati, Marathi, Punjabi, Bengali and Urdu). During the year, the Division brought out two special issues. While the ninety-two page Independence Day Special dealt at length the Government's New Economic Measures and Liberalisation, through articles contributed by the leading economists, captains of industry, social scientists and journalists, the Republic Day Special was devoted to the theme "Water for Development". Yet another important feature of Yojana was the serialisation of Shri Vasant Sathe's work on "Tax Without Fears".

The journal also published special articles on the occasion of the 125th Birth Anniversary of the Father of the Nation and the Centenary Celebrations of Acharya Vinoba Bhave. On the occasion of the 50th Birth Anniversary of Rajiv Gandhi, Yojana focussed on socio-economic subjects like Technology Missions, Ganga Action Plan and Panchayati Raj.

9.4.3. KURUKSHETRA, a journal devoted to rural development is brought out in English and Hindi on behalf of the Ministry of Rural Development. During the year, while the journal highlighted special issues like Women in Media, Panchayati Raj, Land Reforms, Jawahar Rozgar Yojana, etc., its June 1994 issue was devoted to "Ushering in an Era of Women in the Panchayats" and the October issue was devoted to Mahatma Gandhi and His Philosophy of Rural India's Development.

9.4.4. BAL BHARATI, is a popular Hindi children's magazine. Keeping in view the natural attraction of children towards games, the journal carried special articles on World Cup Football in its June 1994 issue and on Asian Games in its October issue, which also carried special articles on Mahatma Gandhi. To enhance the participation of children in the journal, a new column "Nai Kalam Se" was started from January 1995. Similarly, it floated a competition in which children were asked to send entries on what their rights should be. On the basis of these entries, it is proposed to devote a special issue to the Rights of Children during April-May 1995.

9.4.5. AJKAL, a literary monthly magazine is published in Hindi and Urdu. The highlight of this year was the Golden Jubilee Celebration of Ajkal (Hindi). On this occasion, the Division published a special issue consisting of select articles, short stories and poems published in fifty years of its existence and also a picture album of 40 eminent Hindi litterateurs. The Golden Jubilee function was held on 21 July, 1994 with the eminent Hindi litterateur Shri Vishnu Prabhakar as the Chief Guest. During the year, special issues on the noted Hindi writer, Ram Vilas Sharma, the 25th International Film Festival and the 125th Birth Anniversary of Mahatma Gandhi were also brought out. Similarly Ajkal (Urdu) published several special issues on eminent writers and poets including those on Akhtarul Imam, Jazbi, Balwant Singh and Josh Malihabadi.

9.4.6. The Employment News Unit of the Publications Division publishes "Employment News" in English and "Rozgar Samachar" in Hindi and Urdu every week. The journal, provides information on job vacancies in Central and State Government sectors. It also carries guidance material for candidates preparing for various competitive examinations and interviews. Keeping in view the popularity of its column "Apni Hindi Sudharen", the journal introduced another column "Apni Hindi Savaren" from January 1993. The year 1994-95 saw the journal touching a record circulation figure of over five lakh.

Marketing

9.5. The Publications Division markets its books and journals through its own sales outlets located at Bombay, Madras, Lucknow, Calcutta, Hyderabad, Patna, Thiruvananthapuram and New Delhi besides a large network of agents and booksellers. To increase awareness of its publications, the Division has started a quarterly newsletter.

Exhibitions

9.6. To increase its sales and to create awareness about its publications, the Division participates in Book Fairs and organises Exhibitions on a large scale. During the year, the Division participated in nearly 60 Exhibitions/Fairs till the end of November 1994. A major exhibition, was organised at the AIFACS gallery in New Delhi from 2 to 8 October during which a record sale of Rs.5.30 lakh was achieved and which drew about one lakh visitors.

Revenue

9.7. The Publications Division earned a total revenue of Rs.774 lakh approximately during April to November 1994 through sales of books, journals and the Employment News revenue accounted for Rs.652.26 lakh.

Directorate of Field Publicity

10.1.1 The Directorate of Field Publicity (DFP), a grassroots level organisation, plays a crucial role in the task of communication and dissemination of information as a process of national development. This is done by securing the people's participation in development schemes and activities formulated by the Government for the benefit of various sections of society, particularly the weaker groups and by bringing about a change in people's attitude.

10.1.2 The Directorate is an inter-personal media unit and it takes developmental messages virtually to the doorsteps of the people. The emphasis is on direct interaction with the people on one-to-one basis. The units of the Directorate endeavour to communicate to them, the diverse socio-economic and cultural milieu of the country and inspire them to participate in the tasks of nation-building. A variety of strategies including films, live performances by artistes, oral communication, written communication, group discussions, public meetings, seminars, symposia and competitions of various kinds are used by the Field Publicity Units (FPU) to spread the messages. The organisation also obtains feedback from the people by gathering their reactions to the various programmes and policies of the Government and their implementation to ensure appropriate corrective measures. The Directorate thus works as a two-way channel of communication between the Government and the people.

Organisation

10.2. The Directorate of Field Publicity with its headquarters in New Delhi comprises 22 Regional Offices and 258 Field Publicity Units in various parts of the country. A list of the Regional Offices and Field Publicity Units of the Directorate is given in Appendix—IX.

Activities

10.3.1. Each field office is a self-contained publicity unit equipped with a vehicle, cine equipment, public address system, tape recorder, transistor and a generator for use in areas where there is no electricity. Some units have also been provided with Mobile Video Projection Systems (MVPS). The units are on tour for 12 to 15 days in a month in their respective areas and coordinate with Central and State Government Departments and voluntary organisations while carrying out publicity activities.

10.3.2. The field units highlight important national themes like National Integration, Communal Harmony, Commitment to Democracy, Secularism, Rural Development, Health and Family Welfare including AIDS Control, Eradication of Social Evils such as Drug Abuse, Alcoholism, Dowry, Child Marriage etc. through various means of communication.

10.3.3. During April to September, 1994, the DFP units organised 24,648 Film shows, 3,269 Song and Drama Performances, 15,987 Photo Exhibitions and

26,703 Oral Communication Programmes catering to people belonging to all walks of life.

10.3.4. Gandhi Jayanti, Birth Anniversaries of Pandit Jawaharlal Nehru, Smt. Indira Gandhi, Shri Lal Bahadur Shastri, Shri Rajiv Gandhi, Dr. B.R. Ambedkar and Dr S. Radhakrishnan etc. were some of the occasions utilised by the units to propagate themes of national importance. Besides, World Health Day, World Population day, World Environment Day, U.N. Day, World Nutrition Day, SAARC, Status of the Girl Child, Immunization Day, International Literacy Day and various Festivals were some of the other occasions also used by the units to propagate national themes and programmes.

10.3.5. In order to streamline and redefine the role of field publicity, D.F.P. has been organising Workshops and mounting sustained and concentrated publicity Campaigns on priority subjects. The latest thrusts were on Rural Development, AIDS, GATT Accord, PM's Rozgar Yojana, Mahila Samridhi Yojana etc.

National Integration

10.4.1. National Integration continued to be one of the major themes publicised by DFP units. Publicity Programmes in this direction were arranged in identified and sensitive areas. The "Quami Ekta Week" comprising various programmes and competitions was observed all over the country during November, 19-25, 1994. The units also arranged special field programmes to publicise the country's need for National Integration and Commitment to Secularism. The "Sadbhavana Diwas" on 20, August was also celebrated with a number of field programmes in the regions. A special publicity Campaign was launched throughout the country in connection with the 125th Birth Anniversary of Mahatma Gandhi in which renowned Gandhians, senior political, social and student leaders, and academicians were actively involved. In Kerala, on Gandhi Jayanti Day, seminars on Mahatma Gandhi's life and teachings were organised by Kottayam, Alleppey and Trichur units while a Sadbhavana rally was arranged by the Ernakulam unit, Sadbhavana Samaroh programmes were also held in various States.

10.4.2. Photo Exhibitions, Essay Competitions, Cycle Rallies were organised in various parts of the country in connection with the Golden Jubilee Celebration of Rajiv Gandhi and on Nehru Jayanti.

20-Point Programme

10.5. Publicity for the 20-Point Programme aimed at ameliorating the living conditions of the people, was carried out effectively by DFP units through a number of communication channels in a variety of programmes. The units continued to concentrate on the positive aspects of the Union Budget and Budgetary Benefits to the Poor, Small and Marginal Farmers and Labourers, and focus was also laid on the efforts made to bring down the prices.

Rural Development

10.6. A special 20-day drive on Rural Development was launched in April-May 1994 in 13 identified districts covering 52 development blocks in Orissa, Uttar Pradesh, Madhya Pradesh, Bihar and Andhra Pradesh in which 51 field publicity units from six regions took part. During the drive, the Field Publicity

Officers alongwith local development functionaries organised Film Shows, Group Discussions, Question-Answer sessions etc. to create awareness about the various aspects of the national scheme of Rural Development. The main poverty alleviation schemes highlighted were Jawahar Rozgar Yojana, Mahila Samridhhi Yojana, P.M's Employment Assurance Scheme, Panchayati Raj, IRDP, TRYSEM, DW CRA and Development Schemes for handloom weavers etc.

Workshops

10.7.1. A workshop on rural development was jointly organised by the Ministry of Information and Broadcasting and the Ministry of Rural Development in April 1994 at the National Institute of Rural Development, Hyderabad in which the Department of Women and Child Welfare and the Office of the Development Commissioner, Handlooms also participated. A one-day orientation workshop on Rural Development Campaign was held at Deen Dayal Institute of Rural Development, Lucknow, in November 1994 in which DFP representatives from Uttar Pradesh, Madhya Pradesh, Bihar, Orissa, Rajasthan and Maharashtra participated.

10.7.2. A two-day meet of the Regional Heads was held in New Delhi on 15-16 September, 1994 to discuss and finalise Action Plan on AIDS Awareness and other major themes. This was the culmination of the seven Regional Workshops held earlier at Pune, Bangalore, Shillong, Chandigarh, Aizawl, Kohima and Madras. The meet was inaugurated by Shri Bhaskar Ghose, Secretary, Ministry of I&B and was addressed, among others, by the Additional Secretary and Project Director, National AIDS Control Organisation and Joint Secretary, Ministry of Rural Development.

Welfare of Minorities

10.8. The field units continued to organise various programmes to disseminate information on the Prime Minister's 15-Point Programme focussed on the Welfare of the Minorities and Availability of Institutional Finances and Loan Facilities for them. The units projected the Central and various State governments' commitment in improving the lot of minority communities and the steps taken to provide social justice and equal opportunities to them.

Education

10.9. The DFP units carried out publicity on the Importance of Literacy and education through various audio-visual means. These programmes, that highlighted education as the prime mover of social change and progress, were organised in remote villages to motivate the people to become literate.

Health and Family Welfare

10.10.1 The Directorate continued intensive publicity on the theme through film shows, Photo Exhibitions, Song and Drama Programmes, Oral Communications and Healthy Baby Shows, Mothers' Meets, Essay and other Competitions and Question-Answer Sessions. Door-to-door contacts were also made in coordination with the medical and health authorities, primary health centres, youth clubs and other voluntary organisations. Awareness campaigns for prevention of Diarrhoea, Cholera, Malaria and Plague were launched in

the respective regions. The "World Health Day" in April and "World Population Week" in July were observed by all the units with intensive coverage of the identified areas. A seminar on "Population and Family as a Source of Happiness" was organised in Kohima in collaboration with the Family Planning Association of India, Nagaland branch and the Directorate of Health Services.

