



Ministry of Information & Broadcasting  
Government of India

# ANNUAL REPORT 2021-22





**ANNUAL REPORT**  
**2021-22**



*Hon'ble Prime Minister, Shri Narendra Modi paying homage at the Samadhi of Mahatma Gandhi, on the occasion of Martyrs' Day, at Rajghat, in Delhi on January 30, 2022.*



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*52<sup>nd</sup> edition of the International Film Festival of India (IFFI-2021), in Panaji, Goa on November 19, 2021.*



*The Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur visiting the Doordarshan Kendra, in Hyderabad on February 14, 2022.*

# 1

## AN OVERVIEW

The Ministry of Information and Broadcasting is the face of the Government of India in reaching out to the masses. The crucial task of disseminating information about government policies, schemes and programmes through different media vehicles is entrusted to the Ministry. Radio, television, films, press and print publications, digital and social media, posters, advertising, and traditional modes of communication such as dance, drama, folk recitals, puppet shows – all these are effectively brought into play by the Ministry and its media units in dissemination and free flow of information.

The Ministry assists the Government in focusing attention of the people of various age groups on issues of national integrity, environmental protection, health care and family welfare, eradication of illiteracy and issues relating to women, children, minorities and other disadvantaged sections of the society, and elicit their participation in developmental activities.

The Ministry is also the focal point regarding policy matters relating to private broadcasting, administering of the public broadcasting service (Prasar Bharati), multi-media advertising and publicity of the policies and programmes of the Government of India, film promotion and certification and regulation of print and digital media.

The Ministry is functionally divided into three sectors viz., Information, Broadcasting and Films. These are comprised of 10 media units/attached and subordinate offices, three autonomous bodies, three training institutes, and two Public Sector Undertakings (PSUs). The Main Secretariat of the Ministry is headed by a Secretary who is assisted by one Special Secretary & Financial Advisor (SS&FA), one Additional Secretary, one Senior Economic

Advisor, Joint Secretaries and one Economic Advisor. They are supported by 21 officers at the level of Director/Deputy Secretary/Sr. PPS/PSO, 36 officers at the level of Under Secretary/Deputy Director/PPS, 68 Assistant Director/Section Officer/PS level officers and 290 non-gazetted officers/officials.

The **Information Sector** is responsible for information dissemination and awareness creation of the policies and activities of the Government of India through print, electronic and digital media, framing of policy guidelines for rate fixation of government advertisements on print, electronic, and online platform, and administering the Press and Registration of Books Act, 1867, and the Press Council Act, 1978.

The **Broadcasting Sector** aids the Ministry in the far-reaching dissemination of Government schemes and initiatives via All India Radio and Doordarshan. The Sector oversees these public broadcasters by administering the Prasar Bharati (Broadcasting Corporation of India) Act, 1990. It also regulates private TV channels and the network of multi-system operators and local cable operators through the Cable Television Networks (Regulation) Act, 1995 and policy guidelines issued from time to time. It gives license to DTH/HITS operators for their respective operations. The private FM radio network is regulated by the Ministry through auctioning of FM channels, operationalization of Community Radio Stations in rural and remote areas.

The **Films Sector** is responsible for production and distribution of documentaries, preservation of films, organization of international film festivals and promotion of good cinema by institution of awards. It administers the Cinematograph Act, 1952, which looks into certification of films for public



exhibition and handles other matters relating to film industry, including developmental and promotional activities.

Matters related to Finance, Budget and Accounts of the Ministry are handled by the Integrated Finance Wing. The Economic Wing looks after matters on Plan, Budget, Plan Coordination, O&M Activities and periodic reporting on various issues to Cabinet Secretariat through an online portal. The Economic Adviser is responsible for matters relating to Sectoral Group of Secretaries (SGOS-09) on Governance, is the Nodal Officer for Inter-Ministerial Group of MeitY and New India Code portal, and coordinates matters relating to the Annual Meeting of the Asian Infrastructure Investment Bank (AIIB), work related to Cyber Security Law and monitoring of CPGRAMS portal.

Last year, a new vertical was added to look after the matters relating to online/digital media. This was in view of the decision of the Central Government vide its notification dated November 9, 2020, whereby the following has been inserted in the Rules of Business relating to this Ministry by Amendment of the Allocation of Business Rules, 1961:

#### **“VA. DIGITAL/ONLINE MEDIA**

22A. Films and audio-visual programmes made available by online content providers.

22B. News and current affairs content on online platforms.”

#### **FIELD FORMATION OF THE MINISTRY**

##### **Media units/attached & subordinate offices**

1. Press Information Bureau (PIB)

2. Bureau of Outreach and Communication (BOC)
3. Registrar of Newspapers for India (RNI)
4. Directorate of Publication Division (DPD)
5. New Media Wing (NMW)
6. Electronic Media Monitoring Centre (EMMC)
7. Films Division
8. Central Board of Films Certification (CBFC)
9. National Film Archive of India (NFAI)
10. Directorate of Film Festivals (DFF)

##### **Autonomous Organizations**

1. Press Council of India (PCI)
2. Prasar Bharati (Broadcasting Corporation of India)
3. Children’s Film Society of India (CFSI)

##### **Training Institutes**

1. Indian Institute of Mass Communication (IIMC)
2. Film and Television Institute of India, Pune (FTII)
3. Satyajit Ray Film and Television Institute, Kolkata (SRFTI)

##### **Public Sector Undertakings**

1. Broadcasting Engineering Consultants India Limited (BECIL)
2. National Films Development Corporation (NFDC)





*The Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur signing the Letter of Intent on collaboration in the digital media with the Minister of Information and Communications of the Socialist Republic of Vietnam, Mr. Nguyen Manh Hung, in New Delhi on December 16, 2021.*



*The Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur addressing at the launch of the virtual photo exhibition on “Making of the Constitution” and Film Poster Exhibition “Chitranjali @ 75”, as a part of Iconic Week of Azadi Ka Amrit Mahotsav, in New Delhi on August 27, 2021.*

# 2

## HIGHLIGHTS OF ACTIVITIES

### NOVEL CORONAVIRUS (COVID-19) AND COVID-19 VACCINATION DRIVES

The Government of India organized and carried out a series of activities to combat the COVID-19 pandemic, as well as infodemic caused by false and misleading information on Social Media and other mediums. The Ministry of Information and Broadcasting has been at the forefront of communication and awareness generation during the COVID-19 pandemic, stressing on **Jan Andolan** with people's participation, appropriate behaviour change communication and coordinated campaign with key stakeholders including Central Ministries, States/UTs, Social Media, Private Media, etc.

The Media Units of the Ministry utilized various platforms to provide extensive coverage and visibility to the several steps taken by the Government of India in the fight against the pandemic. Doordarshan (DD), All India Radio (AIR) & New Media Wing (NMW) comprehensively covered the meetings conducted by the **Hon'ble Vice President and Hon'ble Prime Minister's**

**interaction** with Governors, LGs and the Chief Ministers with the focus on **Test, Track, Treat, and COVID-appropriate behaviour**. **PM's call for 'Tika Utsav'**—mass vaccination against Corona, his announcement on **free vaccine for all Indian citizens & precaution dose** for frontline and healthcare workers & senior citizens with co-morbidities, announcement on **various measures under PM CARES for Children**, PM's address at **Co-WIN Global Conclave**, his speech on crossing **100 crore vaccinations** and other important COVID-19 related appeals and announcements were well covered by DD, AIR and NMW.

DD News, News Services Division (NSD) of AIR and their Regional News Units (RNUs) disseminated and enhanced Government COVID-19 initiatives through various programmes. DD News has telecast **Ground Reports**, updates, discussions, **bytes of people vaccinated, interviews, live phone-ins** with top Medical Experts through **'Doctors Speak'**, **'Arogya Bharat'** and **'Total Health'**, and other daily/weekly programmes including **'Corona Se Jung Jitenge Hum'** and **'Corona Par War**



**'Tikakaran 100 crore Ke Par'**. A targeted campaign **'Mask Up India'** was initiated for spreading the message of **'Dawai Bhi Kadai Bhi'** which have been amplified through Social Media using hashtag **#Unite2FightCorona**. Special programmes to create awareness on Omicron were also telecast such as **'Omicron Par Sarkar Ki Taiyari: Aap Bhi Rahe Satark Aur Sawadhan'** and others. Dispelling fears and allaying doubts on **Mucormycosis**, expert advice of eminent doctors; updates on **delivery of medical oxygen, vaccine doses, vials of Remdesivir & Amphotericin-B** and **foreign aid provided** to States/UTs; **positive stories** on COVID-19 from India and abroad under section **'Surkhiyon Mein'** were also broadcast in various programmes of DD & AIR.

Bureau of Outreach and Communication (BOC) launched awareness campaigns like **'Dawai Bhi Kadai Bhi'**, **'Safai, Dawai Aur Kadai: Jeetenge Corona se Ladai'** and **'Sabko Vaccine- Muft Vaccine'**. A campaign through Newspapers was launched for disseminating the information on **Four National Helpline Numbers**. Another campaign on the theme

**'Vaccine for all, free for all'** was started to create awareness among the general masses through Digital Video Vans about free vaccines provided by the Government. **To mark 100 Crore Vaccination, a massive campaign was carried out** under the theme **'Lakshya Vishal Uplabhdhi Bemisaal - Bharat dwara 100 Crore tikakaran ka safar'**. BOC also collaborated with PSUs for wider dissemination of the message, wherein over **50,000** hoardings/ banners have been displayed.

Publications Division brought out a book **COVID-19 Pandemic: History, Science & Society** as an effort to bring authentic information penned by the subject experts on the pandemic. A **PSA video titled '100 crore se 100% COVID-19 Vaccine'** was shared with cinema theatres across the country to project the national achievement of administering over 100 crore doses of the COVID-19 vaccines.

NMW provided a wide social media coverage to the COVID-19 vaccination drive, FAQs on COVID Vaccines/Mucormycosis/Delta Plus variant/Children's Health, COVID



Daily programme *'Corona Se Jung Jitenge Hum'* being telecast on DD News

management efforts, **Har Ghar Dastak**, 100 Crore Vaccination campaign etc. using the **dedicated hashtags #We4Vaccine** and **#VaccinationForAll**. COVID-19 messaging through creative videos/infographics focusing on COVID appropriate behaviour and new variant Omicron, have also been shared through the dedicated Twitter handle **@COVIDNewsByMIB**.

The Ministry of Information & Broadcasting issued an advisory to all private television channels, FM radio stations and CSRs urging them to generate greater awareness on *Dawai Bhi Kadai Bhi* by disseminating messages for COVID-appropriate behaviour, vaccination of eligible persons and national helpline numbers.

### **AZADI KA AMRIT MAHOTSAV: 75 YEARS OF INDEPENDENCE OF INDIA**

Azadi Ka Amrit Mahotsav is an initiative of the Government of India to celebrate and commemorate 75 years of independence and the glorious history of its people, culture and achievements. This Mahotsav is dedicated to the people of India who have not only been instrumental in bringing India thus far in its evolutionary journey but also hold within them the power and potential of activating India 2.0, fuelled by the spirit of **Atmanirbhar Bharat**.

The Ministry of Information & Broadcasting is pioneering activities under the **'Azadi Ka Amrit Mahotsav'** campaign since its launch on March 12, 2021 by the Hon'ble Prime Minister at Sabarmati Ashram, Ahmedabad.

The **25-day curtain raiser event of Azadi ka Amrit Mahotsav**, including the inaugural ceremony graced by the Hon'ble Prime Minister and closing ceremony by the Hon'ble Vice President of India were covered/streamed live on all platforms by the Media Units of the M/o I&B. A **special publicity campaign** was undertaken by DD News, DD India and NSD: AIR through News Bulletins, special shows, Packages, Stories, Ground Reports, Social Media engagement etc.

Various events under Amrit Mahotsav including the declaration of **14<sup>th</sup> August as Partition Horrors Remembrance Day** in

memory of the struggles and sacrifices of people of India, tributes to the participants of **Quit India Movement**, the **inauguration of the renovated complex of Jallianwala Bagh Smarak** including Museum Galleries were covered comprehensively on whole network of DD and AIR.

BOC organized **41 Photo Exhibitions** between March 12 to 17, 2021 featuring major landmarks of India's struggle for Independence across the nation. DPD organized **Book Exhibitions** at Hyderabad and Gujarat on the occasion and published articles in its journals. PIB facilitated pan-India publication of a **special article** by Hon'ble Culture Minister in over 40 National dailies and 90 regional dailies.

An e-Photo Exhibition **'Making of the Constitution'** depicting the framing of the Constitution and Virtual Film Poster Exhibition **'Chitranjali@75'** representing 75 Years of Indian Cinema was inaugurated and was telecast live on DD News. The Exhibitions on freedom struggle continued for the year is a step in the direction of **Jan-Bhagidari**.

A special **series 'Azadi ke Rang'** on stories of freedom fighters from various states and a special programme on **'Operation Polo: The Story of Integration of Hyderabad'** was telecast on DD News. Special **segments 'Azadi Ka Safar'** and **'Saga of Freedom'** have been telecast on DD News and DD India to showcase contributions of freedom fighters and **'DD Dastavez'** on archival material covering freedom struggle of India. **Short spots with voice quotes** from speeches of Sardar Patel and Netaji and **Iconic Week celebrations of various ministries** have also been telecast.

Books, namely, *The Story of Partition* and *The Story of Rehabilitation* in English, and *Bharat Vibhajan ki Kahani*, *Zabtshuda Geet*, *Zabtshuda Tarane* in Hindi, *Netaji: A Life in Pictures* and *The Warrior Democrat: Syama Prasad Mookerjee* were brought out by the Division.

The birth/death anniversaries of Indian Freedom Fighters have been covered in special series using hashtag: **#HonouringIndianLegends** by NMW. Various



Union Minister for Information & Broadcasting, Shri Anurag Singh Thakur at the launch of the virtual photo exhibition on “Making of the Constitution” and Film Poster Exhibition “Chitrjanali @ 75”, as a part of iconic Week of Azadi Ka Amrit Mahotsav, in New Delhi on August 27, 2021. Union Minister for Culture, Tourism and Development of North Eastern Region (DoNER), Shri G. Kishan Reddy, Minister of State for Information and Broadcasting, Dr. L. Murugan, Minister of State for Parliamentary Affairs and Culture, Shri Arjun Ram Meghwal, Minister of State for External Affairs and Culture, Smt. Meenakashi Lekhi and other dignitaries are also seen.

graphics prepared by NMW on Sri Guru Tegh Bahadur ji and Jallianwala Bagh Massacre were posted on Social Media platforms.

BOC has been running an infographic series on WhatsApp Groups since September 13, 2021. **38 unsung heroes were remembered** through this infographic series, bringing the total to **115 unsung heroes till December, 2021.**

Films Division organized ‘**Shat Shat Naman**’ film festival paying tribute to Mahatma Gandhi and former PM Lal Bahadur Shastri on October 2 & 3, 2021 on its website and YouTube Channel. To mark ‘**Azad Hind Diwas**’, Films Division showcased biopics of Netaji Subhash Chandra Bose and a documentary on a soldier of Rani of Jhansi Regiment of INA on October 21, 2021.

Films Division also organized **Colours of North East Film Festival** showcasing the rich culture, heritage and contribution of notable tribal leaders and freedom fighters from North East India region on its website & YouTube channel from November 28-30, 2021. The Division also organized screening of biopics titled ‘**Lala Lajpat Rai**’ on his death anniversary and ‘**Maharani Lakshmi Bai**’ on her birth anniversary. Children’s Film Society, India organized **38 shows of patriotic films** in association with NGOs across India in November 2021.

#### ICONIC WEEK of M/o I&B

The Ministry also curated a series of synergistic and innovative programmes under the overall spirit of ‘**Jan Bhagidari and Jan Andolan**’ during the celebration of its **Iconic Week from August 23 to 29, 2021.**

- DD News telecast **several special programmes series** namely '**Ham Hai Pratibadh**' on Independence Day speech of Hon'ble PM, '**Naye Bharat Ka Safar**' to showcase achievements in different sectors and '**DD Dastavez**' on archival material covering freedom struggle of India.
- DD Network showcased a series of **documentaries** such as 'Netaji', 'Merger of princely states' etc. and popular Indian films such as 'Razi'. Special segments '**Azadi Ka Safar**' and '**Saga of Freedom**' are being telecast on DD News/India to showcase contributions of freedom fighters.
- AIR launched a unique daily programme '**Azadi Ka Safar, Akashvani Ke Saath**' – *Today in History of the Indian Freedom Struggle* on all Prime Time News Bulletins from August 16, 2021 and organized **National and Regional 'Amrit Mahotsav theme Quiz'**– 75 Episodes from August 5, 2021 and August 16, 2021 respectively.
- Several **special short weekly programmes** were **launched by AIR** namely Dharohar, Aparajita, Nishaan, The Unsung Heroes, Azadi Ke Tarane, AKAM Series: Flagship Programs etc.
- National Film Development Corporation (NFDC) organized a **film festival on its OTT platform** [www.cinemasofindia.com](http://www.cinemasofindia.com) screening specially curated films such as 'Island City', 'Crossing Bridges' etc.
- Films Division organized **special screening of films on 79th Anniversary of Quit India Movement (3,192 viewership)** and '**Azadi Ka Amrit Mahotsav Film Festival**' screening 20 films on freedom struggle from August 15 to 17, 2021 on its website and YouTube channel. **Two Film Festivals** i.e. 'A Voyage of Progress' & "Ratnas of India" and a **Webinar** on Technological Advancements in Film making were also held between August 23 – 29, 2021.
- DFF collaborated with the Ministry of External Affairs to screen **films at various Embassies of other countries in India**.
- **National Film Archives of India (NFAI) held a Live Virtual Film Poster Exhibition on Classic Cinema on its website** from August 23 – 29, 2021.
- BOC reached out to the people through **88 Integrated Communication and Outreach Programmes (ICOPs), 1,016 cultural programmes** through Folk Communication Division, coverage of activities on AKAM in regional languages in over 500 newspapers and several Private Regional TV channels. The ROBs of BOC organized **Freedom Walk/Fit India Freedom Run** at various places across the country. These activities were attended by dignitaries viz. Governor & Lt. Governor and Union & State Ministers.
- BOC issued a **half page colour print advertisement** in 1,700 newspapers and journals across the country, wherein **for the first time a video was embedded through a QR code**. BOC also launched an **e-Book on 'Making of the Constitution' which is available on its website**.
- The August 2021 fortnightly edition of **New India Samachar (NIS)** on the theme of '**Sankalpit Bharat Sashakt Bharat**' was printed in 13 languages & distributed across the country by BOC. E-versions of NIS were sent to over 65 million readers via emails using the e-Sampark platform of MyGov India.
- Publications divisions (DPD) organized **Exhibitions showcasing books** on Indian Freedom Movement, Builders of Modern India etc. at Kolkata, Mumbai, Telangana, Bihar and Delhi HQ between August 20, 2021 to September



04, 2021. **Drawing competitions** with awards for children and a **book cover design competition** were also organized on MyGov platform.

- A **special series of posts on Tribal freedom fighters** was run on Social Media handles, apart from special articles in journals of DPD. **Graphics** prepared by NMW were posted across Social Media platforms of MIB.