10.10.2 The Coimbatore unit organised a "Healthy Baby Show" at Dheenampalayam which was co-sponsored by the Family Planning Association of India, Vedapatt Project. The Delhi units participated in the multi-media Pulse Polio Immunization Programme Campaign launched jointly with the Government of National Capital Territory of Delhi on 2nd October and 4th December, 1994. A month long intensive campaign on Diarrhoea control was launched in August, 1994 in West Bengal, Orissa, Bihar, Uttar Pradesh, Madhya Pradesh, Punjab, Haryana, Himachal Pradesh, Gujarat and Assam in cooperation with UNICEF and State Health Departments. In the wake of the outbreak of Plague in Gujarat and Maharashtra, the field units launched a Crash Campaign to inform people about various preventive measures. In Rajasthan, the units carried out extensive campaigns on Malaria Preventive Measures in the Malaria affected areas.

New Economic Measures

10.11. As part of the national effort to secure maximum publicity for the New Economic Policy and for highlighting positive aspects of liberalisation, the units of the Directorate utilised film shows and oral communications. Besides, subjects such as Self Sufficiency in Foodgrains, New Trade and Industrial Policy, Consumer Protection and many other points were focussed in group discussions throughout the period. Films such as "Upbhokta Ke Adhikar", "Conservation of Petroleum", "Drop that Counts" etc. were shown in rural as well as urban areas.

GATT ACCORD

10.12. The field units arranged special programmes on GATT Accord in different parts of the country through various programmes. In Kerala, the Palghat Unit arranged a symposium on GATT Accord and Indian Economy at Mannarghat. The Alleppey Unit conducted group discussions on GATT Agreement and India at three rural pockets in the district and five rural pockets in Pathanamthitta district. Folders on the subject were widely distributed. A three-day Orientation campaign on "BENEFITS OF GATT" was organised in Madras from 6-8 October, 1994 for the Field Publicity Officers, Artistes of Song & Drama Division and Members of Nehru Yuva Kendra Sangathan. In Uttar Pradesh, the Pauri Unit organised a Goshti on DUNKEL PROPOSALS to publicise the theme at the grassroots level. In West Bengal, the Ranaghat Unit conducted a 4-day long intensive drive at Dharmada Gram Panchayat under Nakashipara Block of Nadia District to draw peoples' attention to the benefits of New Economic Measures and GATT Accord. The Nagpur unit mounted special programmes on GATT for the workers and teachers who were undergoing training at the Central Board for Workers' Education.

Participation in Fairs and Festivals

10.13. Participation in fairs and festivals has been a regular feature of the DFP units in order to take advantage of large congregation for propagating

important national themes. The century-old Nauchandi Mela at Meerut was one of the major publicity area of the units in the region. The Kerala region organised a week-long multi-media awareness campaign on famous Malayattoor Church Festival from 10-26 April, 1994. The units also participated in the "Tourism Week" celebrations in connection with Onam, the major festival of Kerala. Field units in Punjab organised various cultural activities during the famous Baisakhi fair and a Wrestling Competition at Bundoh village, in Solan, District Himachal Pradesh, in May 1994 as part of the coverage of the annual Mela Mata Devi. A five-day Navratri Festival was organised at Katra in J&K by DFP in coordination with the Department of Health and Family Welfare, Information and District Institute of Education and Training. The field units also participated in other important fairs viz. Dussehra Festival at Kulu, Ganesh Chauth Mela at Chandausi, Jaunsari Mela at Dehradun, Car Festival at Puri, Ambubasi Mela at the Kamakhya Temple (Assam), Sonepur Cattle Fair in Bihar, Pushkar Fair and Urs at Ajmer.

Other Themes

10.14. Socio-economic themes like Status of Women, Eradication of Untouchability, Prohibition, Drug Abuse Control and Role of Public Sector also formed part of the DFP's publicity package. To educate the masses about social-evils in the practice of Untouchability, the field units extensively screened films like "An Ancient Curse", "Paropkar" etc. Field units in Rajasthan launched a Special Publicity drive against the Evils of Child Marriage during the "Akha Teej" Festival. Another multi-media campaign highlighting the achievements made by the country from 1947 onwards was launched from 15 August to 15 September, 1994 in various parts of the country. During the campaign, the contributions of various national leaders and achievements made during the last three years were highlighted.

Talking Points

10.15. With a view to provide proper orientation to the field officers on various themes, "Talking Points" are prepared at the headquarters and sent to various field units. During this year "Talking Points" on Pesticides and Precautions, Plague, GATT Accord, Panchayati Raj, Helping the Handloom Sector, Prime Minister's Employment Assurance Scheme, New 'Opportunities for Rural Poor etc. were issued.

Conducted Tours

10.16. To promote National Integration and create a sense of oneness among the people, Conducted Tours of Opinion Leaders are organised from many States every year (including persons from the border, tribal and backward areas comprising folk artistes, teachers, students and youths, opinion leaders and progressive farmers) to different parts of the country and provide for direct contact and exposure to strides, the country has made in different fields. Two Conducted Tours have been completed till December 1994.

Chapter XI

Directorate of Advertising & Visual Publicity

11.1.1. The Directorate of Advertising and Visual Publicity (DAVP) is the primary multi-media advertising agency of the Central Government to inform the people about the Government's activities, policies and programmes and motivate them to participate in developmental activities. The Directorate caters to the communication needs of client Ministries, Departments, autonomous bodies and PSUs in different languages through the print media, Press advertisements, audio-visual publicity on radio and television, outdoor publicity and exhibitions. The messages highlighted by the Directorate concerned themes like Health and Family Welfare, Status of Girl Child, Immunization, Women and Child Development, National Integration and Communal Harmony, Defence, New Economic Policy, Environment, Literacy, Employment, Elections, AIDS, Drug Abuse and Prohibition, Customs and Central Excise, Income Tax, Rural Development, and Energy Conservation etc.

11.1.2. Apart from the main set up at the headquarters consisting of several wings like Advertising, Outdoor Publicity, Printed Publicity, Exhibitions, Electronic Data Processing Centre, Mass Mailing, Audio and Visual Cell, Studio, Copy Wings, Campaign Wing etc., DAVP has a network of offices spread all over the country. It has two Regional Offices at Bangalore and Guwahati to coordinate regional activities and two Regional Distribution Centres at Calcutta and Madras for speedy distribution of publicity material produced in different languages. The Directorate has an Exhibition Kit Production Centre at Guwahati and 35 Field Exhibition Units which include seven mobile vans. The Regional Exhibition Workshop at Madras assists the Exhibition Division at headquarters in designing, fabricating and display of exhibits.

Printed Publicity

11.2.1. Printed publicity material brought out by DAVP during April to December 1994, included booklets, folders and posters on the themes of 'Mother's Milk', 'Basic Education', 'Water for All', 'Making Social Justice a Reality for Other Backward Classes', 'A Guide for Contraceptives', 'Economic Changes and the Middle Path', 'Challenges Before the ESCAP', 'National Action Programme on International Year of the Family 1994', 'New Challenges for Mass Media', 'Right Age of Marriage', 'Immunization', 'Pulse Polio', and 'Composite Culture of India'. Folders were printed for the Film Festivals of Sri Lanka, Syria and Brazil held in New Delhi. Special publications were brought out on Acharya Vinoba Bhave, Smt Indira Gandhi and Shri Rajiv Gandhi.

11.2.2. A special series was printed on Income Tax which included booklets on 'How to Compute your Capital Gains', 'Filing Your Tax Returns', 'Simplified Procedure for Small Businessmen', 'Income Tax Survey', 'Income from House Property', 'Assessment of Partnership Firm' and 'Compute your Salary Income'.

11.2.3. DAVP brought out around 50 lakh copies of publications on GATT entitled 'INDIA and GATT Accord', 'GATT Accord—Implications', 'GATT Accord and Agriculture', 'GATT Accord (Questions and Answers)', 'GATT

Accord and Farmers—Kya Aapko Dar Hai', 'GATT Accord—GATT Samjhauta Desh Ke Hit Ke Liye' and 'General Information on GATT'. The achievements of the Government in last three years were printed in various languages in the form of booklet as well as in jacket-kit form entitled 'A Bold New Era'.

11.2.4. Speeches of the Prime Minister delivered on various occasions were printed in the form of booklets/folders. These included 'Science and Technology Should Endeavour for Happiness of the Society', 'Parliament—An Embodiment of People's Will', 'Basic Education—A Legacy of Our Freedom Struggle', 'Working Together for Uplifting the Poor', 'Near Full Employment by the End of the Century', 'Indo-US Relations on Threshold of a Bold New Era', 'New Challenges of Unipolarity', 'New Challenges before the ESCAP', 'India Has the Resilience to Come out of Storms', 'Perspectives on Indo-British Relations', 'Panchayats to Play Greater Role in Information Programme', 'PM's Speech on 13 August 1994', 'Economic Changes and the Middle Path', 'Sampark Bhasha Ke Roop Mein Hindi Ka Vikas', 'India and the Asia Pacific - A New Relationship'. In all, the Directorate printed more than 1.64 crore copies of 568 publications.

Exhibitions

11.3.1. DAVP, through its network of 35 Field Exhibition Units, publicised various socio-economic messages of the Government which were supported by film shows and audio programmes. During the period, the Directorate put up exhibitions entitled 'India Today', 'Girl Child', 'Quit India Movement', 'Ek Rashtra Ek Pran', 'Gaon Vikas Ke Ore', 'Towards a Better Future', 'Chhota Parivar Sukh Ka Aadhar' and 'National Film Festival'. Exhibitions were also put up on eminent personalities like Mahatma Gandhi, Shri Rajiv Gandhi and Swami Vivekananda.

11.3.2. During the multi-media campaign on Rural Development, DAVP put up around 25 exhibitions in Andhra Pradesh, Uttar Pradesh, Madhya Pradesh, Bihar, Delhi and Haryana. Another multi-media campaign was launched by DAVP on National Integration and Communal Harmony. During this campaign, more than 100 exhibitions were organised throughout the country in the States of Uttar Pradesh, Maharashtra, Gujarat, Kerala, Assam, Tamil Nadu, West Bengal, Karnataka, Himachal Pradesh, Punjab, Mizoram, Bihar, Andhra Pradesh, Manipur, Nagaland and Jammu and Kashmir. DAVP also put up an exhibition entitled 'Nehru and Science and Technology' in the Science and Technology Fair at Teen Murti Bhavan on the occasion of Birth Anniversary of Pt. Jawaharlal Nehru.

11.3.3. The Exhibition put up by DAVP 'Chota Parivar - Swasth Parivar' on behalf of the Ministry of Health and Family Welfare during IITF'94, at Pragati Maidan, New Delhi was awarded Gold Medal for excellence of display under the Central Government Departments Category.

11.3.4. During April to December 1994, the Directorate organised around 400 exhibitions which were spread over 1725 exhibition-days and attracted nearly a crore of people throughout the country.

Audio and Visual Publicity

11.4.1. The Audio and Visual Cell gave extensive publicity to Health and Family Welfare, Women and Child Development, AIDS Awareness, Rural Development, Panchayati Raj, Non-Conventional Energy Sources, Consumer

Protection and various social welfare themes. Audio and Video spots were produced on Mahila Samridhi Yojana, and the International Year of the Family. Two Video spots produced on National Integration were telecast on the occasion of the 48th Independence Day Celebration on 15 August 1994. Other Video Spots produced by the Directorate and telecast by the Doordarshan include an animation spot of 20 second duration on Panchayati Raj, spots on DWCR, TRYSEM and PM's Employment Scheme. Two Video Spots were produced by the Directorate on World Population Day observed on 11 July 1994.

11.4.2. DAVP is producing six sponsored programmes which are broadcast over 30 Vividh Bharati Stations in Hindi and major languages throughout the country. These are 'Haseen Lamhe' and 'Yeh Bhi Khoob Rahi' on Family Welfare, 'Naya Savera' on Women and Child Development, 'Apne Adhikar' on Consumer Protection, 'Aao Hath Badhayen' on Social Welfare and 'Nai Rah Apnae' on Non-conventional Energy Sources.

11.4.3. The Directorate, in all, produced 2478 Radio spots, jingles and sponsored programmes and 41 video spots, quickies and documentaries which registered around 13000 broadcasts and 90 telecasts respectively.

Press Advertisements

11.5. The Advertising Wing of the Directorate gave wide publicity to various socio-economic programmes through Press advertisements, which included AIDS, Drug Abuse, National Integration, Panchayati Raj, National Savings, Health and Family Welfare, Rural Development, Non-conventional Energy Sources and a series of advertisements on Income Tax. Special supplements were released on World Population Day, International Disabled Day, Dr Ambedkar's Birth Anniversary, World Breast Feeding Week, National Post Day and on Dehydration and Blood Donation besides the achievements of the Government during the last three years under the title 'March to Social Justice'.

During April to December 1994, 13,224 advertisements (display - 341 & classified - 12, 883) were released by the Directorate to various Newspapers and periodicals in Hindi, English and other regional languages.

The quantum and amount of advertisements released and amounts paid to various newspapers on the panel of DAVP during the year 1993-94 is indicated in Appendix-XI.

Outdoor Publicity

11.6. The Outdoor Publicity Wing of DAVP produced and displayed 436 hoardings, 367 kiosks, 237 banners, 51,584 cinema slides, 300 wall paintings, 730 bus-q-shelters and 4,750 bus panels to highlight themes on Income Tax, Panchayati Raj, Mahila Samridhi Yojana, AIDS, ESCAP Conference, Consumer Rights, National Integration and Communal Harmony, Army and Navy Recruitment, Handicrafts, 41st National Film Festival, Drug Abuse, Blood Donation and Ardh Kumbh Mela. Massive publicity was given to AIDS Awareness Programme by displaying around 2,000 bus-panels, 500 bus-shelter advertisements, 650 kiosks and hoardings in the States of Haryana, Rajasthan, Himachal Pradesh, Gujarat, Uttar Pradesh, Punjab and Delhi.

Mass Mailing

11.7. The Mass Media Wing of DAVP distributed over 1.43 crore copies of

the printed material, through its distribution centres at headquarters in New Delhi and Regional Distribution Centres of Madras and Calcutta. The Wing has a mailing list of around 15 lakh addresses spread over around 530 categories, which include primary/middle schools, post offices, rural banks, social organisations, Panchayats, State Information Departments, Educational and Cultural Organisations, MLA's, Members of Parliament, Ministers, Chief Ministers, Governors and other VIP's throughout the country. The Wing, this year added 24,752 new addresses and updated 45,725 addresses.

MAJOR CAMPAIGNS

Rural Development

11.8.1. The Directorate gave extensive publicity to Rural Development Programmes. Printed material was brought out on Panchayati Raj, Jawahhar Rozgar Yojana, Integrated Rural Development Programmes, Safe Drinking Water, Rural Sanitation, Wasteland Development etc. In outdoor medium, a series of cinema slides on Panchayati Raj and Employment Assurance Scheme were displayed. A series of Press Advertisements on various Rural Development programmes in all major languages was issued to newspapers throughout the country. DAVP also produced quickies on DWCR, TRYSEM and Employment Assurance Scheme which were telecast quite frequently on Doordarshan. An exhibition 'Gaon Vikas Kee Ore' was put up throughout the country specially in the rural areas.

11.8.2. The other two phases of the Campaign are to be held during the year. These will include printing of publications on Panchayati Raj, Jawahar Rozgar Yojana, Integrated Rural Development Programme, Employment Assurance Scheme, Drinking Water and Rural Sanitation and Wasteland Development Programmes. A series of Press advertisements, audio and video spots and outdoor materials will be produced and screened throughout the country.

Health & Family Welfare

11.9.1. National Campaigns were launched by DAVP on various themes of Family Welfare. These included 'Population and Sustainable Development; 'Small Family-Happy Family', 'Mother and Child Health', 'Choice for Spacing' etc.

11.9.2. On the occasion of World Population Day on 11 July 1994 and also on Launch of India Population Project on 20 December 1994, special 2-page supplement was released to the benefit of the people.

11.9.3. A number of publications were printed in Hindi, English and all regional languages to highlight Health and Family Welfare, which included AIDS, Tab Kyon Nahin Socha, Father is Equally Responsible, Pahhele Vidya Daan, Safe Motherhood, Vasectomy, No Scalpel Vasectomy, A Guide to Contraception, Budhiman Raja, Right Age of Marriage, Teenage Years, Smaller, Healthier Happy Family and Breast-feeding. In addition, DAVP also brought out a series of booklets on various themes of Family Welfare designed by Bharatiya Gyan Vigyan Samiti. A 12-page calendar on Family Welfare was also produced by DAVP.

11.9.4. On Health front during the outbreak of Plague, Malaria and Diarrhoea in different parts of the country, publicity Campaigns were launched to disseminate information among the people about these diseases.

Chapter XII

Photo Division

12.1.1. Photo Division is the biggest production unit of its kind in the country in the field of photography. The Division is responsible for preparing photographs in black and white as well as in colour for internal and external publicity on behalf of the Government of India. During April-November, 1994, the Division covered over 2,200 assignments of various functions/events and supplied photographs to different media units and Central/State Government Departments to meet their publicity requirements.

12.1.2. The main function of the Photo Division is to photographically document and preserve the growth, development and social changes in the country and provide visual support for communication strategies. The Division provides photographic visuals to the media units of the Ministry of Information and Broadcasting and other Central and State Governments, Ministries/Departments including President's Secretariat, Vice President's Secretariat, Prime Minister's Office, Lok Sabha/Rajya Sabha Secretariats and Indian Missions abroad through XP Division of the Ministry of External Affairs. The Division also supplies, on payment, black and white as well as colour photographs and colour slides/transparencies to non-publicity organisations and general public. During April-November, 1994, the Division earned a revenue of Rs.4.13 lakh through this activity.

12.1.3. The Division has well equipped laboratories and equipments for handling different kinds of photographic jobs and assignments. A Photo Data Bank has also been installed in the Head Office of Photo Division at New Delhi. The process of recording the photographs into the Photo Data Bank is in progress. The Division has four Regional Offices at Bombay, Calcutta, Madras and Guwahati.

Major Coverages

12.2.1. Photo Division undertook extensive Photo coverages of visits by the President, Vice President and Prime Minister to various parts of the country. The Vice President's visit to Australia, Indonesia, Thailand, Singapore, South Africa, China and Hong Kong, the Prime Minister's visit to U.S.A., Russia, Vietnam and Singapore, the Finance Minister's visit to Cyprus and the visit of Minister of State in the Prime Minister's Office to Nepal were extensively covered. These photographs were released to the Press within the country through Press Information Bureau and Indian Missions abroad through XP Division of the Ministry of External Affairs.

12.2.2. The Division also undertook photo coverages of the visits of foreign dignitaries as well as Heads of States/Governments to India.

12.2.3. Photo Division organises an Annual National Photo Contest and Exhibition on specific themes by inviting amateur photographers in the country to participate in the competition by sending a maximum of 4 photographs in both sections i.e. black and white and colour. 1,099 black and white entries from 405 entrants and 1,555 colour entries from 686 amateur photographers

were received for the sixth National Photo Contest on the theme 'INDIAN WOMEN' which was held in New Delhi during March, 1994. A three member Jury team screened all the entries and selected 26 Award Winners (13 each in both sections). In addition, the Jury also selected 95 photographs for exhibition purposes.

12.2.4. The Division also organised the First National Workshop for Photography on "CHILD RIGHTS" in collaboration with UNICEF on 29 November 1994. This was attended by 78 professional photographers from various News Agencies and Government organisations in the country

12.2.5. The data on the activities of Photo Division during April-November, 1994 are detailed below:-

(i) News and feature assignments covered	:	2,200
(ii) Negatives handled	:	83,305
(iii) Colour slides/transparencies prepared	:	547
(iv) Black and White prints made/prepared	:	3,59,186
(v) Colour prints made/prepared	:	24,899
(vi) Total black and white and colour prints made/prepared	:	3,84,085
(vii) Total Photo Albums/Wallets produced/prepared	:	84

Chapter XIII

Song and Drama Division

13.1.1. The Song and Drama Division utilises live entertainment media for the purpose of creating awareness among the people about various national programmes of socio-economic significance. It utilises a wide range of performing arts such as Drama, Dance-Drama, Puppet, Folk Recitals and Folk and Traditional Plays besides Light and Sound Programmes. The Division is also entrusted with the task of providing entertainment to the armed forces in the forward areas. In all its activities, the Division functions in close collaboration with the Central and State Government agencies.

13.1.2. During major festivals where large number of people congregate, the Division effectively utilises these modes of communication to put across various messages like National Integration, Communal Harmony, Eradication of Untouchability, Prohibition, Health and Family Welfare, New Economic Policy, Revamped Public Distribution System etc.

Activities

13.2.1. The Division headed by a Director functions at three levels (i) Headquarters at Delhi (ii) Eight Regional Centres located at Bhopal, Calcutta, Chandigarh, Delhi, Guwahati, Lucknow, Madras, Pune and (iii) Nine Sub-Centres located at Bhubaneswar, Hyderabad, Patna, Imphal, Jodhpur, Darbhanga, Nainital, Shimla and Srinagar. Besides, there are two Sound and Light Units at New Delhi and Bangalore and one Tribal Centre at Ranchi. These Centres and Sub-Centres are responsible for the preparation and presentation of publicity oriented programmes.

13.3. There are six Departmental Drama Troupes in the Division. These are located at Pune, Hyderabad, Srinagar, Delhi, Patna and Bhubaneswar. During the year, these troupes presented programmes in various languages. The Pune Centre participated in the "Pune Festival 94" at Pune and the Bhubaneswar Troupe participated in the famous "CAR FESTIVAL" in Puri, Orissa. The Orissa Troupe also presented programmes on National Integration and Communal Harmony throughout the State.

Border Publicity Troupes (BPT)

13.4. For effective and concentrated publicity in areas adjoining international borders, Border Publicity Troupes presented performances in the border villages in local dialects to provide education, information and entertainment to the people living in these areas, counter Anti National Propaganda, to make the people aware of our Defence Preparedness, Foster the Feelings of Emotional and National Integration and to involve them in the Nation's Development Efforts. These troupes also organised intensive publicity Campaigns in coordination with Directorate of Field Publicity, S.S.B. and State Government Agencies and other concerned organisations. During the year, Guwahati Regional Centre presented performances on the theme of Emotional Integration in North-East region. The Division also organised Sadbhavana

Samarohs in all the seven North-Eastern States and Sikkim. The Shimla Centre participated in the Kulu Dussehra Festival in Himachal Pradesh. Special programmes were presented in the border villages of the country on New Economic Policy, Public Distribution System and GATT Accord, Rural Development Schemes like Jawahar Rozgar Yojana, Panchayati Raj, Mahila Samridhi Yojana and other important themes were highlighted in the programmes presented by the Division. All the Border Publicity Troupes participated in the Sadbhavana Samarohs in North-East, Karnataka and Tamil Nadu during the year 1994-95.

Armed Forces Entertainment Troupes

13.5. The Armed Forces Entertainment Wing (AFEW) was established in 1967 for entertainment of Jawans in forward areas. Of the seven troupes, one is located at Madras and the rest at Delhi. During the year, these troupes covered a number of difficult and inhospitable forward areas to entertain the Jawans. The AFEW Troupes also presented programmes on Communal Harmony, National Integration and other such important themes. In civil areas, the troupes presented cultural programmes for Foreign Dignitaries, Members of Parliament and on other special occasions. During the year, these troupes also took part in the programmes presented during the special campaigns on Diarrhoea Management in Flood Affected Areas, Sadbhavana Samarohs, Light and Sound Programmes etc. These troupes presented 246 performances upto December, 1994.