### RASHTRIYA EKTA DIWAS

On the occasion of **Rashtriya Ekta Diwas 2021**, National Unity Day Pledge was administered by various Media Units to their officials/officers/staff. Films Division on its website & YouTube channel and Doordarshan both organized screening/telecast of a biopic on Sardar Vallabhbhai Patel titled **Iron Man Sardar Patel**. AIR's prestigious annual **Sardar Patel Memorial Lecture** was delivered by India's first Chief of Defence Staff General Bipin Rawat on '*Role of Indian Armed Forces in Nation Building*'. **52 Integrated Communication & Outreach Programmes (ICOPs)** were organized by ROBs/FOBs of BOC across the country on the theme '*National Unity Day*'. **7 ICOPs** and **3 webinars** were organized on theme '*Ek Bharat Shrestha Bharat*'. DPD organized **book exhibitions** showcasing the titles on Sardar Patel and promoted the Slogan **Writing Competition** for National Unity Day on various Social Media platforms as part of Amrit Mahotsav.

### JANJATIYA GAURAV DIWAS

The Prime Minister visited Madhya Pradesh on November 15, 2021 on the occasion of Janjatiya Gaurav Diwas wherein he led the country in paying homage to **Bhagwan Birsa Munda** on his Jayanti and launched multiple key initiatives for the welfare of Janjatiya community, which was given extensive coverage by DD News and NSD: AIR. The **inauguration of Bhagwan Birsa Munda Udyan cum Freedom Fighters**

**Museum** at Ranchi was also covered on whole network of DD and AIR. A series of special discussion based programmes '**Janjatiyo Ki Gauravgatha**', '**Janjatiya Gaurav Diwas**' and exclusive interview of Hon'ble Tribal Affairs Minister were telecast on DD News. DD News also **prepared a 45 minute film** which was played during the '**Janjatiya Gaurav Diwas Mahasammelan**'. NMW provided wide Social Media coverage/ publicity through **Graphics, Videos, Posts & YouTube videos**. Films Division organized special screening of six **films on various tribes of India** on its website and YouTube. BOC organized **9 Integrated Communication & Outreach Programmes (ICOPs)** and **8 Webinars** on the theme and issued a full page print colour advertisement in prominent Newspapers across India.

### EK BHARAT SHRESHTHA BHARAT

The Hon'ble Vice President of India **inaugurated an exhibition** organized by ROB, BOC on '**Ek Bharat Shreshtha Bharat**' (EBSB) at Potti Sreeramulu Telugu University, Hyderabad, Telangana on December 12, 2021. The 2-day exhibition highlighted the various interesting aspects of the paired states of Haryana and Telangana like art forms, cuisine, festivals, monuments, tourism spots, etc.

To give a better focus to the EBSB campaign, PIB has adopted a new strategy from October 2021. The Regional/Branch offices of PIB have been arranged into pairs as per EBSB format. Each pair of states has been assigned a month to carry out an intense focused campaign including a variety of activities like publication of articles, social media activities, webinars, press tours or any other activity with respect to paired states to generate visibility for the campaign. The first pair was of Regional Offices of Gujarat and Chhattisgarh during the month of October. Both Regions successfully undertook a wide range of EBSB activities during the month including a press tour, publication of articles, webinars, social media activities, press releases, special programmes on DD and AIR.



*Hon'ble Vice President, Shri M. Venkaiah Naidu visiting the photo exhibition on 'Ek Bharat Shreshtha Bharat', organized by the Ministry of Information & Broadcasting, in Hyderabad on December 12, 2021.*

## 52ND INTERNATIONAL FILM FESTIVAL OF INDIA

The **52nd Edition of the International Film Festival of India (IFFI)** was organized by the Directorate of Film Festivals (DFF), Ministry of Information & Broadcasting in a hybrid manner (physically and virtually) from November 20 – 28, 2021 at Panaji, Goa. The 52nd IFFI showcased over **300 films**, including **148 foreign films** from **73 countries** and over **10,000 delegates** participated from across the world in the hybrid format. 52nd IFFI witnessed 12 world premieres, 36 Asia premieres, 64 India premieres and 7 International premieres. Actor and MP **Smt. Hema Malini** and acclaimed lyricist and CBFC Chairperson, **Sh. Prasoon Joshi** received the **Indian Film Personality of the Year Award 2021**.

Prasar Bharati and Indian Council for Cultural Relations (ICCR) signed a **Memorandum of Understanding (MoU) for promoting Indian culture** among the National and International audiences and provide TV

and Digital platforms to the performing artists. In collaboration with ICCR, DD will produce 52 half an hour weekly episodes, based on the cultural events, concerts, performances of music, dance organized by ICCR.

## BIRTH CENTENARY OF SATYAJIT RAY

The Ministry had decided to organize year long celebrations across India and abroad to mark the **Birth Centenary of legendary filmmaker Shri Satyajit Ray**. A **curtain raiser video** was launched on various media platforms. Satyajit Ray Film & Television Institute (SRFTI) prepared a **logo** which was also launched. A **dedicated website: raytoday.in** was launched which intends to showcase the programmes/activities of the Government as part of the centenary celebrations. Films Division screened a **biopic 'Satyajit Ray'** by Shyam Benegal followed by a **three-day film festival 'Ray Today'** which streamed a curated package of his films from May 7 to 9, 2021 on its website, which recorded 12,661 online viewership. National Film



*Officials of Prasara Bharati and Indian Council for Cultural Relations (ICCR) signing a Memorandum of Understanding for promoting Indian culture.*

#SEVASAMARPAN

# Spotlight

## 20 Years of Good Governance

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*Special programme by NSD AIR on Seva aur Samarpan: 20 Saal Sushasan ke.*

Development Corporation (NFDC) organized '**Satyajit Ray Film Festival 2021**' between May 2 to 5, 2021 on its OTT platform: [www.cinemasofindia.com](http://www.cinemasofindia.com).

### SEVA SAMARPAN ABHIYAN: 20 YEARS OF GOOD GOVERNANCE

The Ministry has been at the forefront of communication during the **Seva Samarpan campaign**, stressing on spreading awareness around various initiatives taken by Prime Minister Shri Narendra Modi as the Chief Minister of Gujarat and as the PM of India during the past 20 years. **A comprehensive campaign** was done **on social media** for 20 days by various media units.

**Doordarshan (DD)** widely covered the major events connected with Seva Samarpan along with Discussions, exclusive interviews, shows dedicated to the journey of PM Shri Narendra Modi, special program series – "**Seva Samarpan: Sushasan Ke 20 Saal**". **DD Conclaves like Desh ki baat DD News ke sath** were organised to highlight the achievements and initiatives taken in various sectors by the PM in the past years. The network also covered the **FICCI organised webinars** on a variety of topics related to the country's development. All programs were shared through **YouTube** & other **Social Media platforms**.

**NSD:AIR** and the RNUs aired stories and special programmes like "**Spotlight – Seva aur Samarpan: 20 Saal Sushasan ke**". **FM Gold and all primary channels of AIR** in regional languages aired a special program "**Karmyogi Narendra Modi**" – a biopic on life and times of PM Modi. **YouTube** and other **social media platforms** were used to reach out to masses.

PIB commissioned and published several special articles in newspapers across the country, including an **exclusive article by Hon'ble Prime Minister of India** titled '*Team India – Responding to Adversity with Achievement*' and special articles on respective sectoral achievements written by Union Ministers and experts.

NMW prepared and posted various

**Static and Quote Graphics, Videos, Motion Graphics & Reels** on the campaign across Social Media platforms of MIB. Nearly 152 tweets were done in these 20 days from **@MIB\_India**, including PM's quotes, highlight videos and interesting **infographics**. **BOC** also used various **Social Media platforms** to reach out to the masses.

A booklet highlighting all these activities under the campaign was published and widely disseminated.

### PARAKRAM DIWAS

The Films Division organized a special screening of films on January 23, 2022 on its website & YouTube channel (4960 viewership) and 8 shows of its film were also screened at multiple locations for about 200 children at various NGOs by CFSI. NSD:AIR broadcast special programmes 'Netaji Subhash Chandra Bose Ki Parakram Gatha' - Akashvani Ke Saath in Surkhiyon Mein and 'Life and Times of Netaji Subhas Chandra Bose' in Spotlight on January 23, 2022.

A new title *Netaji - A Life in Pictures* brought out by Publications Division (DPD) in association with Netaji Research Bureau, was released on January 23, 2022. Short videos on 'Netaji – A Life in Pictures' and National Youth Day were also prepared and posted on social media by DPD.

### NATIONAL YOUTH DAY

The Films Division organized a special screening of films on National Youth Day on its website and YouTube channel and DPD organized a book exhibition in Ahmedabad from January 10, 2022 to January 13, 2022. National Film Development Corporation (NFDC) showcased the CFSI's feature film *Triyatri* on its OTT platform [www.cinemasofindia.com](http://www.cinemasofindia.com). ROBS/ FOBS of BOC organized 19 ICOPS, 14 webinars and 10 field programmes on the theme 'National Youth Day'. NSD: AIR aired a special programme *Life and Teachings of Swami Vivekananda* in Parikrama on January 12, 2022.

## STRENGTHENING INTERNATIONAL TIES

The Hon'ble Prime Minister of India visited Bangladesh during March 2021, on the occasion of **50 years of India-Bangladesh Ties** and virtually inaugurated the 'Maitri Setu' with Hon'ble Prime Minister of Bangladesh. The visit was widely covered by DD.

During the visit of Hon'ble Prime Minister of Bangladesh on April 8, 2017, Hon'ble Prime Minister of India had announced that both countries have agreed to jointly **produce a film on 'Life and works of the Bangabandhu Sheikh Mujibur Rahman'**. The film was jointly produced by National Film Development Corporation (NFDC) and Film Development Corporation, Bangladesh. It was also agreed to pro-actively pursue production of a documentary film on "**Liberation of Bangladesh in 1971**".

Participation in Dubai Expo: The Media and Entertainment Week at Indian Pavilion at the Dubai Expo was inaugurated by actor R. Madhavan. Hon'ble Minister for I&B, Shri Anurag Singh Thakur launched TEJAS (Training for Emirates Jobs and Skills), a Skill India International project to train overseas Indians. The Hon'ble Minister held conversation on *The Global Reach of Indian Media and Entertainment Industry* at the Indian Pavilion.

## OLYMPICS 2020

To showcase the spirit of Olympics through creatives as well as to highlight the performance and achievements of Indian athletes during the last seven years, an active campaign was carried out by the Ministry of I&B.

The Hon'ble PM's interactions with Indian athletes' contingent bound for Tokyo Olympics 2020 and Tokyo Paralympics 2020 and his congratulations to the medal winners through '**Victory Punch Campaign**' and **#Cheer4India** were covered widely on DD News and NSD: AIR. The **accessible and live coverage of the Olympic victories** were aired on DD Sports and AIR Sports network. Prasar Bharati hired **14 sign language artists** who

presented 240 hours of Olympics live coverage in sign language and 16 AIR commentators for different Olympic events. An exclusive **virtual conclave** was held with top Indian sports personalities, biographies, etc.

The **opening and closing ceremonies** were streamed live and **daily special programmes like** 'Countdown to Tokyo', 'Tokyo 2020: The Spirit of Sports', India@Tokyo, #Cheer4India, Olympics Highlights, 'Super Seven of India' etc. were telecast on DD channels. Olympics Special Series, Olympics Quiz, Curtain Raiser, Cheer4India campaign, Exclusive Interviews, special discussion programmes 'Surkhiyon Mein', 'Spotlight' etc. were aired by NSD: AIR.

A **special article** written by the Hon'ble Minister of I&B and Youth Affairs & Sports titled '*Setting the Stage for India's Gold Quest*' has been commissioned by PIB and published in newspapers nation-wide. NMW prepared and posted **graphics and videos for #Cheer4India** on Social Media platforms.

The July 2021 fortnightly edition of *New India Samachar* on the theme of '**Khelega India Khilega India**' was brought out. BOC conducted an **extensive media campaign** to highlight the performance and achievements of Indian athletes on Social Media through songs, slogans, quizzes, videos etc. ROBs/FOBs installed **selfie booth for #Cheer4India** at prominent places. NFDC **produced short films on 41 athletes/teams** participating in the Games, commissioned by the Sports Authority of India.

## IT (INTERMEDIARY GUIDELINES AND DIGITAL MEDIA ETHICS CODE) RULES, 2021

The Government of India notified the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 vide notification dated 25.02.2021. As part of the grievances redressal mechanism, the Ministry has **registered four Level II Self-Regulatory Bodies** for looking into complaints of violation of Code of Ethics by publishers of news and current affairs on digital media and publishers of online curated content.

The Ministry has undertaken several



*Hon'ble Prime Minister, Shri Narendra Modi interacts with the Indian athletes' contingent bound for Tokyo Olympics, through video conferencing, in New Delhi on July 13, 2021.*

steps to **raise awareness and explain the various aspects of these Rules** among the key stakeholders. The Ministry provided a swift response to address briefings and clear misunderstandings in administration of these Rules.

The said rules provide for furnishing of information by publishers of news and current affairs content and publishers of online curated content to the Ministry. The Ministry has sent acknowledgements to over **1,800 publishers** of digital media which furnished information under Rule 18 against the public notice dated May 26, 2021. Around **10 national and regional webinars** have been conducted till date with a direct participation of over **2,200 stakeholders** to create awareness about the Rules. A **booklet** titled "Awareness Initiatives & Webinars on Digital Media Ethics Code" has been printed bringing out the key takeaways and learnings from these webinars, which has been uploaded on the website.

## CONSTITUTION DAY

Constitution Day, also known as

'Samvidhan Divas' is celebrated on November 26 every year to commemorate the adoption of the Constitution of India (November 26, 1949) and promote Constitutional values among citizens.

A Special programme '**Bharat Ka Samwidhan**' and special episode of '**In Focus**' & '**DD Dastavej**' were telecast by DD News. Theme based reports/capsules under a special series titled '**Know Your Constitution**' was broadcast in all prime time bulletins by NSD: AIR from November 19 to 26, 2021. Films Division organized **screening of films on Constitution of India** on November 26, 2021 on its website & YouTube channel. **CFSI organized screenings of 26 shows** of a children film 'Bandu Boxer' which emphasizes right to education and equality at multiple locations in association with various NGOs/Organizations. Around **4 videos, 21 Graphics** and **25 posts each** were posted on various social media platforms with a dedicated hashtag **#ConstitutionDay** by NMW. BOC/CBC also organized **34 ICOPs** and **10 Webinars** on the theme.

## INTERNATIONAL WOMEN' S DAY

March 8 is observed as International Women's Day to celebrate the achievements of women in various spheres of life and advocate the empowerment of women.

The Ministry of Information & Broadcasting organised various **competitions** (Essay Writing, Poster Making, slogan Writing & MCQs) for women officers/ officials on the occasion. Various Media Units of the Ministry of Information & Broadcasting **conducted special programs for women** such as quiz, screening of films, webinars, workshops, seminars, talks, etc.

Prasar Bharati aired several special programmes to highlight women centric issues. 'Women Will – Google for India Event' was telecast live by DD News where Hon'ble WCD Minister addressed the webinar. **Special Interview Series** with women war fighters, special programmes on Women Army Officers, **Ground Reports** and **success stories** on schemes for empowering women, special

editions of regular programmes etc. were aired by DD News and NSD: AIR. A three-day **online film festival** was organized by the Films Division which recorded 3,537 online viewership. NMW created and uploaded a series of **videos and graphics** celebrating the success of Indian Women Achievers on the Social Media platforms of the Ministry of Information & Broadcasting.

The March 2022 issue of Aajkal published by DPD was a special issue on the theme 'Strilekhan ki Disha aur Chunoutiyan'. One of the March 2022 editions of the fortnightly *New India Samachar* (NIS) had the cover story of 'Women power being the vehicle of prosperity of the nation'.

## 7TH INTERNATIONAL DAY OF YOGA

At the behest of the Hon'ble Prime Minister of India and recognizing the universal appeal of Yoga, on December 11, 2014, the United Nations proclaimed June 21 as International Day of Yoga (IDY). Over the last six years,



*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur felicitating the Minister for Information & Broadcasting of Bangladesh Dr. Hasan Mahmud in New Delhi on September 7, 2021.*

IDY has evolved into a world-wide movement for health and wellness. IDY observation in 2021 was particularly significant in view of the ongoing health emergency, and multiple solutions that Yoga offers in prevention and management of COVID-19 pandemic.

The **Hon'ble Vice President's Greetings on IDY** and **Hon'ble PM's Address** and the **announcement of mYoga App** was aired live on all platforms of the Ministry. Yoga sessions/demonstrations/classes and other suitable activities were organized for employees of various Media Units/organizations of the Ministry of Information & Broadcasting.

DD News aired live footage of **Yoga Practices from 75 cultural heritage sites** in India and from across the world. DD News prepared and telecast special Yoga Training capsules **Yoga Sutra, Yoga Mantra, Yog Samvad**, Special Reports from places related to **Yoga Yog Yatra (01)**, program on preparation **Yog Satra (02)**, an episode of **Total Health** programme on Yoga and a **special interview** of Hon'ble Minister of State, Ministry of Ayush. 22 Facebook links, 46 YouTube videos & 175 Twitter messages were posted on IDY 2021 on Social Media platforms.

DD India telecast a **special 10-episode series on various aspects of Common Yoga Protocol (CYP)** from June 12-21, 2021. **'Yogaarambh Ho'** special song composed by Shri Shankar Mahadevan was produced by Prasar Bharati, which was telecast on DD National and on its YouTube channel. **Apna Radio** of Indian Institute of Mass Communication aired a **series of programmes** on yoga.

The June 2021 fortnightly edition of **New India Samachar** on the theme of **'Globalisation of Yoga'** was brought out. Publications Division reprinted the revised edition of **'Yoga Sachitra'** by renowned yoga expert Sh. Dharmavir Singh Mahida.

Films Division streamed short films **'Celebrities Speak...'** on its website and Youtube channel highlighting the message of 'Yoga for Wellbeing'. **75 webinars** were organized by ROBs/FOBs of BOC on CYP and

**25 live yoga demonstrations** were conducted.

A **series of GIFs** on various Yogasanas, infographics and video content were shared across various Social Media platforms of Ministry of Information & Broadcasting by New Media Wing (NMW). PIB commissioned **two special articles** written by Hon'ble Minister for Education and Hon'ble Minister of State for AYUSH in around **129 publications** across the country.

### In other highlights

- The Ministry on December 20, 2021 **ordered the blocking of 20 YouTube channels and two news websites spreading anti-India propaganda and fake news** on the internet by utilizing emergency powers under the Rule 16 of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 to secure the information space in India. The channels and websites belonged to a coordinated disinformation network operating from Pakistan and spreading fake news about various sensitive subjects related to India. Using the same rules, the Ministry blocked accounts linked to banned organisation Sikhs for Justice.
- The book **'Courts of India - Hindi'**, published by Publications Division, was released at Jabalpur High Court, where Hon'ble President of India was presented the first copy of the book.
- The Hon'ble Vice President of India conferred **67th National Film Awards 2019** on October 25, 2021. Awards were given in the Non-Feature Films section in 22 categories and in 47 categories in the Feature Films section. The prestigious **Dadasaheb Phalke Award** was presented to popular actor Shri Rajinikanth.
- The September 2021 fortnightly editions of **New India Samachar** on the themes of **'Sabka Prayas becomes the resolve of New India'** and **'Dawn of a New Era - India's Amrit Yatra of Development'** and the October 2021 fortnightly editions on **'Amrit Yatra of Economy'** and **'The**



**Vaccine becomes the protective Shield of the Nation'** were brought out.

- Publications Division (DPD) presented its publications at the **Mega Book Fair held at Expo Centre Sharjah, UAE** from November 3 to 13, 2021. The Consul General of India in Dubai, Dr. Aman Puri with Consul (Press, Information, Culture and Labour) Smt. Tadu Mamu inaugurated DPD's stall at the 40th Sharjah International Book Fair (SIBF 2021) on November 3, 2021. DPD offered **over 150 books on history on Indian freedom struggle and freedom fighters** to readers and book enthusiasts.
- The first copy of the book **Reflecting, Recollecting, Reconnecting** published by DPD on the activities of the Hon'ble Vice President during the 4th year in office was presented to the Hon'ble Vice President of India by the Hon'ble Minister of Information and Broadcasting on August 27, 2021.
- On the occasion of the **Anniversary of Kargil Vijay Diwas**, DD News telecast special programmes '*Jai Jawan: Kargil Vijay Diwas par Jawano ko naman*' under half an hour discussion based programme '*Do Took*' and prime time programme '*Kargil ke Rakshak*'.
- DD News provided live and special coverage to the **inauguration of Shri Kashi Vishwanath Dham** and other main events by the Hon'ble Prime Minister on December 13, 2021. A special programme '**Kashi – Ek Nayi Pehchan**' with multi-camera setup and live commentary was telecast, apart from special **News Night** and **Do Took** shows telecast live from Kashi. Special programmes '**Subah-e-Banaras**', '**Banaras Ka Naya Savera**' and '**Breakfast with Banaras**' were also telecast. PIB also commissioned and published in newspapers nation-wide a **special article** written by Shri Anurag Singh Thakur, Hon'ble Minister for I&B titled "**Kashi Vishwanath Dham – Tribute to Our Living Heritage**".
- **Good Governance Day and Week:** DD News telecast live the tributes paid by the Hon'ble Vice President to the late former PM Sh. Atal Bihari Vajpayee in Chennai, the **floral tributes** paid by the Hon'ble Prime Minister at **Sadaiv Atal** and the main programme on Good Governance Day at Vigyan Bhawan. Special half an hour programmes '**Susashan ka Mantra**' and '**Sushansan Ke Kendra Main Ab Gaon**', special episodes of **Mera Haq** show on '**Sushashan Saptah: Prashasan Gaon Ki Or**', **News Night** on '**Modi Sarkar ka Sushasan Model: Lokkalyan Ka Lakshya**' and **DD Dastavez** show on Atal Bihari Vajpayee were telecast by DD News.
- **Digital/TV viewership of Prasar Bharati in 2021:** DD channels across the country clocked viewership of over 6 Billion and reached over 680 million viewers. 185 YouTube channels of DD and AIR registered over a billion views, with a watch time of 94 million hours across 190+ countries. NewsOnAir app present in over 190+ countries clocked a listenership of 214 Million+ in 2021.
- Hon'ble Minister for Information and Broadcasting launched a **month-long Clean India Programme** from Prayagraj on October 1, 2021, which was covered widely on various media platforms including on Social Media through a meme prepared and posted by NMW to educate and target young minds. He also launched the **MyParkings app** on October 14, 2021.
- The **Swachhta Pakhwada Awards 2021** for M/o I&B has been presented virtually by Addl. Secretary (I&B) to Children's Film Society, India (CFSI), Films Division and Bureau of Outreach and Communication (BOC) on September 9, 2021.
- TV and radio shows produced by DD and AIR respectively got multiple awards at the recently held **ABU- UNESCO Peace Media Awards 2021** at Kuala Lumpur, Malaysia. Doordarshan's programme '*DEAFinitely Leading the Way*' won an award under '*Living Well with Super Diversity*' category,

while All India Radio's programme '*Living on the edge- The coastal lives*' won another award in the category of 'Ethical & Sustainable Relationship with Nature'.

- With the exception of around 50 analog terrestrial TV transmitters in strategic locations, Prasar Bharati will be phasing out the rest of the obsolete analog transmitters by March 31, 2022 in both public and national interest as it makes valuable spectrum available for new and emerging technologies such as 5G apart from reducing wasteful expenditure on power.
- BOC organized a series of **Multimedia Digital Exhibitions** in Himachal Pradesh in March 2022, wherein content on freedom struggle of India as well as post-independence developments were displayed. The Hon'ble Minister of Information & Broadcasting inaugurated the first exhibition on March 15, 2022 in Sujanpur near Hamirpur. The Dharamshala, Bilaspur, Hamirpur and Shimla exhibitions were organized with a title of '**Bharat Ki Yatra: Swaraj se Vikas tak**'. A big Multimedia Exhibition was also organized at Jodhpur, Rajasthan with Hon'ble Union Minister Sh. Gajendra Singh Shekhawat as the chief guest.
- On the occasion of the **reopening of the National Museum of Indian Cinema** (NMIC) to the public, a beautiful exhibition of 75 vintage cars and bikes was held at the NMIC premises in Films Division complex on March 13, 2022 as part of Azadi Ka Amrit Mahotsav. Actors Sh. Akshay Kumar & Ms. Kriti Sanon graced the exhibition. A selfie point 'Love Cinema' at the Museum premises has also been inaugurated.
- Publications Division (DPD) published several books in February 2022 namely Economic Survey 2021-22 & Statistical Appendix, *The Story of India's Struggle for Freedom*, *Sardar Patel - A Pictorial Biography*, *Belief in the Ballot (Vol. 2)*, and created awareness and highlighted its books through participation in a week long celebrations '**Vigyan Sarvatra Pujyate**' under Azadi Ka Amrit Mahotsav organized by Vigyan Prasar along with DPD and National Book Trust (NBT) from February 22-28, 2022 at ten locations across the country i.e. New Delhi, Chandigarh, Meerut, Bangalore, Mumbai, Goa, Patna, Hyderabad, Lucknow and Ahmedabad.
- DPD and FTII released a special book **Balancing the Wisdom Tree - Anthology of FTII's Women Alumni** in the Kolkata International Book Fair.
- Two new video series were launched by NMW: **#momentsfromhistory** focusing on archival content of Prasar Bharati and **#PeoplesPadma** to generate awareness about the contribution of Padma awardees.

■■■

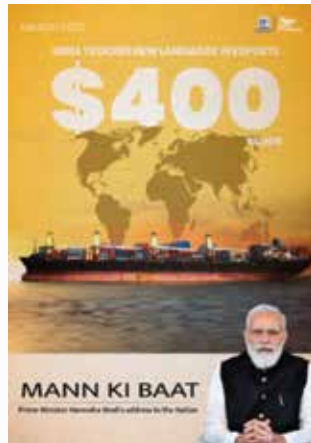


*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur at the launch of the virtual photo exhibition on “Making of the Constitution” and Film Poster Exhibition “Chitrangali @ 75”, as a part of Iconic Week of Azadi Ka Amrit Mahotsav, in New Delhi on August 27, 2021.*

# 3

## NEW INITIATIVES

- Ministry of Information and Broadcasting has started bringing out **Mann ki Baat booklet** from March 2022. The booklet, which is published in Hindi and English, contains stories and testimonials on the special mentions made by the Hon'ble Prime Minister in his address, along with interviews and articles by Ministers and experts, and reactions to the address which appeared in the media. The soft copy of the booklet is distributed all over the country to more than 6 crore citizens through e-sampark and is also uploaded on the websites of the Ministry, MyGov, PM India and the media units of the Ministry. The print version is being distributed to the MPs, MLAs, Secretaries and officials of Government of India, Chief Secretaries of States/UTs and PIB-accredited journalists.
- **PIB Research Unit** was established in October 2021 with the objective of producing fact-based content on Government initiatives, countering false narratives through evidence-based material, and analysing media content with a focus on building positive stories. The Unit brings out backgrounders/explainers, factsheets, theme-based documents and FAQs in order to generate sector-specific as well as holistic insights about the concerned subject area.



programmes under the **Azadi Ka Amrit Mahotsav** campaign during the celebration of its Iconic Week from August 23-29, 2021. The celebrations focused on the spirit of *Janbhagidari* with a series of activities/programmes through television, digital, social media and ground level outreach programmes throughout the country, such as documentaries/movies focused on Independence of India aired on Doordarshan, new weekly series on All India Radio and online film festivals by Films Division and National Film Development Corporation. During the week, Publications Division initiated a podcast series, *Jashn-e-Azadi*, which reviews and talks about the various books published by the Division.

- Hon'ble Minister for Information and Broadcasting Shri Anurag Singh Thakur inaugurated the **first Himalayan Film Festival** held at Leh, Ladakh from September 24 to 28, 2021, which featured active participation from local filmmakers and showcased talent across 12 Himalayan States/UTs. On the sidelines of the Festival, the Hon'ble Minister inaugurated an **exhibition on Freedom Fighters of Himalayan States and Best of Indian Cinema with a focus on Himalayan region**.
- The **52nd International Film Festival of India (IFFI)** held in Goa, from November 20 to 28, 2021 recognised and felicitated **75 'Creative Young Minds of Tomorrow'** for the first time by handpicking 75 young aspiring filmmakers (below 35 years) from across the country as representatives of GenNext cinema. 18 selected films from across the nation were also showcased under 'India@75'. Cinematic gems from BRICS nations (Brazil, Russia, India, China and South Africa) were featured as part of both Focus Country Sections

### AZADI KA AMRIT MAHOTSAV

- Ministry of Information and Broadcasting has conducted various innovative



Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur along with the Union Minister for Culture, Tourism and Development of North Eastern Region (DoNER), Shri G. Kishan Reddy at the launch of the virtual Film Poster Exhibition “Chitranjali @75”, as a part of iconic Week of Azadi Ka Amrit Mahotsav, in New Delhi on August 27, 2021. Minister of State for Fisheries, Animal Husbandry & Dairying, Information and Broadcasting, Dr. L. Murugan, Minister of State for Parliamentary Affairs and Culture, Shri Arjun Ram Meghwal, Minister of State for External Affairs and Culture, Smt. Meenakashi Lekhi and other dignitaries are also seen.



Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur during Kashi Film Mahotsav on December 28, 2021.

& **BRICS Film Festival held alongside IFFI for the first time**. OTT players such as **Netflix, Amazon Prime, SonyLiv and Zee5 participated in the IFFI for the first time** through exclusive masterclasses, content launches/previews, and curated film screenings.

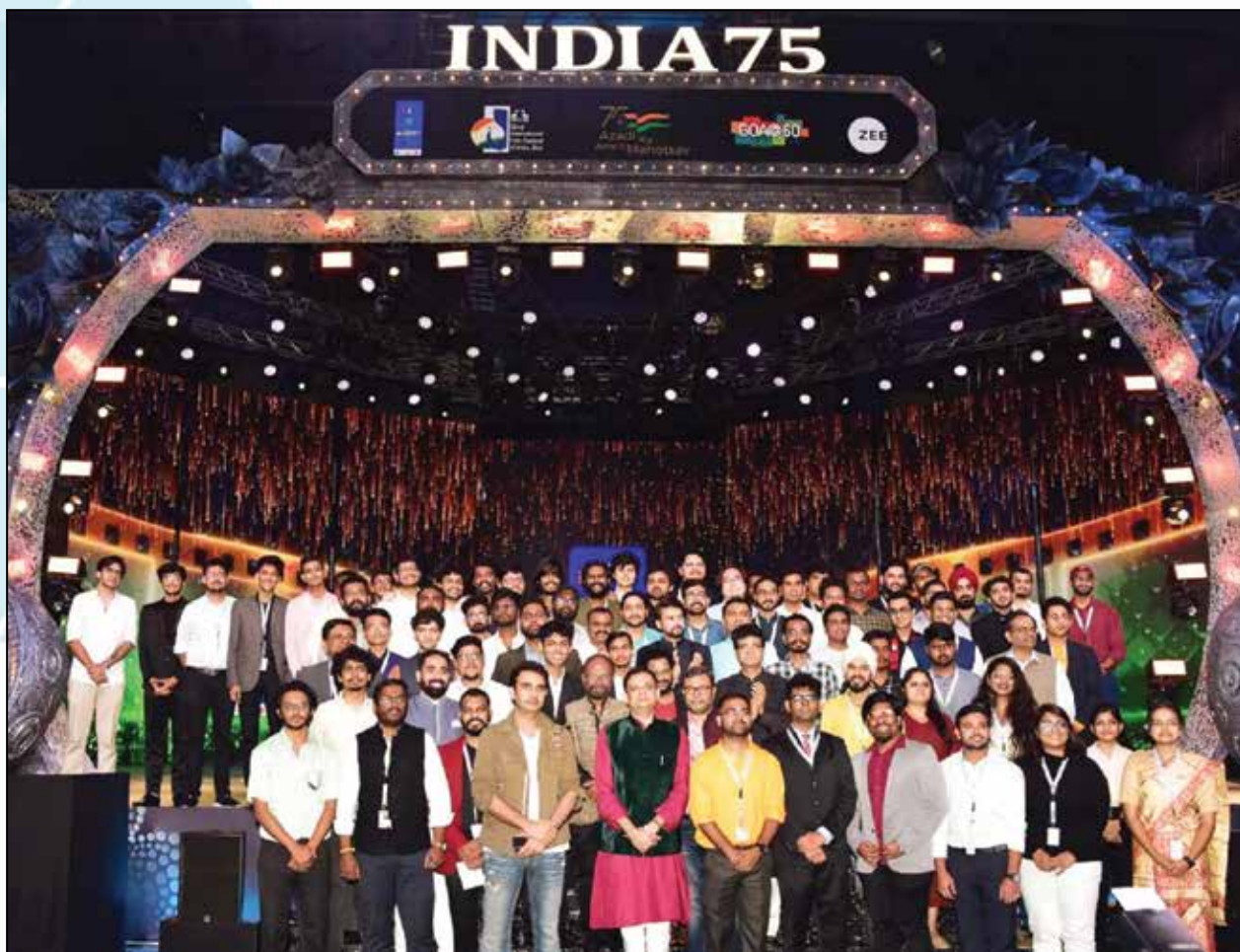
- The Ministry of Information and Broadcasting launched **Azadi Ki Amrit Kahaniyan**, a short video series created in collaboration with OTT platform, Netflix. Seven women changemakers Padma-awardees Smt. Basanti Devi and Ms. Anshu Jamsenpa; the first female firefighter in India, Ms. Harshini Kanhekar; Ms. Poonam Nautiyal, a healthcare worker who walked miles across Bageshwar district in Uttarakhand to vaccinate everyone; Dr. Tessy Thomas, the first woman scientist to head a missile project in India; Ms. Tanvi Jagadish, India's first competitive woman stand-up paddleboarder; and Ms. Aarohi Pandit, the world's youngest and first woman pilot to cross the Atlantic Ocean and the Pacific Ocean solo in a light-sport aircraft.
- Film and Television Institute of India conducted **first of its kind Amrit Mahotsav Courses for the Scheduled Tribe** participants in Meghalaya (1 course), Ladakh (2 courses) and Tripura (1 course) during October 2021.

## FILMS

- The **first ever 'Kashi Film Festival'** was organized by Film Bandhu, Government of Uttar Pradesh in collaboration with Directorate of Film Festivals, Ministry of I&B from December 27 to 29, 2021 at Varanasi, Uttar Pradesh. The festival was attended by Hon'ble Union Minister of Information and Broadcasting, Shri Anurag Singh Thakur, Hon'ble Minister of State of Uttar Pradesh for Tourism & Culture Dr. Neelkanth Tiwari, actors and Members of Parliament Sh. Ravi Kishan and Smt. Hema Malini, Secretary, Ministry of Information & Broadcasting, Sh. Apurva Chandra. Wide coverage was

provided to the festival across platforms, including on social media using hashtags: #MagnificentKashiFilmFestival and #KashiFilmMahotsav.

- Directorate of Film Festivals constituted **Satyajit Ray Lifetime Achievement Award (SRLTA)**. For the first time, two prominent filmmakers from World Cinema viz. Mr. Istavan Szabo from Hungary and Mr. Martin Scorsese from the US received SRLTA for their contribution to world cinema.
- As part of **Ease of Doing Business in Film Industry**, the Hon'ble Minister of State for I&B, Dr. L. Murugan met the officials of the South Indian Film Chamber of Commerce at Chennai on October 8, 2021. The Minister received a memorandum from various Film trade associations on various requests and demands of the Film Industry and assured them that every effort will be taken to redress their grievances.
- The **Film Facilitation Office (FFO) portal has been successfully integrated with India's National Single Window System (NSWS) for Business Approvals, namely 'Maadhyam'**, in an endeavor to streamline with the Central Government's initiative for Ease of Doing Business in India. The integration allows applicants coming on NSWS portal for filming permissions to access the FFO online application for international filmmakers for filming in India.
- To ease filming in Railways, the **FFO and Ministry of Railways have integrated to create a Single Window Filming Mechanism** to make the permission for filming across Railways premises streamlined and efficient. The FFO portal [www.ffo.gov.in](http://www.ffo.gov.in) shall now accept applications for feature films, TV/web shows and series on behalf of Railways.
- As part of **Oral History Project of National Film Archives of India (NFAI)**, a total of 8,000 minutes of audio interviews of yesteryear film artists were uploaded on



*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur with the “75 creative minds of tomorrow” winners at the inauguration ceremony of the 52<sup>nd</sup> International Film Festival of India (IFFI-2021), in Panaji, Goa on November 20, 2021. Minister of State for Fisheries, Animal Husbandry & Dairying, Information and Broadcasting, Dr. L. Murugan, Chief Minister of Goa, Shri Pramod Sawant and other dignitaries are also seen.*

its website. It contains 53 interviews in five languages of pioneering film personalities, such as SD Subbulakshmi, Akkineni Nageshwar Rao, and Vijay Bhatt, narrating about their life, stories and anecdotes, recorded in the 1980s. NFAI also made available the English translations of all the regional language uploads.

## PROGRAMMING

- All India Radio has launched a new innovative programme **#AIRNxt** where it brings the voices of about 20,000 youth from 1,000 educational institutions through 167 AIR stations across India. In an unprecedented step, AIR has

opened up its studios for youngsters from local colleges and universities allowing them to curate youth-centric shows and encouraging the youth to speak about the achievements of the country during the last 75 years of independence, starting from November 28, 2021

- Prasar Bharati Audience Research launched **NewsOnAir Radio Livestream Rankings** on June 11, 2021, which is being updated and released weekly ever since. 240 Radio Services of All India Radio are live streamed on NewsOnAir App, which have listeners in over 90 countries.
- DD News organized and telecast DD News

Conclave ‘**Desh ki baat, DD News ke Saath**’ highlighting the achievements and initiatives by the Government in various sectors. The first such conclave ‘*Ease of Living*’ with CEO, NITI Aayog was aired on September 28, 2021. During October 2021, conclaves were telecast on the topics *Imaginative Jammu & Kashmir and Ladakh Outreach, Reimagining Disaster Management, Yuva Shakti, Social Empowerment, Cooperative and Competitive Federalism* and ‘*India First Foreign Policy – the making of a Vishwaguru*’ featuring addresses by Union Ministers, MPs/Lt. Gov. and subject experts.

- On the sidelines of the Himalayan Film Festival, the Hon’ble Minister of I&B launched **DD/AIR transmitters at Hamboting La in Ladakh, which are the highest altitude transmitters of Prasar Bharati** to cover remote and border areas.

#### REGULATION & AGREEMENTS

- A notification was issued on June 17, 2021 **amending the Cable Television Network Rules, 1994** thereby providing a statutory mechanism for redressal of grievances/complaints of citizens relating to content broadcast by television channels in accordance with the provisions of the Cable Television Network Act, 1995. The Cable Television Networks (Amendment) Rules,

2021 provides for a three-level grievance redressal mechanism— self-regulation by broadcasters, self-regulation by the self-regulating bodies of the broadcasters, and oversight by an Inter-Departmental Committee at the level of the Union Government.