Sound and Light Programmes

13.6. The Division has a Sound and Light Unit each at Delhi and Bangalore. The Sound and Light programme "MANZILEN AUR BHI HAI" was presented at Raipur in connection with Utkal Diwas. The programme "WOH RAHGUJAR WOH RAHGIR" was presented in the Phool Walon Ki Sair at New Delhi. The programme on National Integration and Communal Harmony was also presented at Bhubaneswar and Angul in Orissa during the period under report. The Division also presented programmes in the Sound and Light medium at Jodhpur and Kota. Programmes will be presented in Bhopal/ Mareshwar in Madhya Pradesh, Jhansi in U.P. during the year. It is also proposed to present programmes in Mysore and Mandya in Karnataka and Khammam in Andhra Pradesh.

Professional and Special Services

13.7. The Division also utilises registered private parties in the field of performing arts to spread the message of National Integration and Multi-Faceted Developmental Endeavour. Presently 620 private troupes are registered with the Division to present programmes on specified themes of national importance. Apart from their utilisation for regular activities of the Division, these troupes were also associated with the Sadbhavana Samarohs and various Campaigns on Health and Family Welfare. The programmes given by these registered troupes are intended to supplement the overall publicity efforts. During the period, these troupes presented more than 26,000 programmes upto December, 1994.

Utilisation of Tribal and Folk Artistes

13.8. The Tribal Centre at Ranchi under the Tribal Project Plan utilises the folk forms by the tribal artistes from Madhya Pradesh, Bihar and Orissa. The

basic idea behind the scheme is to provide and encourage development of suitable programmes in the tribal idiom and dialect. The centre is expected to present 400 programmes during this financial year.

Health and Family Welfare

13.9. During the year efforts were made to conduct different kinds of Workshops by utilising the potential, traditional and folk forms in various identified areas. A result-oriented workshop on population control through the format of street theatre was held in Lucknow from 10th to 19th December, 1993. It was a grand success as 325 programmes were exhibited in Uttar Pradesh. The Division conducted a one-week orientation camp for registered troupes located in Rajasthan which was hit by Malaria in October-November, 1994. These troupes were deployed in identified areas like Barmer, Nagaur, Jaisalmer, Jalore, Bikaner and Jodhpur presenting 250 programmes from 16th to 22nd November, 1994. The Regional Centres viz. Bhopal, Pune, Calcutta, Guwahati, Madras, Chandigarh and Lucknow covered flood affected districts and arranged workshops on Diarrhoea Management. The total number performances was 1495.

Fairs and Festivals

13.10. The Division participated in all the major fairs and festivals of the country. Important fairs covered were CAR Festival of Puri, Durga Pooja, Dussehra, Ram Navami, Bais Festival, Onam, Pongal, Christmas, Bihu, Ganesh Festival, Makar Sankranti, Cattle Fair, Besant Mela, Kartik Mela in different parts of the country.

Intensive Campaign

13.11. Multi-media campaigns on various themes were organised by the Division in coordination with State and Central Government agencies, Nehru Yuvak Kendra, UNICEF and NGOs in various parts of the country during the period. Some of the campaigns organised are Prevention of Polio, Control of AIDS, Diarrhoea Management, GATT Accord and Rural Development.

13.12. As a follow up of the Prime Minister's address to the field level communicators of the Ministry of I&B, the Song and Drama Division is regularly organising programmes, as a special publicity measure on New Economic Policy and Revamped Public Distribution System. Special programme Packages on these themes were prepared by Regional Centres and presented at the grassroots level.

Sadbhavana Samarohs

13.13. In view of the growing communal tensions, the Division launched sustained campaigns to promote Communal Amity and National Integration through a series of Sadbhavana Samarohs in some States. During the year Sadbhavana Samarohs that evoked enthusiastic response were organised in all the seven States of North-East Region and in Karnataka and Tamil Nadu. During the remaining months of the year, it is proposed to organise such Samarohs in West Bengal, Madhya Pradesh, Punjab and J&K.

Chapter XIV

Research, Reference & Training Division

Introduction

14.1.1. The Research, Reference and Training Division functions as an information servicing agency to 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 campaigning work. It also studies trends in Mass Communication Media and maintains a Reference and Documentation Service on Current Affairs and Mass Communication. The Division provides Backgrounders, Reference and Research Material and other facilities for the use of the Ministry, its media units and others engaged in mass communication.

14.1.2. Important projects undertaken by the Division were the compilation of two reference works - 'India - A Reference Annual ', an authentic work of reference on India and "Mass Media in India", a publication on mass communication in the country.

14.1.3. During the year, the Division undertook a number of assignments on a wide range of subjects, such as Science, Industry, Ecology, Films and Sports. The Division produced two series of reference materials, in connection with important anniversaries. One series was in connection with the Fiftieth Anniversary of late Shri Rajiv Gandhi's Birth, and the other was entitled "Forty-eighth year of Progress". In the latter series, topics like the Constitution, Infrastructure Development, Mass Communication, Land Reforms, Panchayati Raj etc. were dealt with. In 1994, the Division started a Unit to produce Background/Reference Papers in Hindi.

14.1.4. In 1994-95, the Division produced a number of briefings on important occasions for the Ministry of I&B.

14.1.5. The Division undertook a number of activities on the training front reflecting the Governments emphasis on manpower planning and development. The restructuring of the Division to take on its training responsibility for officers of the Indian Information Service (IIS) proceeded smoothly in 1994-95. In addition to the regular induction training programmes for Group 'A' and 'B' Officers of the IIS, the Division organised in collaboration with the Indian Institute of Mass Communication (IIMC), Short Duration Courses topics like "Current Affairs for Television" and "Voice-casting for Radio". The Division has also planned to organise a series of Seminars for officers of the IIS. The Division collaborated with the Syllabus Review Committee (SRC) of the Ministry of I&B to undertake a thorough review of the training needs of the IIS and finalised detailed syllabi for induction and progressive refresher training courses.

Reference Library

14.2. The Division has a well equipped library with a large collection of books on various subjects, bound volumes of selected periodicals and various reports

of the Ministries, Committees and Commissions. It has a large collection of books on various subjects pertaining to Journalism, Public Relation, Advertising and Audio-Visual media. Year-books, contemporary articles and encyclopaedia series from all prominent publishers of the world over are also available. These are used by accredited correspondents (both Indian and foreign) and Government officials. The library receives a large number of Indian and foreign periodicals.

National Documentation Centre on Mass Communication (NDCMC)

14.3.1. The National Documentation Centre on Mass Communication was created in 1976 as a part of the Division on the recommendation of an Experts Committee set up by the Ministry, for collecting, interpreting and disseminating information about the events and trends in Mass Media.

14.3.2. The NDCMC continued bringing out the eight services "Current Awareness Service", "Reference Information Service", "Bibliography Service", "Who's Who in Mass Media", "Honours Conferred on Mass Communicators", "Media Memory", "World Media Service" and "Bulletin on Film".

Indian Institute of Mass Communication

15.1.1. The Indian Institute of Mass Communication (IIMC) was established in 1965 as an autonomous body deriving funds primarily from Government of India. The Institute conducts Teaching and Training Programmes, Organises Seminars, and contributes to the creation of an Information Infrastructure suitable for India and other developing countries. It also provides its expertise and consultancy services to other organisations in the country and collaborates with those abroad.

15.1.2. During the period under report, the Institute conducted two Training Programmes and Four Diploma Courses. These were: (i) Orientation Course for Officers of Indian Information Service, Group 'A'; (ii) Broadcast Journalism Course for Personnel of AIR and Doordarshan; (iii) Post Graduate Diploma Course in Journalism (English); (iv) Post Graduate Diploma Course in Advertising and Public Relations; (v) Post Graduate Diploma Course in Journalism (Hindi); and (vi) Diploma Course in News Agency Journalism for Non-Aligned Countries.

15.1.3. In addition, the Institute organised a number of Refresher Courses for personnel of the Indian Information Service and Specialised Short Courses to meet the training needs of media personnel working in Government and Public Sector Organisations. Since its inception, the Institute has organised 270 Short Courses and Workshops of varying durations from which nearly 6192 participants both from India and abroad have benefited.

Convocation

15.2.1. The academic year 1993-94 ended with the Annual Convocation held on 26 April, 1994. Twenty two participants of News Agency Journalism Course for Non-Aligned countries, 30 students of the Post Graduate Diploma Course in Journalism (Hindi), 31 students of the Post Graduate Diploma Course in Journalism (English) and 29 students of the Post Graduate Diploma Course in Advertising and Public Relations received Diplomas.

15.2.2. The first Convocation of the branch of the Institute at Dhenkanal was held on 1 June, 1994 and here 30 students of the Post Graduate Diploma Course in Journalism (English) received Diplomas.

Academic Session 1994-95

15.3. Three courses viz. Post Graduate Diploma Course in Journalism (Hindi) and (English) Post Graduate Diploma Course in Advertising and Public Relations, commenced on 8 August, 1994 with 40 students each. The 23rd Diploma Course in News Agency Journalism for Non-Aligned Countries commenced on 8th July, 1994. The 2nd Post Graduate Diploma Course in Journalism (English) at IIMC branch at Dhenkanal (Orissa), began on 8th August, 1994 with 40 students. The Institute also conducted 18 Short Courses, workshops and Seminars in which 391 media personnel participated.

Research and Evaluation Studies

15.4. The Institute undertook following research studies during the year 1994-95:

- (i) Role and Impact of Mass Media and other Campaigning Techniques on Women - A Case Study on 1992 Election.
- (ii) Income Tax Campaign : An Assessment
- (iii) IRC Programme for Ministry of Health and Family Welfare on Tuberculosis on the sponsorship of the Ministry of Health and Family Welfare.
- (iv) Impact Assessment of Media Programmes for Family Welfare Schemes: One for Hindi speaking and the other for non-Hindi speaking States.
- (v) Perception towards revised National Tuberculosis Programme - An Exploratory Study. (Sponsored by Directorate General of Health Services.
- (vi) A Bench Mark Study on Environment and Agro Chemicals.
- (vii) Multi-Media Campaign of Sadbhavana Samaroh in U.P. : An Assessment.

15.4.2. The following studies are in progress:

- (i) Foreign News Portrayal in some of the leading English and Hindi newspapers especially the current trends of reporting regarding the use of news sources.
- (ii) Impact of Television on Children.
- (iii) Sales Promotion of Publications Division.

Publications

15.5. The Institute regularly brought out its quarterly journals 'Communicator' (English) and 'Sanchar Madhyam' (Hindi). The students of Post Graduate Diploma Courses and the participants of Diploma Course in News Agency Journalism brought out laboratory Journals as part of their academic pursuit.

Opening of IIMC Branches

15.6. In order to fulfil mass communication infra-structural needs of the people, IIMC has decided to set up its branches in the country on regional basis. The first branch of IIMC was, accordingly, set up at Dhenkanal on 14th August, 1993 to serve the people from Eastern region. The Institute has also decided to set up its branches at Kottayam (Kerala), Jhabua (Madhya Pradesh) and Dimapur (Nagaland). All these branches will focus on developmental communication keeping in view the local needs of the region.