- The Union Cabinet gave its ex-post facto approval on June 2, 2021 for **signing and ratification of an Agreement on “Cooperation in the field of Mass Media” between all the Member States of Shanghai Cooperation Organisation (SCO)**. The Agreement shall promote equal and mutually beneficial cooperation among the associations in the field of Mass Media.

#### ADMINISTRATION

- **Prasar Bharati has gone paperless with 100% adoption of e-Office**, saving the organization’s expenditure on paper by 45% between August 2019 and June 2021. Apart from reducing carbon footprint, paperless work also enhanced the COVID safety during the pandemic through remote working.
- **AIR goes Green:** In line with the green initiatives of the Centre and its vision on electric mobility, All India Radio (AIR) has shifted its entire fleet to electric vehicles for all its transportation needs.







*Union Minister for Information and Broadcasting, Youth Affairs & Sports Shri Anurag Singh Thakur being greeted by the Principal Director General (M&C), Press Information Bureau, Shri Jaideep Bhatnagar, in New Delhi on July 8, 2021.*

# 4

## INFORMATION SECTOR



### PRESS INFORMATION BUREAU

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

It also advises government on communication strategies best suited to meet the needs of the media.

The PIB disseminates information through different means, such as press releases, press notes, feature articles, backgrounders, press briefings, interviews, press conferences, press tours and social media. The information is released in English, Hindi, Urdu along with 11 other regional languages which reaches newspapers and media organizations all over the country.

The PIB has a News Room/News Monitoring Cell which is operational round the year to meet the information dissemination needs. PIB also provides accreditation facility to media persons so as to facilitate access to information from the Government sources.

PIB has its Headquarters in New Delhi and is headed by the Principal Director General (Media & Communication). PIB has 5 Zones comprising 19 Regional Offices and 17 Branch Offices, including an Information Centre, to cater to information needs of the regional media.

#### I. Information dissemination related activities of PIB

##### A. Ministries/Departments wise Information dissemination:

PIB Officers are attached to a Ministry/Department and are the authorized spokesperson of the same. He/she briefs the media on policies and programmes of the Ministry/Department, disseminates information, answers queries and provides clarifications or counter narratives as and when required. The PIB officer analyses public reactions as reflected in the editorials, articles and comments in the media and keeps the Ministry/Department apprised of the public opinion and advises the Ministry/Department on its media and Information Education Communication strategy.

##### B. Information dissemination related activities by Regional/Branch offices

The PIB officers at the Regional and Branch Offices, apart from disseminating information emanating from Headquarters, also ensure coverage of any important event organized by Central Ministries or Central Public Sector Undertakings in their respective region. These offices also take up the decisions of the Central Government which may be of special importance, to a particular region for focused publicity based on information dissemination on sustained basis. PIB Regional/Branch offices assume central role in facilitating media coverage of the President, the Prime Minister, Union Ministers and Secretaries on their official visits to a region/state.

Information dissemination by PIB is also available on the move. The PIB apps – both on the Android and iOS platforms are being downloaded and used by journalists and other persons for accessing PIB website through the App. PIB also ensures all India coverage through Regional/Branch offices of PIB. These

offices are also engaged in translation of press releases into various regional languages.

Feedback from media in the form of Daily Media Report to PMO in Hindi and English, daily media feedback to each Ministry by the respective Officers to their Ministries; Special feedback on important occasions.

<b>Media Product/ Service/Vehicle</b>	<b>Number (April 1 – November 30, 2021)</b>
Press Releases	60,841
Photos/Graphs/ Infographics	6,971
Media Invitations	248
Formal Press Conferences	86
Nation-wide media feedback	Daily
Analytical media reports on specific issues	Daily/Weekly
SMSs	Bulk SMSs to Media
Press accreditation cards issued	125

### **C. PIB Fact Check Unit**

The Fact Check Unit (established on pilot basis in December 2019) was set up by the PIB in order to monitor and arrest the circulation and dissemination of factually incorrect/doctored news and information over different modes of news media and social media platforms, which often mislead people on various issues. The mandate of the PIB Fact Check Unit is to provide the official/ authentic version of any news doing rounds on various media platforms by making available the factually correct information in the public domain.

The Unit identifies fake news either suo motu or under a reference via its various input methods — user complaints on dedicated e-mail ID, website portal, and WhatsApp number; reporting of instances of misinformation on television as input from EMMC on real time basis; reporting of false information in newspapers and web portals by PIB through its

personnel; and gathering of inputs from States through various sub-units.

The popularity of the Fact Check Unit as a source for verifying information can be gauged from the fact that the FCU Twitter handle has 2.49 lakh followers and counting. Further, the Unit has become an important source of authentic information which is used by private media, thereby increasing its impact and influence. The Unit has evolved with time, especially with increased activity of the Regional Fact Check Units set up in the PIB Regional offices in various capital cities across the country.

In order to check the spread of COVID-related fake news and to provide to the people an authentic source of all information relating to the pandemic, a COVID-dedicated Cell of FCU was created on March 31, 2020.

As on July 11, 2022, the FCU has received 1,02,846 queries, out of which the 34,125 actionable queries were responded to (including those related to COVID-19). 875 posts were made and necessary clarifications were issued by the FCU, wherever necessary.

### **D. PM's Publicity and Reference Unit**

Press Information Bureau has a dedicated unit for the publicity and media support to the Prime Minister's Office. This unit functions all throughout the year. The Unit also deals with the publicity of Hon'ble President of India, Cabinet Secretariat, NITI Aayog and PM's Economic Advisory Council (PMEAC).

### **E. PIB Research Unit**

Setting up of a Research Unit in PIB has been one of the new initiatives of the Ministry of Information and Broadcasting, aimed at further empowering the people of the country by making available to them more insightful and detailed information regarding Government policies and programmes. The Research Unit was established with the objective of producing fact-based content on Government initiatives, countering false narratives through evidence-based material and analysing media content with a focus on stories on development. It

started functioning in October, 2021.

The key role of the Research Unit is to strengthen information dissemination by PIB and other official channels of the Government of India. The Unit facilitates effective communication and outreach to the public by creating a range of extensively researched documents on various areas of national importance and relevance, based on changing scenarios and requirements.

**Activities undertaken from October 15, 2021 till March 31, 2022**

S. No.	Nature of Documents	Number of Documents
1.	Backgrounders/ Explainers	71
2.	Factsheets	83
3.	FAQs	21
4.	Hindi translations	07
	<b>Total</b>	<b>182</b>

The documents produced by the Unit are available on the PIB website under the sections Backgrounders, Factsheets and FAQs. These documents are used extensively by the media (print media and web portals). Infographics and videos for amplification on social media are being made by New Media Wing (NMW) and PIB (Social Media) using content from these documents. In addition, Programmes on DD (DD Shorts) and AIR (Parikrama) are also being made based on the documents created by the Research Unit.

Some of the stories generated by the RU are also translated into vernacular languages by the Regional PIBs and disseminated to local media.

**F. Social Media Cell**

i) **PIB India & PIB Hindi**

- **PIB India Twitter** – The English Twitter handle of Press Information Bureau, Delhi (@PIB\_India) was created on December 27, 2010. Since then, the number of total followers has increased to 2.5 million with an average increase

of over 30,000 followers a month. The average number of tweets sent on a monthly basis is generating approx. 25 million impressions per month.

- **PIB Hindi, Delhi Twitter Handle:** @ PIBHindi was started in January 2015. It has 304.5 thousand followers as on date and 8,000 new people are associating on an average every month. About 950 tweets per month are done 3.5 million impressions generated on the Hindi handle.

- ii) **Facebook** – The current year has witnessed a significant spur in the fan base of PIB on Facebook, with around 597 thousand followers. This has been fueled by adoption of creative means of communication and engagements.

- iii) **Instagram** – PIB Instagram had more than 917 thousand followers.

- iv) **YouTube** – PIB YouTube was created on May 2011. Since then, we have uploaded 6,374 videos on it, including live events. The total no. of subscribers for PIB’s YouTube channel is 1.5 Million.

v) **PIB Fact Check –**

- **Twitter** – The Twitter handle of PIB Fact Check (@PIBFactCheck) was created in November, 2019. Since then, the number of total followers has increased to 241.4 thousand with an average increase of 9,000 followers per month. PIB Fact Check has an average of 3.8 million impressions per month.
- **Facebook:** PIB Fact Check’s Facebook has 40,847 likes.
- **Instagram:** PIB Fact check Instagram had over 65,000 followers.
- **Hotline number-** PIB fact check joined WhatsApp in the wake of the novel Corona virus outbreak in a bid to curb the menace of growing fake news that tends to spread like wildfire on the widely used instant messaging application. People can send their queries to the unit at +918799711259.

The unit has so far received over **86,935 queries** and countered over **29,154 actionable queries** on the platform.

- **Gmail and Portal** – As per the Supreme Court directive, two accounts, [socialmedia@pib.gov.in](mailto:socialmedia@pib.gov.in) and [pibfactcheck@gmail.com](mailto:pibfactcheck@gmail.com), were started to counter COVID-19 related fake news. The official version of any news on COVID-19 can be obtained from these emails within a defined time-frame. FCU has received and countered over 12,881 queries on Gmail and the portal.

### **G. Media Outreach Programme and Media coverage for Special Events**

#### *Development Communication & Information Dissemination (DCID)*

The mandate of the DCID scheme is awareness generation in citizens about various schemes and programs of the Government to enable the targeted beneficiaries to avail the benefits of the developmental schemes, elicit enhanced participation of the people in the process of development and governance, and foster attitudinal and behavioural changes. It is a Central Sector scheme of the Ministry of I&B which envisages three components to be implemented by different media units of the Ministry. These media units are equipped with specialized media platforms for carrying the social message to the people.

- (a) Bureau of Outreach Communication (BOC): *People's Empowerment through Integrated communication* component, implemented by BOC, aims at ensuring peoples' participation in various programmes and schemes of the Government, for people's welfare, promoting national integration and ensuring nation building. This is done through the launch of thematically integrated development communication campaigns having media mix like print, audio and visual outdoor media, distribution of informative brochures/

flyers, multimedia exhibitions, mass outreach programs, live cultural events and new media vehicles for effective and targeted reach to achieve the objectives.

- (b) Press Information Bureau (PIB): *Media Outreach Programme and Publicity for Special Events* component, implemented by PIB, aims to disseminate the initiatives, policies, programmes and achievements of the Government through vartalaps, press conferences, press tours, press notes, Prime Minister's speeches in regional languages, etc. PIB, through its regional/branch offices, takes up the responsibility of publicity based on information dissemination of the decisions of the Central Government, which may be of special importance to a particular region, on a sustained basis. Along with the Economic Editors Conference and Health Editors Conference, PIB has also started organizing Regional Editors Conference to enhance the engagement with regional media and facilitate interaction with journalists from smaller towns and rural backgrounds.
- (c) New Media Wing (NMW): The *Social Media Platform* component is implemented by NMW which aims at effective social media publicity of Government's policies/programmes/initiatives. The wing seeks to enable the Government's presence and direct interface with the citizens who use the medium of social media, in all major languages. For representation of statistics and information related to Government's policies/programmes/initiatives, social media friendly formats such as graphic plates, infographics, GIFs, videos, etc are used for effective communication with social media audiences.

During 2021-22, the total expenditure under the scheme was Rs. 211.21 crore.

Details of DCID with a total outlay of Rs. 992.94 crore for the period from FY 2021-22 to FY 2025-26 is as under:

with Doordarshan and AIR newsrooms and disseminated through feed for digital display panels also.

(Rs. in crores)

Name of Component	Implementing Media Unit	2021-22	2022-23	2023-24	2024-25	2025-26	Total
People's Empowerment through Integrated Communication	Bureau of Outreach Communication (BOC)	174.19	176.81	179	184	188	<b>902</b>
Media Outreach Programmes & Publicity for Special Events	Press Information Bureau (PIB)	6.13	9.6	10.1	10.18	10.68	<b>49.69</b>
Social Media Platform	New Media Wing (NMW)	7.68	7.94	8.21	8.66	8.76	<b>41.25</b>
	<b>Grand Total</b>	<b>188</b>	<b>194.35</b>	<b>197.31</b>	<b>202.84</b>	<b>207.44</b>	<b>992.94</b>

#### H. Information Dissemination during Elections

PIB provides effective interface between the Election Commission of India (ECI) and Media persons. To provide information, media briefings by ECI officials are organized upon announcement of election schedule by the Election Commission of India. Backgrounders, factsheets, Twitter post graphics are also given out to disseminate details on Assembly Elections, by-elections, general elections. In addition, queries of media persons are answered on real-time basis and specific interviews, articles are also coordinated on regular basis. To facilitate coverage of Polling & Counting process during General Elections of Lok Sabha and various States Assemblies, PIB issues authority letters on behalf of ECI to National & International media persons based at New Delhi. Trends/ results on Counting day are also shared on real-time basis through website and Twitter by following counting data from Election Commission of India site and data Apps. Quick data sharing is coordinated on priority

#### II. Feedback Unit

This unit keeps the Government informed of the public perception on various initiatives, policies and programmes of the Government on a daily basis by providing various feedback products including Daily Regional Media Digest and Press Clippings, Media Digest and Press Clippings on special events and Daily International Media Digest. Regional Media Digest is prepared by collating feedback from 35 Regional/Branch offices across the country, screening around 400 newspapers in 19 languages. From April 1 to December 20, 2021, nearly 142 Media Digest & more than 30 Special Digest were sent and approx. 1,860 SMS Alerts/Mails were sent to PMO, Officers-in-charge of media management for various Ministries.

#### III. Accreditation System

125 fresh accreditation cards have been issued (out of which 94 are fresh accreditations granted and 31 are Change-in-organization) from April 1, 2021 to November 30, 2021 to the journalists residing in Delhi & NCR.

## **Journalist Welfare Scheme (JWS)**

A scheme for providing financial assistance to journalists and their families facing acute financial hardship on account of serious ailments and death of journalist is being implemented by PIB which provides for one time ex-gratia relief on urgent basis. The amount of such assistance up to Rs. five lakh is extended to the family of deceased journalist or in case of his permanent disability. Assistance of upto Rs. three lakhs is also extended to journalists in case of major ailments like cancer, renal failure, heart ailments, etc. and upto Rs. two lakhs in case of accidents requiring hospitalization. Applications received for financial assistance are processed by PIB and are placed before the JWS Committee for their consideration. During the period from April 1, 2021 to November 30, 2021, an amount of Rs.4,28,00,858 has been disbursed to 87 journalists/families under JWS. Further, 48 applications seeking assistance amounting to Rs. 2,19,62,590, approved by JWS Committee are under process for payment.

Special drive was also undertaken to grant financial assistance to the families of Journalists who died due to COVID-19 and during financial 2020-21 and 2021-22 of Rs. 6.15 Cr. were released to the families of 123 deceased journalists.

## **IV. Control Room in Emergencies**

PIB has a News Room/Control Room which is operational every day round the year to meet challenges emerging out of any eventuality. Arrangements for holding Press Conferences at short notices and simultaneous webcasts through PIB Centers across the country are also kept in a state of readiness to handle any sudden development and unexpected situation. The Control Room functions on a 24x7 basis during emergencies and times of crisis. The important news channels are monitored and senior officials are kept informed of the latest developments, misreporting of the facts etc. for timely media intervention.

## **V. Major Activities undertaken by PIB during 2021-22**

### **a) COVID-19:**

Information dissemination related to COVID-19 is presently being extensively carried out by PIB in coordination with various ministries of the Government of India such as Health and Family Welfare, Home Affairs, Finance, Railways, Education, Defence, Civil Aviation, Science and Technology, Commerce and Industry etc.

- i. The details of various efforts undertaken by the Central Government and important updates related to COVID-19 are continuously shared across various regions by PIB for onward dissemination. Information is also uploaded on the PIB website and its social media platforms like Twitter, Facebook, Instagram and YouTube on a regular basis.
- ii. PIB HQs and regional offices amplified dissemination of information regarding the launch of free vaccine to all Indian citizens above 18 years of age on June 21, 2021 through various tweets; Youtube videos and infographics on the subject. The new display creatives on Free Vaccine for All, have been translated by the PIB regional offices in Gujarati, Marathi, Odia, Punjabi, Telugu, Assamese, Kannada, Urdu, Tamil, Bengali, Malayalam, Manipuri. PIB Officers at Headquarter shared the creatives with their respective Ministries and various organizations.
- iii. PIB regional offices actively disseminated the new creatives to different organizations and agencies in the Central and State Governments, including PSUs.
- iv. Various Articles were written by Union Ministers and eminent personalities such as former Education Minister, Shri Ramesh Pokhriyal 'Nishank'; Science & Technology and former Health & Family Welfare Minister,

Dr. Harsh Vardhan; former MoS Agriculture & Farmers Welfare, Shri Kailash Choudhary; Vice Chairman-NITI Aayog, Dr. Rajiv Kumar etc.

- v. PIB through its regional offices held webinars on various aspects of creating awareness on Corona virus pandemic with important stakeholders viz Media, Health workers and important Government officials.
- vi. Government Initiatives especially on Oxygen supply, import of medicines & equipment was widely disseminated, both at HQs and Regional offices. Similarly, activities undertaken by the armed forces to assist the fight against COVID-19 have been successfully disseminated.
- vii. PIB regional offices have worked closely with ROBs and FOBs by disseminating information through Mobile Vans, Nukkad Nataks, Quiz and Speech Competition with College students, Workshops of private registered troupes of Song and Drama Division etc.

**b) Launch of PM Ayushman Bharat Health Infrastructure Mission by Hon'ble Prime Minister Shri Narendra Modi**

The Hon'ble Prime Minister Shri Narendra Modi launched PM Ayushman Bharat Health Infrastructure Mission on October 25, 2021. Various activities were undertaken by Headquarter and PIB Regional & Branch offices.

Article written by Dr. Mansukh Mandaviya, Union Minister, Ministry of Health & Family Welfare, titled "PM Ayushman Bharat-Health Infrastructure Mission: A giant leap towards achieving self-reliance in future Pandemic Response" was published in prominent newspapers across the country.

**c) Constitution Day**

The Samvidhan Diwas (Constitution Day) was organized with "Jan Bhagidari" on a mega scale. In the run up to the Samvidhan

Diwas (Constitution Day), the Ministry of Parliamentary Affairs in participation with PIB, undertook a **dedicated social media campaign.**

The event was reported very well in media. 56 press releases issued by Regional/Branch Offices. There was one article written by Hon'ble Speaker Lok Sabha, Shri Om Birla on the topic of "Constitution of India: Cornerstone of our democracy". PIB officers coordinated with the ministries and their organizations for posting of pictures/videos of Preamble Reading event on social media.

**d) 75<sup>th</sup> Independence Day**

The PM's Address was transcribed and translated into regional languages. It was widely disseminated through Regional/Branch offices of PIB. Special graphics were made and uploaded on social media platforms. Live streaming of Independence Day Celebrations was done on PIB's Social Media Platforms (Facebook and YouTube) apart from Promo video for the pre-publicity, Live Tweets of Pictures and Video bytes of PM Narendra Modi's speech.

**e) Ek Bharat Shreshtha Bharat (EBSB)**

In spite of onset of Covid, PIB kept up the momentum of the Flagship campaign 'Ek Bharat Shreshtha Bharat'. Special focused social media campaign continued throughout 2021 on various platforms like Twitter, Facebook and Instagram. PIB, HQs and Regional/Branch offices of PIB have been participating in the campaign enthusiastically in English, Hindi and Regional languages. This has tremendously helped to extend the reach of the programme throughout the country. PIB has been arranging coverage of EBSB activities of Ministries at HQs as well by Regional/Branch offices. Press releases have been issued in English, Hindi, Urdu and regional languages. Webinars were also organised by Regional/Branch offices. These webinars received good media coverage especially in print media. They have touched various aspects of paired states including culture, cuisine, tourist destinations, attire, customs, traditions among others.



### **Latest Initiative: New Strategy of EBSB:**

To give a better focus to the campaign, PIB has adopted a new strategy from October 2021 - October 2022. The Regional/Branch offices of PIB have been arranged into pairs as per EBSB format. Each pair of states has been assigned a month to carry out an intense focused campaign including variety of activities like publication of articles, social media activities, webinars, press tours or any other activity with respect to paired state to generate visibility for the campaign. ***The first pair was of Regional Offices of Gujarat and Chattisgarh during the month of October. Both Regions successfully undertook a wide range of EBSB activities during the month including a press tour, publication of articles, webinars, social media activities, press releases, special programmes on DD and AIR.***

#### **f) Seva Samarpan Campaign**

Beginning September 17, 2021, the Headquarter and the Regional & Branch offices of the Press Information Bureau have given extensive publicity to Seva Samarpan Campaign. Important Press Releases were issued. Following activities were undertaken by PIB:

- i) **Twenty-one (21) Articles published, 1,056 clippings obtained:** PIB in its effort to provide publicity to Seva Samarpan campaign, have ensured publication of around 21 Articles from PIB HQs which resulted in over 1,000 publications across the country. Articles were published between September 18 to October 13, 2021 and were written by Union Ministers and other experts on topics such as Education, Ease of Living, Agriculture etc.
- ii) **Wide Social Media content dissemination:** The Social Media cell of HQ along with Regional & Branch offices have provided extensive visibility to Seva Samarpan 2021 on various social media platforms like Twitter, Facebook, and YouTube.

PIB Social Media organized a 360-degree Social Media Outreach campaign on Seva

Samarpan, all the content being posted by PIB Social Media Day-wise. PIB Social Media produced a series of creative social media content including Infographics, GIFs, and Videos etc. on the landmark achievements and inspirational success stories cutting across different sectors, schemes, and programs/missions of the Union Government. With the dedicated hashtags: **#SevaSamarpan, #AmritMahotsav, #AzadiKaAmritMahotsav & #IndiaAt75.**

- a. **Total Infographics posted by PIB HQ : 169**
- b. **Total Videos posted by PIB HQ : 197**
- c. **Total Tweets done by RB offices : 537**
- d. **Total Retweets done by RB offices : 491**

#### **g) Azadi Ka Amrit Mahotsav (AKAM) Iconic Week I&B Ministry (August 23 - 29, 2021)**

1. In the month of August 2021, PIB carried out various activities pertaining to Iconic Week (August 23 - 29). PIB regional offices and HQ twitter handles along with HQ DPOs have disseminated content for Iconic Week as well as other *Azadi Ka Amrit Mahotsav* (AKAM) related events via **tweets, Facebook posts**, etc.
  - a) The handles: #AzadiKaAmritMahotsav & #AmritMahotsav were used in the tweets.
  - b) From August 23 to 29, 2021, PIB regional offices Twitter handles posted over **2,300 original tweets** and over **3,300 retweets** related to AKAM were carried out, generating **over 9,70,000 impressions**.
  - c) PIB regional offices Facebook also posted **880 posts** on AKAM.
  - d) PIB HQ DPOs twitter handles posted **over 160 original tweets** and **about**

**760 retweets** related to AKAM during August 23 to 29, 2021, generating **over 4,40,000 impressions**. In addition, these handles retweeted the posts from Ministry of I&B handles on AKAM.

- e) PIB HQs DPOs posted in Instagram **about 28 posts** on AKAM and **23 posts** on Facebook.
  - f) During the same period, PIB HQs twitter handles (@PIB\_India and @PIBHindi) posted **75 original tweets** and **over 90 retweets** related to AKAM, generating **over 7,00,000 impressions**.
2. About 36 Press Releases issued and 54 Photographs were released by PIB HQ DPOs. Regional offices also issued 330 Releases and have reported over 800 clippings on AKAM.
  3. During the Iconic Week of Ministry of Information & Broadcasting, PIB regional offices (along with FOBs) conducted **about 37 webinars** on *Azadi Ka Amrit Mahotsav* and **over 3,800 participants** attended the webinars.
  4. PIB also developed its capacity to organise webinars during this year since the webinars emerged as a potent communication tool in a year marked by COVID-19. Regional Offices of PIB had, between April to December 31, 2021, organized more than 700 webinars on themes varying from COVID -19 to *Azadi Ka Amrit Mahotsav* and others.

#### **h) International Film Festival of India:**

Shri Anurag Singh Thakur, Union Minister of Ministry of Information & Broadcasting inaugurated the opening ceremony of 52<sup>nd</sup> International Film Festival of India. Wide dissemination of the Film Festival was carried by PIB.

The Social Media cell has provided extensive visibility to International Film Festival of India-IFFI52 on various social media platforms like Twitter, Facebook, Instagram, Koo & YouTube.

PIB's tweets and posts were shared by many individuals and organisations to spread the information. PIB Social Media also retweeted and shared all the relevant information of all the ministers and ministries. #IFFI52, #IFFIAwards, #IFFILOID & #IFFI are the few hashtags used on social media on posts on International Film Festival of India-IFFI52.

#### **i) International Day of Yoga**

PIB Headquarter and its Regional & Branch Offices have widely disseminated relevant information regarding Yoga and its importance in times of COVID on seventh International Yoga Day. PIB has ensured that the message of Yoga for wellness reaches every corner of the country.

Several Press Releases on IDY are issued by PIB HQs, translated in regional languages, and shared with media by both Headquarters and Regional/Branch offices, to ensure maximum dissemination across the country.

#### **Commissioned Articles by PIB HQs:**

PIB commissioned two articles written by Union Ministers to publicize the International Day of Yoga. These articles have been published in approximately 129 publications across the country in Hindi, English & other regional languages.

The Social Media cell has provided extensive visibility to International Yoga day 2021 on various social media platforms like Twitter, Facebook, Instagram and YouTube. Live Streaming of the International Yoga day on YouTube, Facebook and Twitter. Publishing Infographics on Twitter, Facebook and Instagram; Sharing content of various Ministers and Ministries; Publishing Live Video bytes on Twitter and Facebook; Publishing press releases on International Yoga Day.

PIB's tweets and posts were shared by many individuals and organisations to spread the information. PIB Social Media also retweeted and shared all the relevant information of all the ministers and ministries. #InternationalDayOfYoga, #YogaForWellness, #YogaDay, #IDY2021 and #Yoga are the few

hashtags used on social media on posts on *Azadi ka Amrit Mahotsav* 2021.

#### **j) Janjatiya Gaurav Divas on 15<sup>th</sup> November 2021:**

The Hon'ble Prime Minister Shri Narendra Modi led the celebration of Janjatiya Gaurav Divas as part of *Azadi ka Amrit Mahotsav* on November 15, 2021. There were two articles written by Dr. L. Murugan, Hon'ble Minister of State for Information & Broadcasting and Fisheries, Animal Husbandry and Dairying, titled "Pride of India: Bhagwan Birsa Munda" and another article written by Shri. Arjun Munda, Union Minister of Tribal Affairs, titled "Janjatiya Gaurav Divas: Nation Stands up for Tribal Pride".

#### **VI. Plan Performance 2021-2022**

During the Year 2021-22 funds have been allocated to eight Regional Offices, five ADG Regions, Photo Division, and PIB HQs.

#### **Implementation of 'SWACHHTA ACTION PLAN'**

During the year 2021-22, Rs. 45 lakhs have been earmarked in **RE - 2021-22** to PIB as a whole for implementation of 'Swachhta Action Plan' in which following activities are being performed :-

- a) Cleaning and maintenance of office equipment.
- b) Replacement of water dispenser and other items.
- c) Replacement of toilets, both at PIB Hqrs. and at Regional/Branch offices especially modification for differently-abled persons (PwDs).
- d) Purchase of sanitizing equipments for COVID-19 prevention such as Masks/Sanitizers etc.
- e) Exhaust fans for proper ventilation.
- f) Dust cleaning equipments such as electronic air filters, vacuum cleaners, etc.

#### **Progressive use of Official Language Hindi in PIB Headquarters**

All possible efforts are made in Press Information Bureau towards the progressive use of official language Hindi for the observance and implementation of the various orders and instructions issued by the Department of Official Language including targets fixed in the Annual Programme under the Official Language Act, 1963 (as amended in 1967) and the Official Language Rules, 1976 (as amended in 1987). The Official Language Implementation Committee (OLIC) in this Bureau monitors the status of the implementation of Official Language Policy in the Bureau office. The quarterly meetings of the committee are held regularly under the chairmanship of Principal Director General (M&C) and various issues like Hindi training, press releases, inspections of regional/branch offices regarding the use of Hindi etc, are discussed in the meeting. In addition, the regional/branch offices are visited by the officials of PIB Headquarters from time to time to apprise them of the official language policy and rules and review the status of its implementation in these offices. The content is available bilingually on the PIB website. The office is inspected by the Parliamentary Committee on Official Language from time to time.

Like every year this year also, *Hindi Pakhwada* was organized in the Press Information Bureau (HQs) from September 1 to 15, 2021. During Pakhwada various Hindi competitions like Essay writing, Translation, Noting & Drafting, General Hindi Knowledge Competition, Hindi Typing & Hindi Stenography and Hindi dictation Competition for MTS were held in which a large number of officers/officials participated.

#### **Grievance Redressal Mechanism**

Shri S.N.Choudhary, Additional Director General (M&C), PIB has been designated as Staff/Public Grievance Redressal Officer and all the application received with respect to the same have been dealt in a time bound manner.

#### **Women Welfare Activities**

Internal Complaints Committee (ICCs)

have been constituted in PIB(HQ)/ Regional/ Branch Offices of PIB for redressal of grievances of the woman staff members as per the guidelines and norms laid down by Hon'ble Supreme Court in matter relating to sexual harassment at work places which has been included in the CCS (Conduct) Rules, 1964 under Rule-3C. The composition of the Committee is as under: -

**Punitive activities:**

- i. Number of complaints/references received during the period 03

**Right to Information Act, 2005 Related Matters**

Admn.I Section of PIB has been nominated as nodal section for RTI related matters in

S.No.	Name	Designation	Telephone
1.	Ms. Kanchan Prasad Mandlaus, Addl. Director General	Chairperson	Tel: 23488021/231332
2.	Ms. Navika Gupta, Joint Director	Member Secretary	Tel: 23385893/23488140
3.	Shri Prateek Jain, Asstt. Director*	Male Member	Tel: 23488115
4.	Smt. Mukta Agarwal, Dy. Dir.(OL)	Member	Tel: 23382145
5.	Smt. Rachna, Section Officer	Member	Tel: 23385388
6.	Vacant (Nomination to be received shortly)	Outside Member	

**Vigilance Cell**

Vigilance set up of PIB is functioning under the overall supervision of the Principal Director General (M&C) who is assisted by Vigilance Officer (at the level of ADG (Vig.), Deputy Director (Vig.), Section Officer (Vig.) and other subordinate staff. Authority and responsibilities in respect to Vigilance matters have been delegated to the Head of Regional Offices also. To deal with the Vigilance matters in respect of Regional/Branch Offices of the Bureau, there is one post of Administrative Officer in the Regional Offices to assist the Regional Heads in dealing with such matters. Guidance and instructions are provided to the Regional Offices from time to time.

**Surveillance and detection activities during the period:**

The sections namely General, Press Relation Section, NMC Cell and Office Automation Section of the Bureau are earmarked for surveillance. The staff working in these sections are considered sensitive. The Officers/ staff working in these sections are rotated time to time.

PIB (HQs). CPIOs and Appellate Authorities have been designated to provide information to citizens seeking information under the RTI Act as per the instructions of DoP&T.

PIB HQs has already completed the obligations under Section 4(b)(i) and 4(ii) which deals with suo-moto disclosure of all information held by the Public Authority and uploading the same in the public domain through its website. Quarterly Report giving the figures of Applications/Appeals received, rejected, transferred is uploaded on CIC's website regularly within stipulated time limit under RTI Act 2005.

**Activities of Hindi and Urdu Units**

Main activities of Hindi and Urdu Units consist of preparation of daily press roundup that includes English translation of headlines and editorials of Hindi/Urdu dailies, Hindi/Urdu translation of Press Releases, Features, Backgrounders, President, Vice President, Prime Minister's and Home Minister's speeches and translation and vetting of manuals and booklets etc. Both Hindi and Urdu Units have issued 16,654 press releases, backgrounders &

articles in Hindi and Urdu for the period from April 1, 2021 to November 30, 2021.

## NEW MEDIA WING

Set up in the year 1945, the Research, Reference and Training Division (RR&TD), was renamed as New Media Wing (NMW) in 2013 and functions as an information-serving and disseminating unit for the Ministry of Information & Broadcasting. The two primary areas of operations of NMW involve handling social/digital media outreach for the Government of India, in general, and Ministry of Information & Broadcasting in particular; and feedback and analysis of media views and opinions.

The New Media Wing has been involved in the dissemination of information on policies, programmes and achievements of the Government apart from the events and campaigns. Major activities under social/digital media outreach involve:

- Social media communication on flagship schemes using creative content in the form of videos, graphics, online competitions and live coverage of important government events across social media platforms.
- Extensive social media coverage and publicity of India's prominent freedom fighters, unsung warriors, eminent scholars, socio-cultural reformers, and other esteemed personalities, as part of 'Azadi Ka Amrit Mahotsav' campaign.
- Event-based social media campaigns:
  - a) 360-degree social media coverage of Union Government's COVID-19 efforts, with emphasis on World's Largest Vaccination Drive, COVID Appropriate Behaviour, debunking COVID related misinformation through dedicated Twitter handle #IndiaFightsCorona.
  - b) Films Awards and Festivals such as National Film Awards, 52nd International Film Festival of India, Kashi Film Mahotsav, Himalayan Film Festival and Cannes Film Festival, 2022, Padma Awards, etc.

- c) 'Operation Ganga' during the Ukraine Crisis: M/o I&B was involved in continuous/real time dissemination of updates regarding evacuation efforts of stranded Indian nationals.

## Initiatives and Achievements

NMW has brought in a paradigm shift in the way information is disseminated till the last mile of social media users, in a citizen-centric and compassionate manner. As part of Azadi Ka Amrit Mahotsav, NMW has leveraged emerging technologies such as Artificial Intelligence, for giving facial movements to the images of freedom fighters like Netaji Subhas Chandra Bose and Dr. B.R. Ambedkar by using their archival audio speeches from the Parliament and Prasar Bharati.

In order to reach out to the citizens at grassroots level across India, new platforms such as Public App are being utilized for hyper-local communication and for delivering information in a proactive and responsive manner, in the vernacular and regional languages.

NMW has effectively utilized impactful and appealing messaging modes such as reels and memes for Behaviour Change Communication, especially during the COVID-19 pandemic, when one of the memes based on the popular movie *Pushpa* became so viral that it was carried as a banner by a local mobile van in Ranchi (Jharkhand) for field level communication - transcending beyond social media.



The major campaigns undertaken by NMW across social media platforms of the Ministry include 'Azadi Ka Amrit Mahotsav' and COVID-19 management related communication. For Azadi Ka Amrit Mahotsav, over 3,000 creatives (including videos and graphics) related to freedom fighters, unsung leaders and prominent events of India's freedom struggle have been shared across social media platforms, since the launch of the campaign. More than 20,000 posts related to various COVID19 statistics such as vaccine doses administered and samples tested, prevention guidelines, myths and facts, and COVID Appropriate Behaviour have been posted from dedicated Twitter handle @COVIDNewsByMIB (#IndiaFightsCorona) since April, 2020

## PHOTO DIVISION

Photo Division, Press Information Bureau (PIB), mandated to provide visual support through photo coverage of the varied activities of the Government of India. Established in October 1959, it is perhaps the only organization in the country which has a rich repository of about 10 lakhs negatives/transparencies preserved in digital format, beginning from the Pre-Independence era to the present day. The Photo Division covers about 4,500-5,000 news and features assignments approximate in a year. The photographs are also available for sale to the general public as per approved rates.

### Functions

- Provides visuals (stills) to the media units of the Ministry of Information & Broadcasting for further dissemination to the media.
  - Press Photo Publicity of Press Information Bureau is completely supported by Photo Division.**
  - BOC's Exhibition wing is supported by the Photo Division in preparation of life size prints and other photo related requirements.**
- Providing and documenting of photo coverage for the offices of Hon'ble

President, Hon'ble Vice-President, Hon'ble Prime Minister, Hon'ble Speaker, Cabinet Ministers and other important public events.

- Provides support to the XP Division of Ministry of External Affairs in terms of extensive coverage of visiting Heads of States/Governments. A special album containing the photographs of the visiting dignitaries is presented to them by the Division.
- Supplies photographs on payment basis to the non-publicity organizations, private publishers and general public as per the pricing scheme.

### Synergy with other Media Units

Photo Division has evolved with the changing times to support the digital requirements of sister media units. The News Photo Network of the Division has been functioning on complete digital mode to avoid the delay in sending photographs to the Press Information Bureau and concerned stake holders. Digital camera equipment is being utilized with V-data cards to transmit images digitally from venue itself for the coverage of assignments of Vice President, Prime Minister and visiting VVIP's. The Division caters to the requirement of life size digital inkjet images by BOC for the exhibitions it organises and also provides visual support to Publication Division.

### Production Figures

The number of assignments covered, images acquired, uploaded prints, albums prepared are as under:

1.	News and Features assignments covered	1,202
2.	Images sent/uploaded in PIB website	4,864/4,275
3.	Images uploaded in Photo Division website	4,320
4.	Digital images acquired in house	2,32,107
5.	Digital Print made/supplied	699



## BUREAU OF OUTREACH AND COMMUNICATION (BOC)

Bureau of Outreach and Communication (BOC) was set up on December 8, 2017 by integration of the erstwhile Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity (DFP) and Song & Drama Division (S&DD). The Bureau aims at **providing a 360 degrees communication solutions to the Ministries/Departments/Public Sector Undertakings (PSUs)/autonomous bodies**. It acts as **an advisory body to Government on media strategy**. With 23 Regional Outreach Bureaus (ROBs) and 148 Field Outreach Bureaus (FOBs), BOC is engaged in educating people, both rural and urban, about the Government's policies and programmes to elicit their participation in developmental activities. This is ensured by the Bureau using different vehicles of communication viz. Print Media advertising, Audio Visual Campaigns, dissemination through Exhibitions, Outdoor Campaigns and New Media etc.

Branding of the Government as prime facilitator of people's empowerment and positioning of messages through Print, Audio-Visual, Outdoor, Digital Media to realize the same, is BOC's mandate. **Advertising and Visual Communication Division** of

BOC is the nodal division of the Bureau for dissemination of information about various schemes and policies of different Ministries & Departments of Government of India, Public Sector Undertakings (PSUs) and autonomous bodies. It undertakes campaigns to inform and educate rural and urban people about the Government's policies and programmes by running campaigns/release of advertisements through available vehicles of communication viz. Print, Audio Visual, Outdoor, Digital and New Media.