MINISTRY OF INFORMATION & BROADCASTING
Statement showing the Budget for Plan & Non-Plan

Demand No.54 - Ministry of Information & Broadcasting

(Rs. in thousands)

S.No.	Name of Media Units	B. E. 1994-95			R. E. 1994-95			B. E. 1995-96		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
REVENUE SECTION										
Major Head - "2251"-Secretariat-Social Services										
1.	Main Sectt.	-	4,07,24	4,07,24	-	4,37,82	4,37,82	-	4,49,42	4,49,42
2.	Composite P.A.O.	3,00	1,78,76	1,81,76	6,00	1,90,18	1,96,18	6,00	2,07,58	2,13,58
Total:		3,00	5,86,00	5,89,00	6,00	6,28,00	6,34,00	6,00	6,57,00	6,63,00
Major Head "2205"-Art & Culture Certification of Cinematographic films for public exhibition										
3.	Central Board of Film Certification	12,00	67,75	79,75	12,00	69,85	81,85	25,00	78,75	1,03,75
4.	Film Certification Appellate Tribunal	-	3,25	-	3,15	3,15	-	3,25	3,25	
Total:		12,00	71,00	83,00	12,00	73,00	85,00	25,00	82,00	1,07,00
Major Head "2220-Information & Publicity										
5.	Films Division	1,02,00	16,94,01	17,96,01	1,59,00	16,64,66	18,23,66	1,91,00	16,78,78	18,69,78
6.	Directorate of Film Festivals	2,45,00	1,79,00	4,24,00	2,37,00	1,94,26	4,31,26	2,89,00	2,05,93	4,94,93
7.	National Film Archive of India	72,00	34,99	1,06,99	82,35	36,89	1,19,24	1,98,00	42,00	2,40,00

Contd...

S.No.	Name of Media Units	B. E. 1994-95			R. E. 1994-95			B. E. 1995-96		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
8.	Film & Television Institute of India, Calcutta	5,00	-	5,00	2,00	-	2,00	50,00	-	50,00
9.	Grants-in-aid to National Centre of Films for Children and Young People (N'CYP)	1,50,00	10,00	1,60,00	1,00,00	5,00	1,05,00	1,50,00	10,00	1,60,00
10.	Grants-in-aid to Film & Television Institute of India, Pune	5,50,00	2,69,00	8,19,00	5,50,00	2,89,00	8,39,00	6,54,00	3,04,00	9,58,00
11.	Grants-in-aid to Film Societies	3,00	-	3,00	3,00	-	3,00	3,00	-	3,00
12.	Research, Reference & Training Divn.	-	39,31	39,31	-	42,87	42,87	-	51,36	51,36
13.	Grants-in-aid to I.I.M.C.	1,10,00	1,24,69	2,34,69	1,10,00	1,29,33	2,39,33	4,00,00	1,35,90	5,35,90
14.	Directorate of Advertising & Visual Publicity	30,00	27,24,10	27,54,10	1,19,00	31,00,76	32,19,76	30,00	33,22,00	33,52,00
15.	Press Information Bureau	40,00	7,74,44	8,14,44	40,50	8,38,82	8,79,32	91,00	9,10,00	10,01,00
16.	Press Council of India	-	44,34	44,34	-	50,00	50,00	-	52,00	52,00
17.	Subsidy in lieu of Interest on loan to PTI	-	1,43	1,43	-	1,43	1,43	-	95	95
18.	Payment for Pro. & Spl. Services	-	38,22	38,22	-	30,00	30,00	-	33,00	33,00
19.	Directorate of Field Publicity	67,00	10,15,00	10,82,00	1,43,00	10,34,00	11,77,00	1,15,00	11,26,00	12,41,00
20.	Song & Drama Division	1,26,00	6,63,00	7,89,00	1,76,00	6,63,00	8,39,00	1,26,00	7,61,00	8,87,00
21.	Publications Division	30,00	6,39,69	6,69,69	15,15	6,09,48	6,24,63	30,00	6,36,39	6,66,39
22.	Employment News	-	7,61,51	7,61,51	-	7,37,90	7,37,90	-	7,64,59	7,64,59
23.	Registrar of Newspapers for India	5,00	82,87	87,87	7,00	82,00	89,00	8,00	91,00	99,00
24.	Photo Division	12,00	1,22,40	1,34,40	12,00	1,27,60	1,39,60	10,00	1,37,10	1,47,10
25.	Contribution to International Programme for the Development of Communication	-	16,00	16,00	-	10,00	10,00	-	10,00	10,00
Total: Major Head "2220"		15,47,00	92,34,00	1,07,81,00	17,56,00	96,47,00	114,03,00	23,45,00	102,72,00	1,26,17,00
Total: Revenue Section		15,62,00	98,91,00	1,14,53,00	17,74,00	103,48,00	121,22,00	23,76,00	110,11,00	1,33,87,00

S.No.	Name of Media Units	B. E. 1994-95			R. E. 1994-95			B. E. 1995-96		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
	Capital Section									
	Major-head "4220"- Capital outlay on Information & Publicity.									
A)	Machinery & Equipment									
	1. Acquisition of Equipment for Films Division	1,65,00	-	1,65,00	1,81,00	-	1,81,00	2,00,84	-	2,00,84
	2. Acquisition of Equipment for NFAI, Pune	15,00	-	15,00	55,00	-	55,00	-	-	-
	3. Acquisition of Equipment for P.I.B.	90,00	-	90,00	90,00	-	90,00	50,00	-	50,00
	4. Acquisition of Equipment for Dte. of Field Publicity	28,00	-	28,00	28,00	-	28,00	15,00	-	15,00
	5. Acquisition of Equipment for Song & Drama Division	14,00	-	14,00	14,00	-	14,00	14,00	-	14,00
	6. Acquisition of Equipment for Photo Division	88,00	-	88,00	44,00	-	44,00	40,00	-	40,00
B)	Buildings									
	7. Multi-storeyed building for Films Division - Major Works	33,00	-	33,00	55,00	-	55,00	66,16	-	66,16
	8. Construction of office building for N.F.A.I. - Major Works	3,00	-	3,00	5,00	-	5,00	42,00	-	42,00
	9. Film Festival Complex - Additions and Alternations - Major Works	55,00	-	55,00	55,00	-	55,00	64,00	-	64,00

S.No.	Name of Media Units	B. E. 1994-95			R. E. 1994-95			B. E. 1995-96		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
10.	Setting up of Film & Television Institute at Calcutta - Acquisition of Land & Construction of Building	5,63,00	-	5,63,00	2,63,00	-	2,63,00	4,00,00	-	4,00,00
11.	Soochna Bhavan building - Major Works	80,00	-	80,00	37,17	-	37,17	2,00,00	-	2,00,00
12.	Construction of office and Residential Accommodation for Field Publicity - Major Works	5,00	-	5,00	20,00	-	20,00	5,00	-	5,00
13.	Setting up of National Press Centre and Mini-media Centre for P.I.B.	20,00	-	20,00	39,83	-	39,83	5,89,00	-	5,89,00
C) Others Investment										
14.	Investment in Joint Sector Companies proposed to be setup for operating the Second National Television Channel.	1,47,00	-	1,47,00	5,00	-	5,00	-	-	-
15.	National Film Development Corpn.	1,00,00	-	1,00,00	1,00,00	-	1,00,00	75,00	-	75,00
16.	Joint production of a feature film Making of a Mahatma in collaboration with the Govt. of South Africa	2,50,00	-	2,50,00	1,50,00	-	1,50,00	-	-	-
17.	Broadcasting Engineering Consultants (India) Ltd.	-	-	-	-	-	-	-	25,00	25,00
Total: Major Head "4220"		16,56,00	-	16,56,00	11,42,00	-	11,42,00	17,86,00	-	17,86,00

S.No.	Name of Media Units	B. E. 1994-95			R. E. 1994-95			B. E. 1995-96		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
	Major-head "6220" - Loan for Information Publicity Loans to Public Sector and Other Undertakings									
18.	National Film Development Corporation Ltd.	1,00,00	-	1,00,00	1,00,00	-	1,00,00	75,00	-	75,00
19.	Broadcasting Engineering Consultants (India) Ltd.	-	-	-	-	-	-	-	25,00	25,00
	Total - Major Head "6220"	1,00,00	-	1,00,00	1,00,00	-	1,00,00	1,00,00	-	1,00,00
	Total - Capital Section	17,56,00	-	17,56,00	12,42,00	-	12,42,00	18,86,00	-	18,86,00
	Total - Demand No.54	33,18,00	98,91,00	1,32,09,00	30,16,00	103,48,00	133,64,00	42,62,00	1,10,11,00	1,52,73,00

Demand No.55 - Broadcasting Services

REVENUE

(Rs. in thousands)

S.No.	Name of Media Units	B. E. 1994-95			R. E. 1994-95			B. E. 1995-96		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
Revenue Section:										
(A) Major Head '2221'										
All India Radio										
1.	Direction & Administration	32200	92300	124500	27900	94400	122300	31100	96900	128000
2.	Operation & Maintenance	134100	392200	526300	126800	436300	563100	108600	459000	567600
3.	Commercial B'casting Services	2100	178200	180300	200	188600	188800	100	211900	212000
4.	Programme Services	353900	124990	1603800	372800	1367600	1740400	388500	1434300	1822800
5.	News Services Division	2500	111100	113600	1100	163300	164400	1600	164800	166400
6.	Listener's Research	5900	7700	13600	4800	7700	12500	3100	8400	16500
7.	External Services Division	300	26800	27100	100	28900	29000	100	31400	31500
8.	Planning & Development	23900	52300	76200	22100	53100	75200	20900	54900	75800
9.	Research & Training	11200	24700	35900	10300	25800	36100	11000	27300	38300
10.	Suspense	-	600000	600000	0	682500	682500	0	607200	607200
11.	Transfer to NLF	-	401600	401600	0	464700	464700	0	538900	538900
12.	Other Expenditure	-	5100	5100	0	17100	17100	0	34200	34200
Total AIR (Revenue)		566100	3141900	3708000	566100	3530000	4096100	570000	3669200	4239200
Doordarshan										
1.	Direction & Administration	2000	75700	77700	1700	79000	80700	1900	84400	86300
2.	Operation & Maintenance	189500	622300	811800	189500	600800	790300	276100	657600	933700

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
3.	Commercial Services	-	572600	572600	0	572600	572600	0	693000	693000
4.	Programme Services	657200	1182600	1839800	657800	1358900	2016700	721600	1668800	2390400
5.	Listeners' Research	500	7000	7500	400	6500	6900	400	6900	7300
6.	Suspense	-	871700	871700	0	689900	689900	0	749200	749200
7.	Transfer to Akashvani & Doordarshan									
	Commercial Funds	-	3144600	3144600	0	3126700	3126700	0	3790700	3790700
8.	Other Expenditure	200	3000	3200	0	22700	22700	0	40500	40500
	Total Doordarshan (Revenue)	849400	647900	7328900	849400	6457100	7306500	1000000	7691100	869,1100
	Total Major Head '2221'	1415500	9621400	11036900	1415500	9987100	11402600	1570000	11360300	12930300
	Total Revenue Section	1415500	9621400	11036900	1415500	9987100	11402600	1570000	11360300	12930300
	Total Revenue Section	1415500	9621400	11036900	1415500	9987100	11402600	1570000	11360300	12930300
	Voted	1415500	9620800	11036900	1415500	9986400	11401900	1570000	11359700	12929700
	Charged	-	600	600	0	700	700	-	600	600
Capital Section Major Head '4221'										
ALL INDIA RADIO										
1.	Machinery & Equipment	5300	-	5300	2000	0	2000	8400	0	8400
2.	Studios	179100	500	179600	180600	800	181400	200700	3700	204400
3.	Transmitters	316600	-	316600	316600	0	316600	375900	0	375900
4.	Suspense	-	47000	47000	0	45500	45500	0	45000	45000
5.	Other expenditure (Estt & MWS)	256100	-	256100	257900	0	257900	195000	0	195000
	Total: All India Radio	757100	47500	804600	757100	46300	803400	780000	48700	828700
	Voted	755100	47500	802600	755100	46300	801400	778000	48700	826700
	Charged	2000	-	2000	2000	0	2000	2000	0	2000