**Folk Communication Division** of BOC carries out inter-personal communication through live media utilizing wide range of performing arts such as Drama, Dance-Drama, Composite-Programme, Pupperty, Ballets, Operas, Folk and Traditional Recitals, Mythological Recital and other Local Folk & Traditional Forms.

**Field Communication Division** undertakes direct and interpersonal communication programmes to create awareness amongst the masses, particularly in rural and semi-urban areas. ROBs and FOBs accordingly seek to empower people through information to enable them to avail the benefits from such programmes/schemes. It organizes ground activation and integrated outreach programmes. Integrated Communication and Outreach Programmes (ICOPs) are organized with the support of various stakeholders.

With integration of erstwhile DAVP, DFP and S&DD, programmes are increasingly organized in integrated manner with special outreach and folk components together. The ICOP aim at leaving a greater impact ensuring behavioural change and creating stakes in developmental process.



## Important Activities:

### Azadi Ka Amrit Mahotsav:

*Azadi Ka Amrit Mahotsav* is an initiative of the Government of India to celebrate and commemorate 75 years of progressive independent India and the glorious history of its people, culture and achievements. Celebrating the *Azadi Ka Amrit Mahotsav*, Bureau of Outreach and Communication (BOC) is organizing country wide campaign through its Regional Outreach Bureaus and Field Outreach Bureaus. Various ICOPs, Cultural Programmes, Exhibitions and Social Media Campaigns are being carried out across the country to convert this Mahotsav into a 'Janandolan'. The highlights of *Azadi Ka Amrit Mahotsav* Programme carried by BOC are as under:

#### • Iconic Week:

➤ As part of '*Azadi Ka Amrit Mahotsav*' (AKAM) celebrations, the Ministry of Information & Broadcasting observed the Iconic Week from August 23-29, 2021. During the iconic week assigned to Ministry of Information and Broadcasting an e-Photo exhibition on "Making of the Constitution" prepared by BOC was launched by Shri Anurag Singh Thakur, Union Minister for Information & Broadcasting and Youth Affairs & Sports at National Media Centre, New Delhi on August 27, 2021.

➤ During the week Regional Bureaus and Field Bureaus organized different activities which included:

- 88 ICOPs across the country
- 1,016 cultural programmes through Private Registered Troupes (PRTs) of the Folk Communication Division

#### • Infographic Series on Azadi Ka Amrit Mahotsav:

➤ To remember and to give recognition to the unsung heroes of freedom struggle, BOC started infographic series on Whatsapp Groups across the country as part of '*Azadi Ka Amrit Mahotsav*' (AKAM) celebrations.

➤ Unsung Heroes are being remembered through these infographics, Twitter tweets, Facebook posts, Instagram posts.

➤ With total 385 WhatsApp Groups across the country comprising Newspapers, TV Channels, FM Stations, Outdoor Media Agencies, Multimedia Agencies and opinion leaders from education institutions, local administration, Non-Government Organisations approx 8,11,177 people are reached out daily through multiple messages.

➤ 124 Infographics on as many unsung heroes/lesser known events relating to freedom movements have been disseminated till January 12, 2022.

➤ A Booklet on *Azadi Ka Amrit Mahotsav* was also printed for broader dissemination.

#### • ICOPs, Exhibitions, Cultural Programmes on Azadi Ka Amrit Mahotsav:

➤ Celebrating *Azadi Ka Amrit Mahotsav* Regional Outreach Bureaus and Field Outreach Bureaus organized 418 Integrated Communication & Outreach Programmes (ICOPs), 52 Photo exhibitions, 1,412 cultural programmes and 245 other programmes on the theme *Azadi Ka Amrit Mahotsav*.

#### 100 Crore Vaccination:

➤ To combat the biggest pandemic in 100 years, the nation created history on October 21, 2021 by crossing the milestone of 100 crore vaccinations.

➤ On this occasion, BOC launched a massive campaign to mark the achievement. Hoardings, banners and standees were put up across the country by BOC Hqrs. and its Regional Bureaus and Field Bureaus.

➤ BOC also networked with major PSUs for wider dissemination of the message and more than 50,000 hoardings/banners were displayed in Hindi and other Indian languages.

➤ ROBs/FOBs of BOC organized 9 Integrated Communication & Outreach Programmes



(ICOPs) also on the theme “Lakshya Vishal Uplabdhī Bemisal – India’s journey of 100 crore vaccination.”

#### “Free vaccination for All” Campaign:

- **Print Advertisement:** BOC issued a Half Page vertical Print Advertisement (colour) on “Free Vaccination for All” campaign in prominent Newspapers across the country. Approximately 300 prominent newspapers in 15 languages were covered under the print campaign.
- **Outdoor Campaign:** BOC also organised an outdoor campaign to generate awareness among people about free COVID-19 vaccination drive launched by Government of India. The outdoor display was carried out on more than 6,100 locations/sites at vantage points across the country to ensure maximum reach to the public.
- **Designing and Printing of posters for “Free Vaccination for All” campaign:** To reinforce information and generate awareness about COVID-19 free vaccination drive among public, posters were designed, printed and displayed in the premises of Government offices and other public spaces.

#### Campaign on “Helpline Numbers:

- A Campaign through Newspapers (Strip ad) was launched in the month of May, 2021 for disseminating the information pertaining to the Four National Helpline Numbers - Helpline Number of M/o H&FW, Child Helpline Number, Senior Citizens Helpline Number and Helpline number for psychological support.
- **Newspaper Advertisement:** A Strip advertisement (colour) on COVID-19 National helpline Numbers was also issued in prominent Newspapers in Delhi in June, 2021.
- **Bulk SMS campaign on “Helpline Numbers”:** The bulk SMSs were sent to more than 50 lakh subscribers in Delhi in June, 2021.

#### Safai, Dawai Aur Kadai: Jeetenge Corona Se Ladai:

- BOC launched another campaign “Safai, Dawai Aur Kadai: Jeetenge Corona Se Ladai” during the month of April, 2021.
- Hoardings, Banners, Posters, Standees were installed across Delhi and other parts of the country, particularly in and around the Government Offices as well residential areas.

#### Print Campaign on PM-Kisan Samman Nidhi:

- One Half Page Pan India Print Advertisement (colour) was issued by BOC on behalf of M/o Agriculture and Farmers Welfare on Transfer of PM-Kisan Samman Nidhi of more than Rs. 20,000 crore to more than 10 crore farmers on December 31, 2021.
- A Pan India Full Page Print Advertisement (colour) was issued by BOC on behalf of M/o Agriculture and Farmers Welfare on Pre-Vibrant Gujarat Summit-2021, Natural Farming-National Conference on December 15, 2021.
- One Half Page Pan India Print Advertisement on Special Relationships with Sikhs (color) was issued by BOC.

#### Gandhi Jayanti Celebration:

- A Print Advertisement (colour) was also issued by BOC on the occasion, in prominent Newspapers and selected journals across the country.
- To mark the birth anniversary of Mahatma Gandhi on October 2, 2021 ROBs/FOBs organized 22 ICOPs.

#### Janjatiya Gaurav Divas:

- On the occasion of declaration of 15<sup>th</sup> November, the Birth Anniversary of Bhagwan Birsa Munda as Janjatiya Divas, A full page print advertisement (colour) was issued in prominent Newspapers on pan India basis.
- ROBs/FOBs of BOC celebrated Janjatiya Gaurav Divas on November 15, 2021 to

mark the birth anniversary of Bhagwan Birsa Munda, and organized 9 ICOPs and 08 Webinars on the theme.

### **National Unity Day Celebration:**

- A Print Advertisement (colour) was also issued by BOC on the occasion of National Unity Day in prominent Newspapers and selected journals across the country.
- 52 ICOPs were organized on the theme of National Unity Day. During the programmes, endeavour was taken to solidify the bond of oneness and unification among the people of diversified cultures.

### **Independence Day Print Campaign:**

- BOC issued a Half Page Print Advertisement (colour) on the occasion of Independence Day in 1,700 prominent Newspapers and selected journals across the country. A quarter page black and white Advertisement was also issued in approximately 4,000 Newspapers and magazines across the country.
- For the first time, a video was embedded in the Independence Day Print Advertisement through a QR code. Integration of traditional media with Digital medium was done by BOC and thus opened up a new arena in Government communication.
- BOC started its own YouTube channel. BOC twitter handle recorded 5 lakh impressions in the month of August.

### **Tokyo Olympics:**

- BOC designed and displayed Hoardings at various vantage points in Delhi congratulating Tokyo Olympic Medal Winners at Olympics 2020.
- ROBs and FOBs conducted extensive media campaign to showcase the spirit of Olympics and to highlight the performance and achievements of Indian athletes through Social Media by sharing creative's like songs, slogans, videos, quizzes, etc. to

amplify the message of upcoming Tokyo Olympics.

### **Digital Calendar & Diary of Government of India:**

- In sync with decision of Government of India towards adopting digital technological innovations which is also economical, efficient and effective, this year also (2022) BOC developed the Digital Calendar and Diary App of Government of India.
- The App provides latest information on various schemes, events and publications of the Government of India. Official holidays and various important dates can also be accessed through this Digital Calendar.
- Application is available in Hindi and English and other 11 Indian regional languages.



### **New India Samachar**

- To disseminate information on the initiatives and schemes of Govt. of India, a fortnightly titled "New India Samachar" was started by BOC in August, 2020. Publication of the fortnightly is continuing in the year 2021-22 also.
- The fortnightly is being printed in 13 languages and 4 lakh copies are distributed to all Gram Panchayats, Zila Parishads, Blocks, people's representatives in Parliament and State Legislatures, Union Ministers, Governors, Chief Ministers, Secretaries, Educational Institutions, senior functionaries of State Governments etc.
- E-versions of New India Samachar are sent to more than 6.5 Cr. readers in flip book as well as PDF format in all 13 languages via emails using E-Sampark platform of MyGov India.

- Banner of New India Samachar is hosted on homepage of all Government websites including Ministries, Departments and PSUs with built in e-magazine in all 13 languages.

### Other Awareness Activities by ROBs/FOBs:

#### Social Media Activities

##### i) Awareness Campaign on COVID-19 and other Flagship programmes

Since April, 2021, due to COVID-19 pandemic restrictions on outdoor/field activities, 23 ROBs and 148 FOBs of BOC conducted awareness through Telephonic Calls and Social Media such as *SMS, Facebook posts, tweets and re-tweets on Twitter, messages and posters through WhatsApp & Instagram and through Webinars* etc. for spreading various messages having impact on containment of COVID-19, Vaccination Roll Out, Importance

#### Details of Social Media Activities:

Total No. of Telephonic calls	Total No. of SMS sent	Total No. of Facebook posts.	Total No. of Tweets and Retweets	Total No. of Posters/ Messages/ Videos circulated on WhatsApp	Total No. of Instagram Posts	Impressions	Webinars
1,35,643	1,16,831	1,64,565	5,48,681	7,61,469	56,224	72,77,651	920

of Vaccination, Myth Buster, Fake News Alerts, Experts advice on issues related to COVID-19, 100 crore vaccination achievement etc., and various GOI Decisions and Initiatives.

##### ii) Webinars

During the period from April to December, 2021, ROBs organized 920 webinars on various themes like COVID-19 Appropriate Behaviour, Vaccination Roll Out, Importance of Vaccination, Home Isolation and Precaution remedies, Boosting Immunity Power, *Black fungus. Swachhta* during pandemic, Myths & Facts in COVID-19, Common Yoga Protocol, Environment, Yoga and Covid Prevention,

Mental Health etc. to ensure COVID appropriate behaviour for the awareness of the general public on COVID-19 Appropriate Behaviour and Vaccination.

Besides these COVID related topics, webinars were also organised on different flagship programmes/schemes/policies of GOI by different ROBs across India.

##### iii) Online competitions

ROBs organized various competitions through online virtual platforms, which included Yoga Video competition, Elocution Contests, Essay Writing, drawing and Quiz competitions on different themes like COVID-19 Appropriate Behaviour, Vaccination and other flagship programmes of Government of India by coordinating with local body institutions, Schools, Colleges, NGOs, Anganwadi Centres, ASHAs and other Central and State Government Departments.

#### Integrated Communication & Outreach Programmes (ICOPs)

In post-lockdown period BOC through its ROBs and FOBs organized 760 ICOPs and disseminated important information on welfare schemes of GOI as well as on various aspects of Novel Corona Virus (COVID-19) and vaccination. The components of the ICOPs were public meetings, public announcements, public rally, Cultural programmes (Nukkad Nataks, Street Play, and Folk Dances etc.), Exhibitions, sports/painting/poetry/rangoli/quiz competitions, debate/seminar/symposium etc. and distribution of pamphlets etc.

## Jagriti Rath Campaign (Mobile Van)

Some of ROBs have also conducted Jagriti Rath Campaigns through Mobile Vans/Auto Rickshaws/E-Rickshaws/Tri-Cycles etc. with pre-recorded audio clips and messages to create awareness about COVID-19 Appropriate Behaviour, Vaccination Drive and other welfare Schemes/policies of GOI.

## Ek Bharat Shreshtha Bharat

FOBs/ROBs conducted quizzes, elocutions, paintings, patriotic songs and essay writing competitions on EBSB through social media components i.e. Facebook, Twitter, WhatsApp and Instagram etc., for increasing awareness among the students and the younger generation particularly. They also organized 32 webinars on EBSB on different topics thereby promoting Ek Bharat Shreshtha Bharat to implement the objective of strengthening the engagement

between all the States/UTs through pairing.

In post-lockdown period from July, 2021, all ROBs and FOBs of BOC started field programmes maintaining COVID-19 Appropriate Behaviour and organized 20 Integrated Communication & Outreach Programmes (ICOPs) and 15 other field programmes on *Ek Bharat Shreshtha Bharat (EBSB)*.

## Poshan Maah – Nutrition Month

From April, 2021 to December, 2021, FOBs/ROBs organized 41 webinars on “Nutrition Week and Poshan Maah” related topics. In post-lockdown period from July, 2021, all ROBs and FOBs of BOC started field programmes maintaining COVID-19 Appropriate Behaviour and organized 127 Integrated Communication & Outreach Programmes (ICOPs) and other field programmes on Poshan Abhiyan i.e. Nutrition week and Nutrition Month.

### Publicity activities in Minorities concentrated areas:-

Total No. of Telephonic Calls made	Total No. of SMS sent	Total No. of Facebook Posts	Total No. of Tweets and Retweets (with ‘Impressions’)	Total No. of Posters/ Message /Videos circulated on WhatsApp	Total No. of Instagram Posts	Total No. of Webinars organized	No. of ICOPs organised
49,554	64,265	32,665	1,55,312	2,15,664	10,56,179	174	48

### Publicity activities in Left Wing Extremism (LWE) affected areas:-

Total No. of Telephonic Calls made by ROB	Total No. of SMS sent by ROB	Total No. of Facebook Posts	Total No. of Tweets and Retweets (with ‘Impressions’)	Total No. of Posters/ Message /Videos circulated on WhatsApp	Total No. of Instagram Posts	Total No. Webinars
10,420	4,955	15,109	24,563	20,923	2,582	88

No. of Soochana Raths	Total No. of SOPs	Total No. of ICOPs	Cultural programmes
3	31	47	152

## International Day of Yoga

During the month of June, the International Day of Yoga (June 21, 2021) was observed by all ROBs/FOBs through social and digital media platforms. The video blogging contest organized by Ayush Ministry on the event was promoted on various platforms of ROBs.

ROBs also organized Online Virtual Yoga Sessions on the day and experts from prominent Yoga Organization and Journalists also participated in the live Yoga Demonstrations to promote Yoga among general public.

On the International Yoga Day, ROBs organized 75 Webinars on Common Yoga Protocol on the topics like “Relevance of Yoga in the context of pandemic COVID-19”, ‘Yoga and Mental Health’ etc. ROBs were also conducted 25 live Yoga demonstrations in collaboration with States AYUSH Mission and under reputed Yoga instructors to promote Yoga and making people fit and healthy.

## Constitution Day

ROBs/FOBs organized 34 ICOPs on Constitution Day. ROBs also conducted 10 webinars on the themes related to ‘Constitution of India’ and ‘Fundamental duties of Citizens’. They also conducted quiz, elocution, painting and essay writing competitions during the programmes for increasing awareness among general public and the younger generation particularly.

### Statistical Data (Achievements from April to December, 2021)

1.	Total No. of ICOPs	760
2.	Total No. of Mobile Van/ <i>Jagriti Rath</i> Campaigns days	5,300
3.	Total No. of Cultural programmes	1,230
4.	Total No. of other programmes	270
5.	Total No. Webinars	920



## REGISTRAR OF NEWSPAPERS FOR INDIA (RNI)

The Office of the Registrar of Newspapers for India (RNI) was set up on July 1, 1956, on the recommendation of the First Press Commission in 1953 and by amending the Press and Registration of Books Act (PRB), 1867. An attached office with the Ministry of Information and Broadcasting, RNI executes statutory and non-statutory functions.

### Functions

RNI maintains a Register of Newspapers and Publications, published across the country, **issues Certificate of Registration to newspapers and publications**, informing District Magistrate (DM) concerned about availability of titles for fresh newspapers and scrutinizes and analyzes the annual statements submitted by the publishers of newspapers and publications. RNI also submits an annual report on the print media scenario in the country, entitled ‘Press in India’, to the Ministry of Information and Broadcasting by December 31 every year.

Under its non-statutory functions, **RNI authenticates self-declaration certificates for import of newsprint to actual user publications registered with RNI**. The office also conducts circulation verification of registered publications, through designated officers of PIB, on the basis of requests received from the publishers or the instructions of the Ministry of I&B.

### Title Verification

During April 2021 to November 2021, RNI processed 7,519 applications for verification of title out of which 3,809 titles were approved. List of all the verified titles is available on the website of RNI, [www.rni.nic.in](http://www.rni.nic.in). The title verification status letter is also made available

on the website of RNI for download by the applicants.

### **De-Blocked Titles**

As many as 276 titles were de-blocked between April to November, 2021 and made available for verification to intending applicants.

### **Registration**

Out of 1,44,520 publications registered as on March 31, 2021, 20,512 are daily newspapers and 1,24,008 other periodicals. As many as 844 publications have been registered (fresh & revised) during April 1 to November 30, 2021. An entry in this regard is also made in the register of RNI. Also details of registered newspapers and publications is available on the website of RNI.

### **Annual Statement**

As per Section 19D of the PRB Act, 1867, an Annual Statement in Form-II prescribed in the Registration of Newspapers (Central) Rules, 1956 is required to be submitted by the registered newspapers and publications to the Press Registrar on or before the last day of May each year. The publishers are also to print every year in the first issue of their respective publications (brought out after the last day of February) a statement indicating the ownership and other relevant particulars in Form IV. As many as 32,938 publications filed Annual Statements for 2020-21.

Online submission of Annual Statements, which commenced during 2013-14, is being successfully implemented.

### **Automation**

At present, application for titles can be filled online. Apart from computerized processing of title verification and registration, all the verified titles are put on RNI website and can be downloaded. With the introduction of this facility, any person/prospective publisher can access the existing title data base, which is available State/Language-wise. In the second phase of digitalization, various procedures of the office, including application for registration will be made completely online.