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
DOORDARSHAN										
1.	Machinery & Equipment	8200	-	8200	3800	0	3800	7500	0	7500
2.	Studios	427400	500	427900	278300	0	278300	729300	0	729300
3.	Transmitters	1033300	-	1033300	1133600	0	1133600	722300	0	722300
4.	Suspense	-	43400	43400	0	40500	40500	0	60800	60800
5.	Other Expenditure(Estt & MWS)	241700	-	241700	294900	0	294900	678700	200	678900
Total Doordarshan		1710600	43900	1754500	1710600	40500	1751100	2137800	61000	2198800
Voted		1706500	43900	1750500	1704400	40500	1744900	2133800	61000	2194800
Charged		4000	-	4000	6200	0	6200	4000	0	4000
Total Major Head '4221'		2467700	91400	2559100	2467700	86800	2554500	2917800	109700	3027500
Total Capital Section		2467700	91400	2559100	2467700	86800	2554500	2917800	109700	3027500

MINISTRY OF INFORMATION & BROADCASTING

List of Audit Reports pending in the Ministry

File No.	Name of the Report	Brief contents of the Para	Remarks
G.25018/10/91-B&A	No.13 of 1991 C&AG report	Para 6 - Purchase of Dining Hall and Shopping Complex at Asiad Village Complex - Doordarshan	ATN are yet to be sent to DACR
G.25018/10/91-B&A	No.13 of 1991 C&AG report	Para 8 - Blocking of funds by Doordarshan	ATN are under process.
G.25018/10/91-B&A	No.13 of 1991 C&AG report	Para 9 - Non-commissioning of a diesel generator by AIR (CCW).	ATN are under process
G.25018/4/92-B&A	Report of C&AG for the year ended 31.3.91 (No.6 of 1992)	5.1 - Follow up on Account - NFDC.	ATN are under process
G.25018/4/92-B&A	Report of C&AG for the year ended 31.3.91 (No.6 of 1992)	5.2 - Unused costly spare Doordarshan.	ATN are under process
G.25018/4/92-B&A	Report of C&AG for the year ended 31.3.91 (No.6 of 1992)	5.3 - Outstanding dues from Cinema houses - Films Division.	Comments have been sent to DACR.
G.25018/4/92-B&A	Report of C&AG for the year ended 31.3.91 (No.6 of 1992)	5.4 - Avoidable extra expenditure due to failure to handover the work site - AIR	ATN are being processed.
G.25018/4/92-B&A	Report of C&AG for the year	5.5 - Extra expenditure due to failure	ATN are being processed.

File No.	Name of the Report	Brief contents of the Para	Remarks
	ended 31.3.91 (No.6 of 1992)	to handover the work site - AIR	
G.25018/5/93-B&A	Report of C&AG for the year ended 31.3.92 (No.6 of 1993)	3.2 - Extra contractual payment - Doordarshan.	ATN'sent to DACR for vetting.
G.25018/5/93-B&A	Report of C&AG for the year ended 31.3.92 (No.6 of 1993)	3.3 - Infructuous expenditure - Doordarshan.	-do-
G.25018/5/93-B&A	Report of C&AG for the year ended 31.3.92 (No.6 of 1993)	3.4 - Follow up on Audit report	
		(+) Audit Report Caption	
		13 of 1991 Para-6 DDn.	ATN are being processed
		-do- Para-8 DDn.	
		-do- Para-9 AIR(CCW)	ATN are under process
G.25018/4/93-B&A	Report of C&AG for the year ended 31.3.92 (No.3 of 1993)	13.1 - Investment in Portfolio Management Scheme - NFDC	ATN are under process
		13.2 - Avoidable expenditure - NFDC	-do-
G.25018/8/94-B&A	Report of C&AG for the year ended 31.3.93 (No.11 of 1994)	23 - Non realisation of Statutory fee - P.C.I.	ATN sent to DACR.
G.25018/7/94-B&A	Report of C&AG for the year ended 31.3.93 (No.2 of 1994)	5.1 - Employment News	ATN sent to DACR.
		5.2 - Idle TV Cameras - Doordarshan	ATN under process
		5.3 - Avoidable payment of rent for non-functional lines-AIR	-do-

File No.	Name of the Report	Brief contents of the Para	Remarks
		5.4 - Idling of Computers - P.I.B.	ATN are under process.
		5.5 - Procurement of telecine Machine - Doordarshan	ATN are under process.
		5.6 - Non-recovery of rental dues from theatres - Films Division	Draft ATN sent to DACR.
		5.7 - Idle investments on revolving restaurant - Doordarshan	ATN are under process
		5.8 - Follow up on Audit Report 13 of 1991 Para 6 - Doordarshan 13 of 1991 Para 8 - Doordarshan 13 of 1991 Para 9 - AIR, CCW 6 of 1992 Para 5.2 - Doordarshan 6 of 1992 Para 5.4 - AIR 6 of 1992 Para 5.5 - AIR 6 of 1993 Para 3.1 - AIR	

“ATN” - Action Taken Report

ALL INDIA RADIO

Broadcast Stations and other Projects likely to be commissioned during 1995-96.

a) Broadcast Centres

1.	Hissar	Local Radio Station
2.	Aligarh	2x3 KW FM Tr. (Relay)
3.	Dhubri	2x3 KW FM Tr. (Relay)
4.	Asansol	2x3 KW FM Tr. (Relay)
5.	Churachandpur	Local Radio Station
6.	Kodaikanal	2x3 KW FM Tr. MP st. & S/Qtrs.
7.	Puri (LRS)	3 KW FM Tr. and MP studio
8.	Chamoli	1 KW MW Tr., St. and S/Qtrs.
9.	Kargil	1 KW MW Tr., St. and S/Qtrs.
10.	Ziro (LRS)	1 KW MW Tr., MP Studios
11.	Diphu (LRS)	1 KW MW Tr., MP Studios and S/Qtrs.
12.	Tezpur	2x10 KW MW Tr., St. and S/Qtrs.
13.	Joranda (LRS)	1 KW MW Tr., MP Studio and S/Qtrs.

b) Other Projects

1.	Jodhpur (VB)	2x3 KW FM Tr.
2.	Ranchi (VB)	2x3 KW FM Tr.
3.	Guwahati (NC)	2x3 KW FM Tr.
4.	Guwahati (CBS)	2x5 KW FM Tr.
5.	Ahmedabad (VB)	2x5 KW FM Tr.
6.	Jabalpur (CBS)	2x5 KW FM Tr.
7.	Coimbatore (CBS)	2x5 KW FM Tr.
8.	Vishakhapatnam	2x5 KW FM Tr.
9.	Calcutta	Refurbishing of Studios.
10.	Thiruvananthapuram	Type IV Studios
11.	Delhi (VB)	20 KW MW Tr.
12.	Delhi (Phase II)	Refurbishing of Studios
13.	Delhi (NC)	20 KW MW Tr.
14.	Jalandhar	200 KW MW Tr.
15.	Gorakhpur	100 KW MW Tr.
16.	Guwahati	100 KW MW Tr.
17.	Ranchi	50 KW SW Tr.
18.	Jeypore	50 KW SW Tr.
19.	Aizawl	10 KW SW Tr.
20.	Calcutta	200 KW MW Tr.
21.	Hyderabad	200 KW MW Tr.
22.	Alleppey	200 KW MW Tr.
23.	Pondicherry	20 KW MW Tr.

ALL INDIA RADIO

Revenue Earned from Commercials on the Vividh
Bharati and Primary Channels

Year	Vividh Bharati	Gross Revenue Earned-Primary Channel		
		Phase-I	Phase II	Total
1975-76	6,25,87,679	—	—	6,25,87,679
1976-77	6,85,54,222	—	—	6,85,54,222
1977-78	7,82,06,252	—	—	7,82,06,252
1978-79	8,90,75,436	—	—	8,90,75,436
1979-80	10,31,43,702	—	—	10,31,43,702
1980-81	12,51,32,824	—	—	12,51,32,824
1981-82	15,23,44,716	—	—	15,23,44,716
1982-83	15,39,89,422	72,64,000	—	16,12,53,422
1983-84	16,00,34,250	42,30,500	—	16,42,64,750
1984-85	15,93,53,046	66,78,500	—	16,60,31,546
1985-86	17,54,89,035	50,06,275	2,13,84,761	20,22,80,071
1986-87	17,71,77,765	1,06,68,575	5,20,92,195	23,99,38,535
1987-88	19,26,24,082	88,13,025	8,51,64,751	28,66,01,858
1988-89	21,99,92,445	84,81,675	9,60,46,546	32,45,20,666
1989-90	23,72,28,116	68,02,372	10,59,36,265	35,06,66,753
1990-91	25,25,09,742	64,71,500	13,40,37,024	39,30,18,266
1991-92	34,89,00,000	83,62,000	17,00,38,000	52,73,00,000
1992-93	37,66,00,000	1,38,00,000	19,87,00,000	58,91,00,000
1993-94	36,96,00,000	1,93,00,000	25,46,00,000	64,35,00,000

**TV Projects Commissioned during 1994-95
(1.4.94 to 22.2.1995)**

S.No.	State		Projects
1.	Andhra Pradesh	LPTs	Bheemavaram Kuppam Allagada Tandur Kavali Mandanapalli Mandassa Hindupur Vishakhapatnam Nirmal Medak Nagar Kurnool Yamangannur Wanaparthi Madhira
		VLPTs	Paderu Sri Sailam Ichhapuram
2.	Arunachal Pradesh	LPT:	Itanagar
3.	Assam	LPTs	Bongaigaon N. Lakhimpur Haflong Guwahati
4.	Bihar	LPTs:	Aurangabad Hazaribagh Lohardaga Godda Nawada Raxaul Gumla
5.	Gujarat	PGF: LPTs:	Muzzaffarpur Dharangadhra Mahuva Rapar Khambat Palitana Mangrol (Junagarh Distt.) Sanjeli Dandi Gandhinagar
		VLPT:	Devgadh Baria
		HPT:	Ahmedabad
6.	Haryana	LPT:	Rewari Meham

7.	Himachal Pradesh	HPT:	Shimla
		LPT:	Shimla*
		VLPT:	Ajhu Fort
8.	Jammu and Kashmir	LPTs:	Riasi
			Srinagar *
			Jammu*
		VLPTs:	Poonch
			Gurez (Dewar)
			Samba
9.	Karnataka	PGF:	Gulbarga
			Pavagada
			Gangavati
			Ramadurg
			Mudigere
			Bangalore*
		VLPT:	Sakleshpur
10.	Kerala	HPT:	Calicut (interim set-up)
		LPTs:	Punalur
			Thiruvananthapuram*
11.	Madhya Pradesh	LPTs:	Jaora
			Alirajpur
			Datia
			Bhopal*
			Bijarpur
			Lohar
		VLPT:	Parasia
12.	Maharashtra	LPTs:	Hinganghat
			Akluj
			Kankauli
			Umerga
			Sangamner
			Chiplun
			Wani
			Morshi
		VLPT:	Junnar
			Karjat
			Chikaldhara
13.	Orissa	HPTs:	Cuttack*
			Athamalik
			Boudh
			Malkangiri
			Bhuban
			Lutherpunk
			Redhakhol
			Talcher
			Paradwip
			Banapur
			Rajranapur
			Khandapara
			Raitangpur

			G. Udaigiri Baligurha Bhubaneshwar* Nuapara Pallahara Patnagarh Bonai
		VLPTs:	
14.	Punjab	LPT:	Jalandhar*
15.	Rajasthan	LPTs:	Gangapur Basava Chirawa Ratangarh Sridungargarh Sujangarh Bhadra Rawatsar Jaipur* Baron Kota*
		VLPTs:	Amet Rajgarh Deogarh Kumbalgarh Chaumahla
16.	Sikkim	HPT:	Gangtok
		LPT:	Gangtok*
17.	Tamil Nadu	HPT:	Rameshwaram (interim set-up) ¹
		LPTs:	Rajapalayam Arcot Udhagamandalam Pudukottai Studio: Madras (2nd Ch.)
18.	Uttar Pradesh	LPTs:	Mohammadabad Sikanderpur Champawat Kotdwar Etah
		HPT:	Mau
19.	West Bengal	LPT:	Ranaghat
20.	Pondicherry	LPT:	Karaikal
21.	Delhi	LPTs:	Delhi (Lok Sabha) Delhi (Rajya Sabha)
22.	Lakshadweep	LPT:	Kavaratti
		VLPT:	Kavaratti*
23.	Chandigarh	LPT:	Chandigarh*

HPT: High Power Transmitter

LPT: Low Power Transmitter

VLPT: Very Low Power Transmitter

* - Transmitters for relay of DD-II (Metro Channel) programmes.