### **Publication of “Press in India”**

As per Section 19(G) of the PRB Act, 1867, the Press Registrar submits to Central Government an Annual Report titled ‘Press in India’ by December 31 every year. RNI brings out the report ‘Press in India’ by analyzing and compiling the growth of print media in the country based on the Annual Statements filed by the publishers. Since 2013-14, the Press in India is also being brought out in digital format and is available on the RNI website: [www.rni.nic.in](http://www.rni.nic.in).

### **Circulation Verification**

Regular circulation check/verification of publications is done to reconfirm the circulation data/figures submitted by the publications in their annual returns/report. As per the new Print Media Advertisement Policy by the Ministry of Information & Broadcasting w.e.f. August 1, 2020, circulation verification by Registrar of Newspapers for India (RNI)/ Audit Bureau of Circulation (ABC) has been made compulsory for publications claiming circulation above 25,000 copies.

### **Newsprint**

RNI and the regional branch offices of Press Information Bureau (PIB) authenticate the self-declaration certificate of the publications registered with RNI for import of newsprint on actual user condition basis as per EXIM policy of the Ministry of Commerce & Industry. **RNI is now working in co-ordination with Central Board of Indirect Taxes and Customs (CBIC) through e-Sanchit for import of newsprint.**

### **Official Language**

Office of RNI organized a *Hindi Pakhwada* during September, 2021 wherein different programs and competitions were held to promote the use of Hindi in official work.

### **Public Grievance and RTI**

A Public Grievance Cell is functioning in this office. Publishers can send their query through e-mail [pqrc-rni@nic.in](mailto:pqrc-rni@nic.in), directly or through RNI website. A Deputy Press Registrar has been designated as the head of the internal Grievance Redressal machinery of this office.

As many as 376 applications received under R.T.I. Act during April to November, 2021 were answered to.

### Citizen's Charter

Citizen's Charter has been prepared and posted on the official website of this office: [www.rni.nic.in](http://www.rni.nic.in).



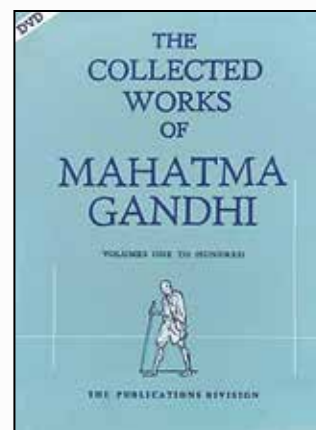
## DIRECTORATE OF PUBLICATIONS DIVISION

Publications Division, a repository of books and journals highlighting subjects of national importance and India's rich cultural heritage, was established in 1941. It has emerged as a premier publishing house of the Government of India, enriching national knowledge repository in preserving and showcasing India's heritage with quality publications on land and people, history of freedom movement, art and culture, flora and fauna, biographies of the builders of Modern India during the freedom movement, leading lights in the field of culture, philosophy, science, literature, etc., chronicling the contemporary with bringing out speeches of the Presidents/Prime Ministers, books on contemporary science, economy, history and other subjects with underlying focus on Indian society and readership; and bringing out both fiction and non-fiction children's literature. Besides these, DPD also brings out its regular and mandatory publications – *India* and *Bharat*.

Publications Division has published several books on Gandhian thoughts including the **Collected Works of Mahatma Gandhi (CWMG) in 100 volumes** in English. This collection is considered to be the most comprehensive and authentic collection of Gandhiji's writings. Publications Division, in collaboration with Gujarat Vidyapeeth and under the supervision of Gandhian scholars, has also prepared

an e-version of the Collected Works of Mahatma Gandhi (e-CWMG), fully searchable master copy, in the form of a well-designed set of DVDs which is also hosted on the Gandhi Heritage Portal. DPD in collaboration with National Gandhi Museum, New Delhi

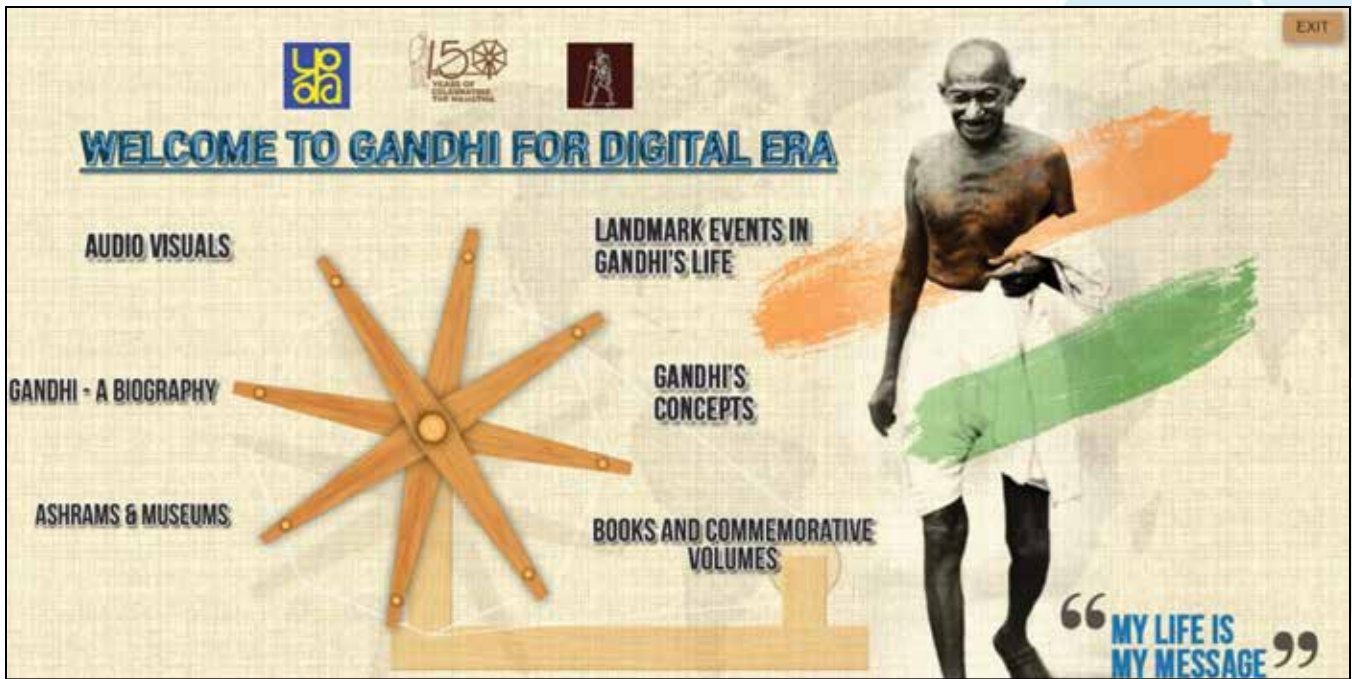
completed a comprehensive e-compilation on Mahatma Gandhi "Gandhi for Digital Era".



Publications Division also brings out four monthly journals *Yojana*, *Kurukshetra*, *Bal Bharti*, and *Aajkal*, and a weekly newspaper *Employment News*. These periodicals cover contemporary issues such as economic development, rural reconstruction, community development, literature, culture, children's literature, and information on employment and career opportunities.

### HIGHLIGHTS & ACHIEVEMENTS

- Publications Division (DPD) brought out the **selected speeches of Hon'ble President of India**, Shri Ram Nath Kovind one each in English and Hindi, marking his fourth year in office. These volumes, titled *The Republican Ethic Vol. IV* and *Loktantra Ke Swar Khand 4* contain 38 speeches divided into 8 categories, include themes like the ideals of justice, equality, fraternity, non-violence, universal brotherhood, inclusive growth, modern dimensions and strategic growth, and special concern for vulnerable sections of the society.
- A **coffee table book** titled *Reflecting, Recollecting, Recounting* chronicling the **fourth year in office of the Hon'ble Vice President** of India, Shri M. Venkaiah Naidu was published by the Publications Division. Following the Covid-19 protocol, no release function was held. Instead, a copy of the book was presented to the Hon'ble Vice President in New Delhi on August 27, 2021. The HMIB Shri



Anurag Singh Thakur, the Secretary, MIB Shri Apurva Chandra and JS (P&A), Shri Vikram Sahay were present in the function. The book runs into 183 pages and captures, through words and pictures, the variegated activities of the Hon'ble Vice President, including his travels in India.

- Publications Division bagged **ten awards for Excellence in Book Production for the year 2021**. These were given away by Federation of Indian Publishers (FIP) at a function in New Delhi on September 17, 2021.



*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Sh. Anurag Singh Thakur presenting the first copy of book titled Reflecting, Recollecting, Reconnecting to the Hon'ble Vice President, Sh. M. Venkaiah Naidu, in New Delhi on August 27, 2021. The Secretary to the Vice President, Dr. I.V. Subba Rao, the Secretary, Ministry of Information and Broadcasting, Sh. Apurva Chandra and Senior officials of the Information & Broadcasting Ministry are also seen.*

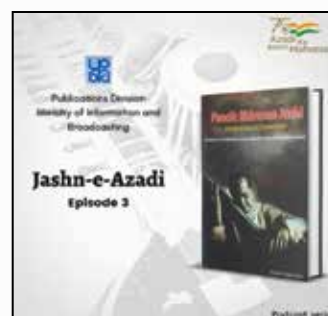


- Under the New Education Policy (NEP), inclusive education for all divyang children is being promoted and institutionalised. Moving forward, **Publications Division, in association with National Institute for the Empowerment of Persons with Visual Disabilities (NIEPVD) (Divyangjan)** has initiated the process for **producing disabled-friendly books such as Braille books for the visually challenged, books in large font for persons with low vision, books in Indian sign language for the hearing impaired, audio books,** and so on. This is a new initiative and is still at a nascent stage. DPD is keen on producing such books on-demand and is in discussion with NIEPVD for the same.
- Publications Division released ***Pandit Bhimsen Joshi: Celebrating His Centenary*** authored by Kasturi Paigude, a classical music exponent and academician, at a function held at Soochna Bhavan in New Delhi on September 7, 2021 in the presence of senior Dhrupad vocalist Padma Shri, Ustad Wasifuddin Dagar and Padma Shri, Dr. Kiran Seth, founder of the Society for Promotion of Indian Classical Music and Culture Among Youth (SPIC-MACAY).
- Union Finance Minister, Smt. Nirmala Sitharaman released DPD's publication on one of the greatest Tamil literary figures of all time, Mahakavi Subramania Bharathi at a function in Bharathi's birth place



Ettagapuram, in Thoothukudi district of Tamil Nadu.

- Publications Division celebrated the iconic week on **'Azadi Ka Amrit Mahotsav'** from August 23-29, 2021. During the week, DPD **initiated a podcast series, *Jashn-e-Azadi***, which reviews and talks about the various books published by the Division. The episodes are available on major podcasting platforms like Spotify and Amazon Prime Music, as well as on DPD's social media platforms.



## MAJOR ACTIVITIES

### Publication of Books

In the year 2021-22, Publications Division brought out 160 books till December 2021. Of these, 43 were in English, 99 in Hindi, and 18 in regional languages. Some prominent ones are: Selected Speeches of the President of India, delivered in his fourth year in office—*The Republican Ethic Vol, IV* (English) and *Loktantra Ke Swar Khand 4*, coffee table book *Reflecting, Recollecting, Reconnecting*, chronicling the fourth year of the Hon'ble Vice President; *Bharat ke Nyayalaya-Ateet se Vartman Tak* in Gujarati and Tamil. These were brought out as part of DPD's continued efforts to bring out books on apex institutions of the country. Other prominent titles include: *Warrior Democrat: Syama Prasad Mookerjee*; *Netaji - A Life in Pictures*; *Bhimsen Joshi- Celebrating His Centenary*; *Being FTII*; and *Balancing the Wisdom Tree - Anthology of Women Alumni*. Both these titles of Film and Television Institute of India (FTII) were commemorative compilations marking the 75 years of the premier institute.

### Azadi Ka Amrit Mahotsav

Publications Division continues to publish books under the series *Azadi Ka Amrit Mahotsav*

with the subject of unsung freedom fighters and different aspects and achievements in various fields during the last 75 years of Independence. By December 2021, six books, namely, *The Story of Partition* and *The Story of Rehabilitation* in English, and *Bharat Vibhajan ki Kahani*, *Zabtshuda Geet*, and *Zabtshuda Tarane* in Hindi were brought out by the Division. For the financial year 2022-23, around 10-12 books of the series are in the pipeline.

To mark *Azadi Ka Amrit Mahotsav*, DPD organised physical, virtual, and in-situ book exhibitions showcasing books on Indian Freedom Movement, Builders of Modern India, etc., at DPD Book Gallery, Sochna Bhawan, New Delhi and in Kolkata, Mumbai, Telangana, and Bihar.

*Yojana*, *Kurukshetra*, *Bal Bharti*, and *Aajkal* came out with numerous special articles, pictorial collages, and archival photographs for commemorating 75 years of Independence. *Employment News* also started a series on unsung freedom heroes.

### **Ek Bharat Shrestha Bharat**

The on-going Ek Bharat Shreshtha Bharat (EBSB) programme aims to enhance interaction and promote mutual understanding between people of different states/UTs. Under it, activities are carried out to promote a sustained and structured cultural connect in language learning, culture, traditions and music, tourism and cuisine, sports and sharing of best practices, etc. Publications Division too has been bringing out books/special issues of its journals under this series. Fifteen books with inspirational content for the youth and highlighting the cultural diversity of the country were selected for translation in 15 regional languages of the country. Till December 2021, 160 titles had been published. Apart from these, other titles that are being translated in regional languages include: *Gandhi Katha*, *Deen Dayal Upadhyay*, *Keshav Baliram Hedgewar*, and *San Sattavan ke Bhule Bisre Shaheed*.

### **Publication of Journals**

The Division publishes a total of 18 periodicals which include *Yojana* in English,

Hindi and 11 other languages, *Kurukshetra* (in English and Hindi), *Aajkal* (in Hindi and Urdu) and *Bal Bharti in Hindi*, apart from the weekly *Employment News/Rozgar Samachar* in English, Hindi, and Urdu. Throughout the year, apart from focusing on other key issues befitting their respective genres, all these journals, consciously and continuously, published articles on Amrit Mahotsav and on the life, ideals and thoughts of Gandhiji.

### **a) Yojana (English, Hindi and 11 regional languages)**

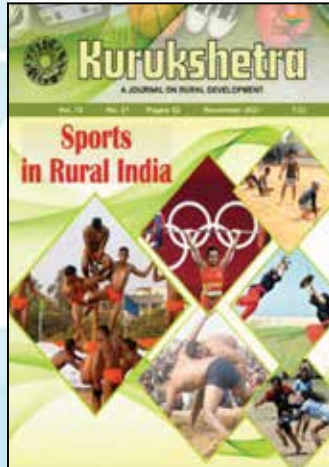
*Yojana*, published since 1957, is a journal devoted to the theme of economic development in 13 language editions—English, Hindi, Gujarati, Assamese, Bengali, Kannada, Marathi, Malayalam, Odia, Punjabi, Tamil, Telugu and Urdu.



As the nation celebrates *Azadi Ka Amrit Mahotsav*, this theme was reflected regularly in articles published in *Yojana*'s various issues during the year. The special issue of January 2022 focused on *Azadi Ka Amrit Mahotsav*, showcasing development in various fields like science, economy, self-reliance, and progress of the people and society. In this collectable issue, articles on 'India as a Space Power', 'Economic Transformation', 'Swadeshi Entrepreneurship' and 'Role of Media' were published, with contributors like former ISRO Chief K Sivan, IIFT Vice Chancellor Manoj Pant and DG IIMC Sanjay Dwivedi. Other special issues of the journal include Jal Jeevan Mission, Panchayati Raj and Union Budget. Apart from this, issues focused on Atmanirbhar Bharat, National Education Policy 2020, Public Administration, Science and Technology, Health and Environment, and Nari Shakti were published. A competition was organized by *Yojana* Hindi as well as English where young readers were asked to pen down experiences and their contributions during the lockdown.

### b) **Kurukshetra (English and Hindi)**

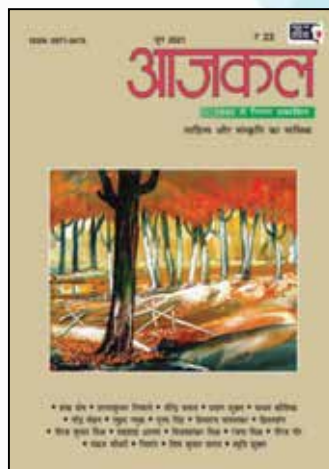
Kurukshetra is a monthly journal being taken out by the Publications Division on behalf of the Ministry of Rural Development. Being published since 1952, the journal is successfully carrying the message of rural development to the masses through credible and analytical articles in order to enlighten the people about different subjects related to rural development.



During April - December 2021, *Kurukshetra* highlighted Government initiatives and programmes in its issues apart from the special issues. Articles in different areas were published on *Azadi Ka Amrit Mohatsav*. There has been greater emphasis on Covid-19-related awareness through articles, and infographics. Different sectors such as rural development, agriculture, rural economy, education, health, women empowerment, sanitation and skill development, etc., are being extensively covered in the articles of the journal. Eminent authors from different Ministries, NITI Aayog, and subject experts have been regularly contributing in the prestigious journal.

### c) **Aajkal (Hindi and Urdu)**

Being published in Hindi for more than 75 years, *Aajkal* is a pioneer monthly of literature and culture. It published a special issue (April, 2021) on the birth centenary of revolutionary novelist of the post-Premchand era of the Hindi literature, Phanishwarnath



Renu. One issue of the journal took up the various perspectives of children literature. As done in the past years, poems, stories, book reviews were used as a medium to promote Hindi literature this year too. The magazine featured special articles on poet, journalist and editor for several decades Mangalesh Dabral, Saraswati award winner and eminent Marathi poet & literary critic Sharankumar Limbale, Bengali poet & critic Shankha Ghosh to name the prominent ones.

### d) **Bal Bharati (Hindi)**

*Bal Bharati*, a special magazine focused on children, is being continuously published since 1948. The magazine, which is published monthly, helps in imparting social values in children through informative articles, interviews, short stories, poems, quizzes, and a series of pictorial stories, besides providing them healthy entertainment.



This year the main focus was on *Azadi ka Amrit Mahotsav* and awareness and prevention of COVID-19. A special *COVID-19 Visheshank* was published in July, 2021. The journal carried a series of pictorial stories and special articles on Indian freedom fighters like Bagha Jatin, Birsa Munda and Zeenat Mahal and others in each issue for *Azadi ka Amrit Mahotsav*.

### e) **Employment News/Rozgar Samachar (English, Hindi, Urdu)**

Launched in 1976, *Employment News*, the flagship job-journal of the Ministry of Information and Broadcasting, is published in English, Hindi, and Urdu. It serves as a single window of information for jobs in Central and State Governments, Public Sector Undertakings, autonomous bodies,

and universities. It also publishes admission notices for professional courses, examination notices, and results of organisations like UPSC, SSC and other recruitment bodies.

### **Participation in Book Fairs/Events/Exhibitions**

Business Wing, at headquarters and its regional offices, continuously organises and participates in different book fairs and events at various levels including those of international importance.

**(a) Virtual Delhi Book Fair 2021:** Publications Division participated in the 2<sup>nd</sup> edition of Virtual Delhi Book Fair held from September 3-5, 2021. The Book Fair was organised by the Federation of Indian Publishers. Through its virtual stalls, DPD promoted and sold its publications on the theme of *Azadi Ka Amrit Mahotsav* being celebrated to commemorate the 75 years of India's Independence.