Central Board of Film Certification Indian Feature Films Certified upto 31.12.1994

(Regionwise-Languagewise)

Celluloid Films

S. No.	Language	Bom- bay	Cai- cutta	Mad- ras	Ban- galore	Thiruv- anant- apuram	Hyd- erabad	New Delhi	Cutt- ack	Total
1.	Telugu	3	-	69	12	5	85	-	-	174
2.	Hindi	126	1	19	-	1	4	2	2	155
3.	Tamil	2	-	116	4	5	26	-	-	153
4.	Kannada	-	-	-	70	-	-	-	-	70
5.	Malayalam	-	-	48	1	19	2	-	-	70
6.	Bengali	2	38	4	-	-	-	-	-	44
7.	Marathi	22	-	-	-	-	-	-	-	22
8.	Oriya	-	1	2	-	-	-	-	11	14
9.	Panjabi	10	-	-	-	-	-	1	-	11
10.	Nepali	9	-	1	-	-	-	-	-	10
11.	Gujarati	6	-	-	-	-	-	-	-	6
12.	Assamese	4	1	1	-	-	-	-	-	6
13.	Bhojpuri	3	1	-	-	-	-	-	-	4
14.	English	2	-	2	-	-	-	-	-	4
15.	Rajasthani	3	-	-	-	-	-	-	-	3
16.	Manipuri	-	2	-	-	-	-	-	-	2
17.	Tulu	-	-	-	2	-	-	-	-	2
18.	Bundeli	2	-	-	-	-	-	-	-	2
19.	Haryanvi	1	-	-	-	-	-	-	-	1
20.	Kodava	-	-	-	1	-	-	-	-	1
Total =		195	44	262	90	30	117	3	13	754

Statistics in respect of important activities of NFAI

Preservation	No. of reels		
	16mm	35mm	
1. Detailed checking of films	28	1478	
2. Routine checking of films	3696	11110	
3. Nitrate reels transferred to safety base	16 reels (15,222 ft)		
Dissemination of Film Culture			
1. Distribution Library Members	5 (fresh)	62 (renewal)	67 (members)
2. No. of Films supplied to Distribution Library Members	122		
3. Films supplied for Special occasion	263		
4. Joint Screening	160		
5. Films supplied for Film Appreciation Courses	166		
6. Films Supplied to FTII for academic screenings	215		
7. Films supplied for screening to Members of Parliament	nil		
8. Films supplied for Producers/copyright owners video copying	24		
9. Viewing facilities extended to research workers	77 Indian 2 Foreign		
10. No. of Films shown	52		

Press Information Bureau Regional/Branch Offices

Name of Regional Office	Branch Offices	Office-Cum-Information Centre	Information Centres	Camp Office	Total
I. NORTHERN REGION					
Chandigarh	1.Jammu 2.Shimla	1.Srinagar 2.Jalandhar	-	-	5
II. CENTRAL REGION					
Bhopal	1.Jaipur 2.Indore 3.Kota 4.Jodhpur	-	-	-	5
III. EAST-CENTRAL REGION					
Lucknow	1.Varanasi- 2.Kanpur 3.Patna	-	-	-	4
IV. EASTERN REGION					
Calcutta	1.Cuttack 2.Agartala	Gangtok	Port Blair	Bhubaneshwar	6
V. NORTH-EASTERN REGION					
Guwahati	1. Shillong	1.Kohima 2.Imphal	Aizawl	-	5
VI. SOUTH-CENTRAL REGION					
Hyderabad	1.vijayawada 2.Bangalore	-	-	-	3
VII. SOUTHERN REGION					
Madras	1.Madurai 2.Thiruvananthapuram 3.Cochin	-	-	-	4
VIII. WESTERN REGION					
Bombay	1.Nagpur 2.Pune 3.Panaji 4.Ahmedabad 5.Rajkot 6.Nanded	-	-	-	7
Total-ROs=8	23	5	2	1	39

Directorate of Field Publicity Regional and Field Publicity Offices

Andhra Pradesh

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

Arunachal Pradesh

- | | | |
|-------------|-----------------|------------|
| 1. Along | 5. Khonsa | 9. Seppa |
| 2. Anini | 6. Nampong | 10. Tawang |
| 3. Bomdilla | 7. New Itanagar | 11. Tezu |
| 4. Daporijo | 8. Passighat | 12. Ziro |

Assam

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

Bihar (North), Patna

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

Bihar (South), Ranchi

- | | | |
|---------------|---------------|---------------|
| 1. Daltonganj | 4. Gaya | 7. Jamshedpur |
| 2. Dhanbad | 5. Gumla | 8. Ranchi |
| 3. Dumka | 6. Hazaribagh | |

Gujarat

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

Jammu & Kashmir

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

Karnataka

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

Kerala

- | | | |
|---------------------|---------------|------------------------|
| 1. Alleppey | 5. Kottayam | 9. Quilon |
| 2. Cannanore | 6. Kozhikode | 10. Trichur |
| 3. Ernakulam | 7. Mallapuram | 11. Thiruvananthapuram |
| 4. Kalpetta (Wynad) | 8. Palghat | |

Madhya Pradesh (East), Raipur

- | | | |
|--------------|--------------|-------------|
| 1. Ambikapur | 5. Jabalpur | 9. Rewa |
| 2. Balaghat | 6. Jagdalpur | 10. Shahdol |
| 3. Bilaspur | 7. Kanker | 11. Sidhi |
| 4. Durg | 8. Raipur | |

Madhya Pradesh (West), Bhopal

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

Maharashtra & Goa

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

Meghalaya, Mizoram & Tripura

- | | | |
|-------------|----------------|-------------|
| 1. Agartala | 4. Kailashahar | 7. Shillong |
| 2. Aizawl | 5. Lunglei | 8. Tura |
| 3. Jowai | 6. Saiha | 9. Udaipur |

Nagaland & Manipur

- | | | |
|------------------|---------------|---------------|
| 1. Chandel | 4. Kohima | 7. Tamenglong |
| 2. Churachandpur | 5. Mokokchung | 8. Tuensang |
| 3. Imphal | 6. Mon | 9. Ukhrul |

North-West

- | | | |
|---------------|--------------|--------------------|
| 1. Ambala | 7. Hissar | 13. Narnauli |
| 2. Amritsar | 8. Jalandhar | 14. New Delhi (i) |
| 3. Chandigarh | 9. Kalpa | 15. New Delhi (ii) |
| 4. Dharmasala | 10. Ludhiana | 16. Pathankot |
| 5. Ferozepur | 11. Mandi | 17. Rohtak |
| 6. Hamirpur | 12. Nahan | 18. Shimla |

Orissa

- | | | |
|-----------------|----------------|---------------|
| 1. Balasore | 5. Bhubaneswar | 9. Keonjhar |
| 2. Baripada | 6. Cuttack | 10. Phulbani |
| 3. Berhampur | 7. Dhenkanal | 11. Puri |
| 4. Bhawanipatna | 8. Jeypore | 12. Sambalpur |

Rajasthan

- | | | |
|--------------|--------------------|-------------------|
| 1. Ajmer | 6. Jaipur | 11. Sikar |
| 2. Alwar | 7. Jaisalmer | 12. Sriganganagar |
| 3. Barmer | 8. Jodhpur | 13. Udaipur |
| 4. Bikaner | 9. Kota | |
| 5. Dungarpur | 10. Sawai Madhopur | |

Tamil Nadu & Pondicherry

- | | | |
|---------------|-------------------|-------------------|
| 1. Coimbatore | 5. Pondicherry | 9. Tiruchirapalli |
| 2. Dharmapuri | 6. Ramanathapuram | 10. Tirunelveli |
| 3. Madras | 7. Salem | 11. Vellore |
| 4. Madurai | 8. Thanjavoor | |

Uttar Pradesh (CE), Lucknow

- | | | |
|--------------|--------------------|-----------------|
| 1. Allahabad | 6. Jhansi | 11. Raibareilli |
| 2. Azamgarh | 7. Kanpur | 12. Sultanpur |
| 3. Banda | 8. Lakhimpur-Kheri | 13. Varanasi |
| 4. Gonda | 9. Lucknow | |
| 5. Gorakhpur | 10. Mainpuri | |

Uttar Pradesh (NW), Dehradun

- | | | |
|--------------|------------------|-----------------|
| 1. Agra | 6. Meerut | 11. Pithoragarh |
| 2. Aligarh | 7. Moradabad | 12. Ranikhet |
| 3. Bareilly | 8. Muzaffarnagar | 13. Uttarkashi |
| 4. Dehradun | 9. Nainital | |
| 5. Gopeshwar | 10. Pauri | |

West Bengal (North), Siliguri

- | | | |
|----------------|--------------|-------------|
| 1. Cooch Behar | 4. Jorethang | 7. Raiganj |
| 2. Gangtok | 5. Kalimpong | 8. Siliguri |
| 3. Jalpaiguri | 6. Malda | |

West Bengal (South), Calcutta

- | | | |
|----------------|----------------|-------------------|
| 1. Bankura | 5. Calcutta | 9. Port Blair |
| 2. Barrackpore | 6. Car Nicobar | 10. Ranaghat |
| 3. Berhampore | 7. Chinsurah | 11. Calcutta (FW) |
| 4. Burdwan | 8. Midnapore | |

ERRATA

Page No.	Reference to Column etc.	For	Read as
—	Contents, line 4	All India, Radio	All India Radio
—	Contents, line 15	Research, and Reference Division	Research, Reference and Training Division
—	Appendices, line 16	Activities	Activities of
1.	Chapter-I, Para 1.2.1, line 6	Short Wave Transmitter	Shortwave transmitter
2.	Chapter-I, Para 1.2.7, line	licences	licencees
2.	Chapter-I, Para, 1.3.1, line 1	a	2
2.	Chapter-I, Para, 1.3.1, line 2	Centre	Centres
2.	Chapter-I Para, 1.3.1, line 2	112	122
2.	Chapter-I, Para, 1.3.1, line 5	692	696
3.	Chapter-I, Para 1.3.6, line 1	is being	was
3.	Chapter-I, Para 1.3.6, line 2	being	delete
3.	Chapter-I, Para 1.5, line-1 4th word	Films	Film
3.	Chapter-I, Para 1.5, line 6	during the year	on 30.9.94
4.	Chapter-I, Para 1.7.2, line 12	April to 31,	April to 31st
4.	Chapter-I, Para 1.7.5, line 36	Krzyst of zanussi	Krzyst of Zanussi
5.	Chapter-I, Para 1.8.2, line 2	These	Threè
9.	Chapter-I, Para 1.15.2, line 8	of	on
9.	Chapter-I, Para 1.15.4, line 5	Loan	Land
12.	Chapter-I, para 2.2.1, line 1	106	122
12.	Chapter-I, Para 2.2.1, line 2	564	574
12.	Chapter-I, Para 2.2.1, line 3	670	696
13.	Chapter-II, Para 2.2.4, line 2	HPT (interim Set-up) at Rameshwaram	HPT (interim set-up (1 KW) at Rameshwaram
13.	Chapter-II, Para 2.2.4, line 3	10 places	18 places
12.	Chapter-I, para 2.2.1, line 1	106	122
12.	Chapter-I, Para 2.2.1, line 2	564	574
12.	Chapter-I, Para 2.2.1, line 3	670	696
13.	Chapter-II, Para 2.2.4, line 2	HPT (interim Set-up) at Rameshwaram	HPT (interim set-up (1 KW) at Rameshwaram

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Page No.	Reference to Column etc.	For	Read as
16.	Chapter-II, Para 2.4.8, line 2	234 prints	23 prints
16.	Chapter-II, Para 2.4.8, line 9	constitution	construction
17.	Chapter-II, Para 2.5.1, line 1	Annual Plan of 1994	Annual Plan of 1994-95
17.	Chapter-II, Para 2.5.1, line 3	special and featurette	special featurette
17.	Chapter-II, Para 2.5.1, line 5	reconstruction	construction
17.	Chapter-II, Para 2.5.2, line 10	still	stills
18.	Chapter-II, Para 2.5.4, line 9 4th word	Fukoka	Fukuoka
18.	Chapter-II, Para 2.5.4, line 9 7th word	Fesvial	Festival
18.	Chapter-II, Para 2.5.4, line 11	Indian Panorama	Indian Pancrama Films
18.	Chapter-II, Para 2.5.5, line 6	lights	rights
18.	Chapter-II, Para 2.5.10, line 1	Appendix II	Appendix III
19.	Chapter-III, Para 3.1, line 1	main	Main
19.	Chapter-III, Para 3.1, line 7	appendix-I	Appendix-I
20.	Chapter-III, Para 3.3.4, line 1 & 2	Hindi Fortnight	Hindi Pakhwada
22.	Chapter-III, Para 3.6.1, line 8	Public Sector takings	Public Sector Undertaking
23.	Chapter-III, Para 3.6.4, line 8	Twenty two officers were placed under suspension	Out of the total number of Officers placed under suspension during the year 6 cases pertain to the Main Sectt and 16 to the Media Units.
		suspension	placed under suspension during the year 6 cases pertain to the Main Sectt and 16 to the Media Units.

ERRATA

Page No.	Reference to Column etc.	For	Read as
23.	Chapter-III, Para 3.6.4, line 11	Administrative warnings	Administrative warnings etc.
24.	Chapter-IV Para 4.1.1, line 4	The present radio coverage in the country is 89.7% by population	The present radio coverage in the country is 89.7% by area and 97.1% by population
27.	Chapter-IV, Para 4.2.3, line 6	DNKEL	DUNKEL
27.	Chapter-IV, Para 4.2.7, line 11	SIMICON	SIMCON
27.	Chapter-IV Para 4.2.8, line 6	The Vice-President	Delete
28.	Chapter-IV Para 4.3.1, line 2	18, May	18 May
28.	Chapter-IV Para 4.3.1, line 5	Vividh	Vividha
31.	Chapter-IV * Para 4.4.3, line 4	XIth	XII
31.	Chapter-IV Para 4.7.3, line 5	VIIIth	VIII
32.	Chapter-IV Para 4.7.1, line 4	45 centres	48 centres
33.	Chapter-IV Para 4.7.4, line 7	&	and
36.	Chapter-IV Para 4.15.2, line 6	ISES	IB(E)S
37.	Chapter-IV Para 4.17.3, line 5	70,00 lakhs	70.00 lakhs
37.	Chapter-IV Para 4.17.5, Line 1	Switches	Switcher
37.	Chapter-IV Para 4.17.6, Line 2	t Band	L Band
37.	Chapter-IV Para 4.17.7, Line 4	of	at
37.	Chapter-IV Para 4.17.10, Line 4	VIIIth	VIII
37.	Chapter-IV Para 4.17.6, Line 2	t Band	L Band
37.	Chapter-IV Para 4.17.7, Line 4	of	at
37.	Chapter-IV Para 4.17.10, Line 4	VIIIth	VIII

ERRATA

Page No.	Reference to Column etc.	For	Read as
39.	Chapter-V Para 5.2.1, Line 2	23	24
39.	Chapter-V Para 5.2.3, Line 10	55	85
39.	Chapter-V Para 5.2.4, Line 1	Studio	Studios
40.	Chapter-V Para 5.2.4., Line 3	DD	Doordarshan
40.	Chapter-V Para 5.2.6, Line 1	formally	deleted
42.	Chapter-V Para 5.3.1, Line 14	9.45 and 10.45	8.45 and 10.15
57.	Chapter-VI Para 6.9, Line 2	'Subbarami Reddy	Subbirami Reddy
57.	Chapter-VI Para 6.10.1, Line 1	Indi,	India
57.	Chapter-VI Para 6.11.1, Line 3 ninth word	A	a
58.	Chapter-VI Para 6.12.1, Line 6	Such	such
59.	Chapter-VI Para 6.13.7, Line 1 & 2	was held at	is scheduled to be held at
59.	Chapter-VI Para 6.13.7 Line 2	programme included	programme would include
63.	Chapter-VI Para 6.16.14 Line 1	Bank	Rank
63.	Chapter-VI Para 6.16.14 Line 4	cassettees	cassettes
64.	Chapter-VI Para 6.17.3 Line 2, last word	"U"	"UA"
66.	Chapter-VII Para 7.1.1, Line 3	19	39
66.	Chapter-VII Para 7.1.1, Line 4	Appendix VIII	Appendix IX
67.	Chapter-VII Para 7.2.3, Line 4	ASCAP	ESCAP
68.	Chapter-VII Para 7.2.10, Line 7	24th	74th
68.	Chapter-VII Para 7.3, Line 1	2000	2800
	Para 7.1.1, Line 4	Appendix VIII	Appendix IX
67.	Chapter-VII Para 7.2.3, Line 4	ASCAP	ESCAP
68.	Chapter-VII Para 7.2.10, Line 7	24th	74th
68.	Chapter-VII		

ERRATA

Page No.	Reference to Column etc.	For	Read as
69.	Chapter-VIII Para 8.1.1, Line 4	brings, out	delete
71.	Chapter-IX Para 9.2, Line 2	10	13
74.	Chapter-X Para 10.2, Line 4	Appendix-IX	Appendix-X
75.	Chapter-X Para 10.3.4, Line 7	various. Festivals	various festivals
75.	Chapter-X Para 10.3.5, Line 3	Campaigns	campaigns
75.	Chapter-X Para 10.4.1, Line 6	National Integration and Commitment to Secularism	national integration and commitment to secularism
75.	Chapter-X Para 10.4.1, Line 8	Campaign	campaign
75.	Chapter-X Para 10.5, Line 5	Budgetary Benefits to the poor, Small and Marginal Farmers and Labourers	budgetary benefits to the poor, small and marginal farmers and labourers
76.	Chapter-X Para 10.7.1, Line 4	Child Welfare	Child Development
76.	Chapter-X Para 10.8, Line 3	Welfare of the Minorities and Availability of Institutional Finances and Loan Facilities	welfare of the minori- ties and availability of institutional finances and loan facilities
76.	Chapter-X Para 10.9, Line 1	Importance of Leteracy	importance of literacy
76.	Chapter-X Para 10.10.1, Line 2	film shows	Film Shows
77.	Chapter-X Para 10.10.2, Line 10	Plague	plague
77.	Chapter-X Para 10.11, Line 5	Consumers Protection	consumers protection
78.	Chapter-X Para 10.13, Line 4	publicity area	publicity areas
	Para 10.10.1, Line 2	film shows	Film Shows
77.	Chapter-X Para 10.10.2, Line 10	Plague	plague
77.	Chapter-X Para 10.11, Line 5	Consumers Protection	consumers protection
79.	Chapter-X		

ERRATA

Page No.	Reference to Column etc.	For	Read as
78.	Chapter-X Para 10.13, Line 9	village, in Solan District	village in Solan District,
78.	Chapter-X Para 10.15, Line 5	'Opportunities	Opportunities
78.	Chapter-X Para 10.16, Line 1	National Integration	national integration
78.	Chapter-X Para 10.16, Line 2	are organised from many States every year	from many States are organised every year
78.	Chapter-X Para 10.16, Line 5	and	which
80.	Chapter-XI Para 11.2.4, Line 10	13 August	15 August
85.	Chapter-XIII Para 13.4, Line 4	Anti National Propaganda	anti national propaganda
85.	Chapter-XIII Para 13.4, Line 5	Defence Preparedness	defence preparedness
85	Chapter-XIII Para 13.4, line, 5,6 & 7	Foster the Feelings of Emotional and National Integration and to involve them in the Nation's Development Efforts	foster the feelings of emotional and national integration and to involve them in the nation development efforts.
85	Chapter-XIII Para 13.4, line 7	Campaigns	campaigns
86	Chapter-XIII 13.5, line 5	APEW	AFEW
86	Chapter-XIII Para 13.5, line 5 & 6	Communal Harmony, National Integration	communal harmony, national integration
86	Chapter-XIII Para 13.5, line 7	Foreign Dignitaries	foreign dignitaries
86	Chapter-XIII Para 13.5, line 10	Flood Affected Areas	flood affected areas
86	Chapter-XIII Para 13.6, line 5	National Integration and communal harmony	national integration and communal harmony
86	Chapter-XIII Para 13.6, line 8	Bhopal/Maleshwar	Bhopal
86	Chapter-XIII Para 13.6, line 5	National Integration and communal harmony	national integration and communal harmony
86	Chapter-XIII Para 13.6, line 8	Bhopal/Maleshwar	Bhopal

ERRATA

Page No.	Reference to Column etc.	For	Read as
86	Chapter-XIII Para 13.7, line 2	National Integration and Multi-Faceted Developmental Endeavour	national integration and multi-faceted developmental endeavour
87	Chapter-XIII Para 13.9, line 12	total number	total number of
87	Chapter-XIII Para 13.10 line 4	Beasant	Basant
88	Chapter-XIV Para 14.1.3, line 6	topics like Constitution	Topics like Federal Constitution
88	Chapter-XIV Para 14.1.5., line 7	Short duration courses topics	Short Duration Courses on topics
90	Chapter-XV Para 15.1.3, line 6	India and abroad have <u>benefited</u>	India and abroad <u>have benefitted</u>
91	Chapter-XV Para 15.4, Sub-para (iii)	<u>IRC</u> Programme	<u>IEC</u> Programme
Appendix-I	Designation of Joint Secretary Under CCA Under DS (Fin) In the Legends, (i) Col. 1, line 3 (ii) Col. 5, line 7, against TV (P-III)	JS (Films) & CVD US(BA) Fin.III JS(F)-Joint Secretary (Films) TV (Video Software Facility) Under "JS(P)" the "line of control" is missing. The Media Expert, FFO, Dir (OL) & DS (A) report to JS (P) US (B&A) under CCA over see the work of B & A Section and Part of IWSU. The 'line of Control' from US (B & A) to IWSU missing.	JS(F) & CVO US(B & A) Fin.II JS(F) & CVO-Joint Secretary (Films) & Chief Vigilance Officer TV (Programme-III)
100	Appendix-II Against S.No.4-Programme Services under column No.4- B.E. 1994-95 Non-Plan	124990	1249900
100	Appendix-II Against S.No.4-Programme	124990	1249900

ERRATA

Page No.	Reference to Column etc.	For	Read as
101	Appendix-II Against total Doordarshan (Revenue) under column No.4 BE 1994-95 Non-Plan	647900	6479500
101	Appendix-II Against Total Revenue Section Voted below column No.5 B.E. 1994-95 Total	11036900	11036300
109	Appendix-VI Col.9		Pavagada to Bangalore-all are LPTs
109 & 110	Appendix-VI Col.13		Athamalik to Pallahara-all are LPTs
109	Col.13	Raitangpur	Rairangpur
114		Appendix X	Appendix-X
114	Arunachal Pradesh (Sr. No.3)	Bomdilla	Bomdila
115	Kerala (Sr.No.7)	Mallapuram	Malappuram
116	Uttar Pradesh (CE), Lucknow (Sr.No.11)	Raibareilli	Rae Bareli