**(b) Sharjah International Book Fair:** Publications Division participated in the 40<sup>th</sup> Sharjah International Book Fair (SIBF 2021) held at Expo Centre Sharjah, UAE from November 3-13, 2021. The DPD stall at the international mega Book Fair was inaugurated by the Consul General of India in Dubai, Dr. Aman Puri with Consul (Press, Information, Culture and Labour) Smt. Tadu Mamu. Continuing the celebrations of *Azadi Ka Amrit Mahotsav*, Publications Division offered the readers

and books enthusiasts more than 150 books on the history of Indian freedom struggle and freedom fighters. The readers also got to explore books and magazines in different Indian languages on themes such as Art and Culture, History of India, Eminent Personalities, Language and Literature, Gandhian Literature, Religion and Philosophy, and Children's Literature, along with premium books on Rashtrapati Bhawan and Prime Minister's speeches, published exclusively by the Publications Division.

**(c) Azadi Ka Amrit Mahotsav:** During the period (April- November 2021), HQ and regional offices organised 11 exhibition/ events at different venues on the theme of 'Azadi Ka Amrit Mahotsav' out of which two were in-situ exhibitions, eight were organized outside the regional office premises and one was a discussion programme, highlighting India's rich cultural heritage and heroic struggle for independence. During these exhibitions, DPD HQ and its Sales Emporia presented its treasure of books on great Indian freedom fighters, India's history and freedom struggle.



### **INDIAN INSTITUTE OF MASS COMMUNICATION (IIMC)**

The Indian Institute of Mass Communication (IIMC), registered as a Society under the Societies Registration Act, 1860 (XXI of 1860), came into existence on August 17, 1965. It was established with the basic objectives of teaching, training and undertaking research in the areas of media and mass communication. Over the past 56 years, the Institute has graduated into conducting a number of specialized courses to meet the diverse and demanding requirements of the rapidly expanding and changing media





industry in modern times, in keeping with its original mandate “to make available facilities for training and research to meet the information and publicity needs of public and private sector industries.”

In 2021, IIMC was once again ranked as the No.1 Institute in the field of Mass Communication by India Today Group, Outlook I-Care and The Week Magazine. The Institute has a vibrant presence on social media with a verified Facebook Page, an active Twitter Account, and a YouTube Channel. All significant activities of the Institute are communicated and publicised through these social media platforms. The Institute’s social media presence has been further strengthened by the verification/authentication of its Official Instagram Account.

### PG Diploma Courses

IIMC conducts Post Graduate Diploma Courses in Print Journalism (English, Hindi,



*Union Minister of Information and Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur addressing the Five-Day Orientation Programme organized by IIMC.*

Odia, Urdu, Marathi and Malayalam), Radio & Television Journalism, and in Advertising & Public Relations. While for the greater part of the academic year 2021-22, the Institute offered PG Diploma courses through online mode due to the outbreak of COVID-19 pandemic, it is proposed to start off-line classes tentatively in January, 2022, subject to permissibility in view of COVID-19/Omicron threat.

A total number of 5,345 candidates appeared in the entrance examination for all the PG Diploma Courses of this Institute for the academic session 2021-22 which was held by the National Testing Agency (NTA) on 29.08.2021 through Online Computer Based Test at 33 centres in 25 cities. Finally, 418 candidates took admission in these courses.

IIMC organised Orientation Programme for the students of all the PG Diploma Courses for the academic session 2021-22 from October 25 to 29, 2021. The orientation lectures were delivered by leaders and intellectuals from different walks of life and with this, the new academic session started.

### Training of Indian Information Service Officers

Since its inception in 1965, IIMC has been functioning as the Training Academy of the Indian Information Service, (IIS) then known as the Central Information Service which is one of the Central Civil Services of the Government of India. It imparts Induction training for the IIS Group A Officers, who are recruited through the Combined Civil Services Examination conducted by the UPSC. It also

conducts the Foundation Training for IIS Group B officers, who are recruited on the basis of prior journalistic experience.

During the year 2021-22, 16 Officer Trainees of IIS Group A (2019 & 2020 batch) underwent their Induction Training which commenced in January, 2021 and concluded in November, 2021. Meanwhile, 15 OTs of 2018 batch and 03 OTs of 2019 batch completed their On-the-Job training in month of July, 2021 & January, 2022 respectively and they got their regular posting on completion of the two-year probation/training period.

In March 2022, the new batch of 20 OTs of the 2021 batch along with some OTs of the earlier 2020 batch commenced their Induction Training.

### **Development Journalism**

IIMC's Development Journalism Course is an endeavour towards promoting international cooperation and understanding, especially among countries of the developing world, through exchange of experience, expertise and innovations in the field of harnessing communication as a tool of development. This is one of the premier courses under the Indian Technical & Economic Cooperation (ITEC)/Special Commonwealth Assistance for Africa Programme (SCAAP) and Colombo Plan schemes of the Government of India.

After the 72<sup>nd</sup> Diploma Course in Development Journalism held in 2020, no further Development Journalism Course could be held by the IIMC due to different restrictions, particularly travel and visa restrictions owing to COVID-19 pandemic.

### **Communication Research and Outreach Activities**

IIMC is Asia's first Institute in India to have a dedicated Communication Research Department that has been conducting research/analysis and impact assessment studies for various Ministries & Departments of the Government, UN organizations, etc. The research focuses primarily on Government campaigns, and provides quality inputs to the Ministries to strategize their campaigns and

communication programmes. The Department has established a benchmark for research in communication in the last 56 years with more than 200 research studies on various subjects and themes ranging from Public Health and Rural Development to Political Economy of the Media.

Following are the major research and training activities undertaken, and ongoing, by the Department between January 2021 to December 2021:

- i) Effectiveness of TV Health Programmes on Health Literacy: An Impact Evaluation of Lok Sabha TV's *Healthy India* Programme (Commissioned by Ministry of Health and Family Welfare, Government of India).
- ii) Impact Assessment "Jago Grahak Jago Campaign through Post Offices" (Commissioned by the Department of Consumers Affairs, Ministry of Food and Public Distribution, Government of India).
- iii) Developing a Communications Strategy for Behaviour Change Among the Indigenous Communities of Meghalaya (Commissioned by the Meghalaya Basin Management Agency (MBMA), Government of Meghalaya, India, financed by the World Bank).

### **Community Radio**

Since 2015, IIMC has been running its own Community Radio known as 'Apna Radio 96.9'. It has played a vital, supportive, entertaining and informative role for the community during the year 2021.

During the second wave of Covid-19 and subsequent lockdown, Apna Radio was a pillar of support and source of correct information. It consistently produced programmes that helped instil faith, hope and confidence in the community by taking up issues that were of paramount importance to the people. The programmes were focused on providing correct information about treatment, physical and mental health, nutrition, post-Covid care, Yoga, immunity and vaccination, local news and information.

## Communication Journals, Magazines and Textbooks

IIMC's Department of Publications publishes two peer-reviewed research journals: 'Communicator' (English Quarterly) and 'Sanchar Madhyam' (Hindi Bi-annual). These journals are the oldest communications journals published in India. These flagship journals publish original research on communications and endeavour to publish the best literature available in the field of communications and related branches for the greater benefit of scholars, practitioners and policy makers.



*Different publications of IIMC*

## Pt. Yugal Kishore Shukla Library and Knowledge Resource Centre

During the year 2021, IIMC's library has been named as Pt. Yugal Kishore Shukla Library and Knowledge Resource Centre.

The Institute has the largest specialised library in mass communication in the country. It has collected about 37,608 volumes of books and bound journals on different aspects of mass communication and allied subjects such as print media, broadcasting, advertising, communication, communication research, public relations, radio and television, film, information technology and traditional media in Hindi and English Language.

## Plan Schemes & Infrastructure Development

The Plan Scheme 'Upgradation of IIMC to international Standard' was included in the 11<sup>th</sup>

Five Year Plan and approval was accorded for a total amount of Rs. 62.0 crore. The proposals under the Scheme include upgradation of IIMC, i.e., construction of additional facilities at the IIMC Campus, New Delhi, as well as starting of four new Regional Campuses of IIMC in Maharashtra, Mizoram, Kerala and Jammu. In January, 2021, the Hon'ble Supreme Court has allowed the construction of new additional institutional buildings at IIMC, New Delhi, subject to the conditions imposed by the Central Empowered Committee. As against this Plan Scheme, IIMC's proposed conversion into a Deemed to be University under *de novo* category is also under consideration since 2017 which would involve construction of various infrastructure facilities once the proposal moves ahead further.

Under the above Plan Scheme, two Regional Campuses were started at Aizawl (Mizoram) and Amaravati (Maharashtra) in 2011 and the other two Regional Campuses were started at Jammu (J&K) and Kottayam (Kerala) in 2012.

## Teaching Aids/Facilities

The Institute strives continuously for the creation of adequate and suitable infrastructure support for enabling its students to face the emerging challenges in the field with confidence. Constant upgradation of these facilities is undertaken and during the year 2021 classes continued to be held in online mode in view of COVID-19 pandemic. For smooth conduct of online classes, all faculty and academic staff have been trained in a variety of online teaching software including **Google Meet, G-Suite, Webex, Microsoft Teams, Streamyard** and **Go To Webinar** as per practice being followed since July 2020.

## Citizens' Charter & Grievances Redressal Mechanism

The New Citizens' Charter is available on the IIMC Website and it is revised from time to time. An officer from the Institute has been nominated as Public Grievance Officer and grievances received are examined by the Institute and promptly redressed with the approval of the Competent Authority.

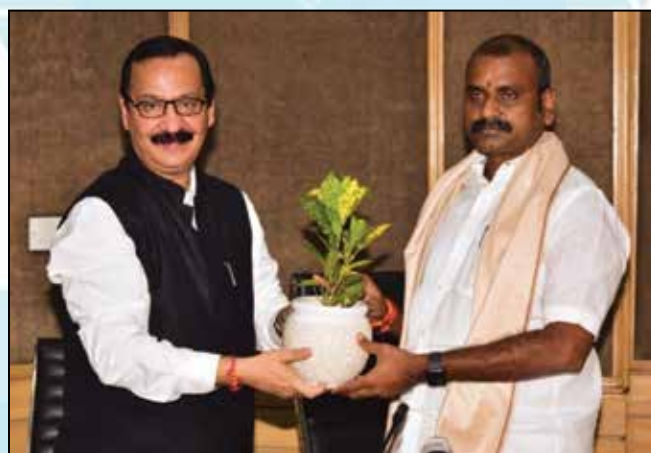
To safeguard the interests of the SC/ST category students and to deal with their complaints/grievances at both Delhi Campus and the Regional Campuses, there is a Liaison Officer for these communities.

### Other Key Activities

1. DG, IIMC has been nominated as a Member in the newly constituted Society of the Film & Television Institute of India, Pune.
2. IIMC signed a Memorandum of Understanding (MoU) with Mahatma Gandhi Central University, Bihar (MGCU) on March 02, 2021 for pursuing academic co-operation and co-ordination of mutual interests. An in-house Urdu Journal "Aaina" designed and edited by the students of Urdu Journalism Deptt. of IIMC was launched on the same day by DG, IIMC and Vice Chancellor, MGCU.
3. IIMC organised a Seminar on the occasion of 175 years of Journalism in Assam on March 15, 2021 where Dr. Jitendra Singh, the then Hon'ble Minister of State (Independent Charge), Ministry of Development of North-Eastern Region & Minister of State, Prime Minister's Office was the Chief Guest.
4. IIMC in collaboration with Mahatma Gandhi Antarrashtriya Hindi Vishwavidyalaya, Wardha, Maharashtra organised a Consultative Meeting on Implementation of "National Education Policy in Media Education" on March 22, 2021.
5. For celebrating 130<sup>th</sup> Birth Anniversary of Dr. B.R. Ambedkar, a Special Lecture was organised on April 13, 2021 by the Western Regional Campus of IIMC, Amaravati on the topic "Role of Babasaheb Ambedkar in the making of Indian Constitution".
6. IIMC in collaboration with World Journalism Education Council (WJEC) and UNESCO organised a Roundtable Conference on "Journalism Education in

India: Issues and Challenges" on August 10-11, 2021 where eminent guests and panellists shared their valuable experiences.

7. IIMC celebrated its 57<sup>th</sup> Foundation Day on August 17, 2021. Foundation Day lecture was on "Media Education: The Road Ahead" was delivered by Shri Shashi Shekhar, Editor-in-Chief, Hindustan.
8. Dr. L. Murugan, Hon'ble Minister of State of Information & Broadcasting, visited IIMC on September 25, 2021 to commemorate the 105<sup>th</sup> Birth Anniversary of renowned thinker, scholar, visionary and propounder of the philosophy of Integral Humanism Pt. Deendayal Upadhyay.



*Prof. Sanjay Dwivedi, Director General, IIMC welcoming Dr. L. Murugan, Hon'ble Minister of State of Information and Broadcasting during his visit at IIMC on September 25, 2021.*

9. On the occasion of Vigilance Awareness Week, DG, IIMC with all Faculty and Staff members took integrity pledge on October 26, 2021 with the theme "Independent India @75 : Self Reliance with Integrity".
10. Meeting of "Nagar Rajbhasha Karyanvayan Samiti (South Delhi 3)" was held in the IIMC on November 23, 2021 to promote Hindi language. Senior officers of more than 64 Member Offices of the Govt. of India participated in the meeting.





## PRESS COUNCIL OF INDIA

The Press Council of India is a statutory quasi-judicial autonomous authority re-established in the year 1979 under an Act of Parliament, Press Council Act, 1978 with the twofold objects of preserving the freedom of the press and maintaining and improving the standards of newspapers and news agencies in India.

The Council being a body set up under an Act of Parliament gets a part of its fund by way of grants-in-aid from the Central Government, after due appropriation by the Parliament, as also it has its own funds by way of the fee collected from newspapers on a graded structure and other receipts.

For the financial year 2021-2022 the Council has a total sanctioned budget as per following:

- i) **BE-2021-22** : **2,000 Lakhs**
- ii) **RE-2021-22** : **1,570 Lakhs**

### Complaints before the Council

During April, 2021 to March, 2022, a total of **1174** complaints were filed in the Council. Of these, **672** matters were disposed of during the period (including previous year carried forwarded complaint) either by way of adjudication or through summary disposal by the Chairman on account of settlement by the mediation of the Chairman or due to lack of sufficient grounds for holding inquiries or non-pursuance; withdrawal or on account of matters having become *sub-judice*.

### Suo Moto Cognizance

The Council took suo-moto cognizance of the incidents of violence against media persons and threats to press freedom in the **17** cases.

### National Press Day 2021

The National Press Day is celebrated annually on November 16 as a symbol of a free and responsible press in the country. This year, the Seminar was held at Constitutional Club, New Delhi and had deliberations over the topic "Who is not afraid of media?". The National Awards for Excellence in Journalism were deferred.

### Official Language

Every year, September 14 is celebrated as 'Hindi Diwas' to promote Hindi throughout India. Like every year, Hindi Fortnight (Pakhwada) was celebrated in the Secretariat of the Council **September 14 to 28, 2021**. The posters on Rajbhasha Hindi were displayed in the Secretariat of the Council.

Besides, winners of **slogan writing** competition, the Press Council employees were awarded awards and certificates in various categories such as noting, drafting and typing under the Hindi Protsahan Yojana for their valuable contribution towards promoting the use of Hindi in the office.

### Vigilance

The Secretary of the Press Council of India is the Chief Vigilance Officer of the office. The Vigilance set up of the Council, consisting of Deputy Secretary, Under Secretary (Admn.) and Section Officer (Admn.) functioned under the direct supervision of the Secretary (CVO) and the Chairman of the Council. It conducted regular and surprise checks to prevent/ combat any corrupt practices in the Secretariat.





*Chairman Press Council of India Hon'ble Justice Shri C.K. Prasad presiding over National Press Day celebrations on November 16, 2021.*



*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur on the occasion of the signing of an MoU between the South Delhi Municipal Corporation (SDMC) and the Broadcast Engineering Consultants India Limited (BECIL) at the launch of the **MyParking** App, in New Delhi on October 14, 2021.*

# 5

## BROADCASTING SECTOR

### An Overview

The broadcasting sector is broadly categorized into two categories viz. 'Content' and 'Carriage services'. It regulates the content of private satellite channels and network of multi-system operators and local cable operators through the Cable Television Networks (Regulation) Act, 1995 and policy guidelines issued from time to time. Broadcasting Carriage services include Multi-System Operators (MSOs)/Local Cable Operators (LCOs), Direct-to-Home (DTH) operators, Headend-In-The-Sky (HITS) operators and Internet Protocol Television (IPTV) service providers. It gives license/permission to DTH/HITS operators for their respective operations.

### Role and Functions of the Ministry and Activities under Broadcasting Sector in respect of BP&L Section

#### 1. Direct to Home (DTH)

DTH is an addressable system and covers the entire country. In DTH service, a large number of television channels are digitally compressed, encrypted and beamed from very high power satellites in Ku Band. The programmes transmitted through DTH can be directly received at homes by installing small dish antennas at convenient locations in the buildings. At present, there are five private DTH Operators. Further, Doordarshan is also providing its DTH services on a free to air basis.

#### 2. Headend-In-The-Sky (HITS):

Headend-In-The-Sky (HITS) service is a mix of satellite and cable TV. The HITS operator uplinks the TV broadcast to a satellite, which is down linked by MSO/LCO and distributed to individual consumer's premises through a cable network. The HITS operators thus, supply the signal through a cable TV network to customers. Presently only one HITS Operator is functional, which has been issued license by

this ministry.

Ministry of Information and Broadcasting vide order dated November 6, 2020 has carried out amendments in the existing "Guidelines for providing Headend-In-The-Sky (HITS) Broadcasting Service in India dated November 26, 2009". These amendments allow HITS operator to share HITS infrastructure with Multi-System Operator (MSO)/HITS operator.

#### 3. Internet Protocol Television (IPTV):

Internet Protocol Television (IPTV) Service is another mode of distribution of permitted satellite TV channels by eligible Telecom or Internet Service Providers over their network, in addition to Cable operators by use of Internet Protocol. IPTV providers do not require a separate permission for providing IPTV services for the defined Telecom and cable operators but requires a self declaration.

#### 4. The Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharti) Act, 2007:

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

#### 5. New Major Activities under Broadcasting Sector

- (a) The Ministry issued an Order on February 15, 2021 to all the DTH operators directing them to maintain Know Your Customer (KYC) of the Set Top Boxes (STBs) deployed by them.
- (b) The Ministry of Information & Broadcasting vide a Gazette Notification dated September 15, 2021 carried out amendments in the principal notification dated September 5, 2013 as per which the name of Lok Sabha

Television Channel and Rajya Sabha Television Channel has been changed to “Sansad TV-SD” and “Sansad TV-HD”.

- (c) The Ministry of Information & Broadcasting vide a Gazette Notification dated November 22, 2021 carried out amendments in the principal notification dated September 5, 2013 as per which “Sansad TV – Rajya Sabha” is a must carry channel to be mandatorily carried by Distribution Platform Operators (DPOs) on their respective platform.

### PRIVATE SATELLITE TV CHANNELS IN INDIA

The first private satellite TV channel in India was permitted to uplink in 2000 from Indian soil. With the growth in the Media and Entertainment sector, the demand for uplinking/downlinking of TV Channels from India increased manifold which necessitated the framing of Policy Guidelines for Uplinking in 2002 and Downlinking in 2005. These guidelines were further amended in December 2011. The guidelines are available on the Ministry website i.e. [www.mib.gov.in](http://www.mib.gov.in).

### Growth of Television channels

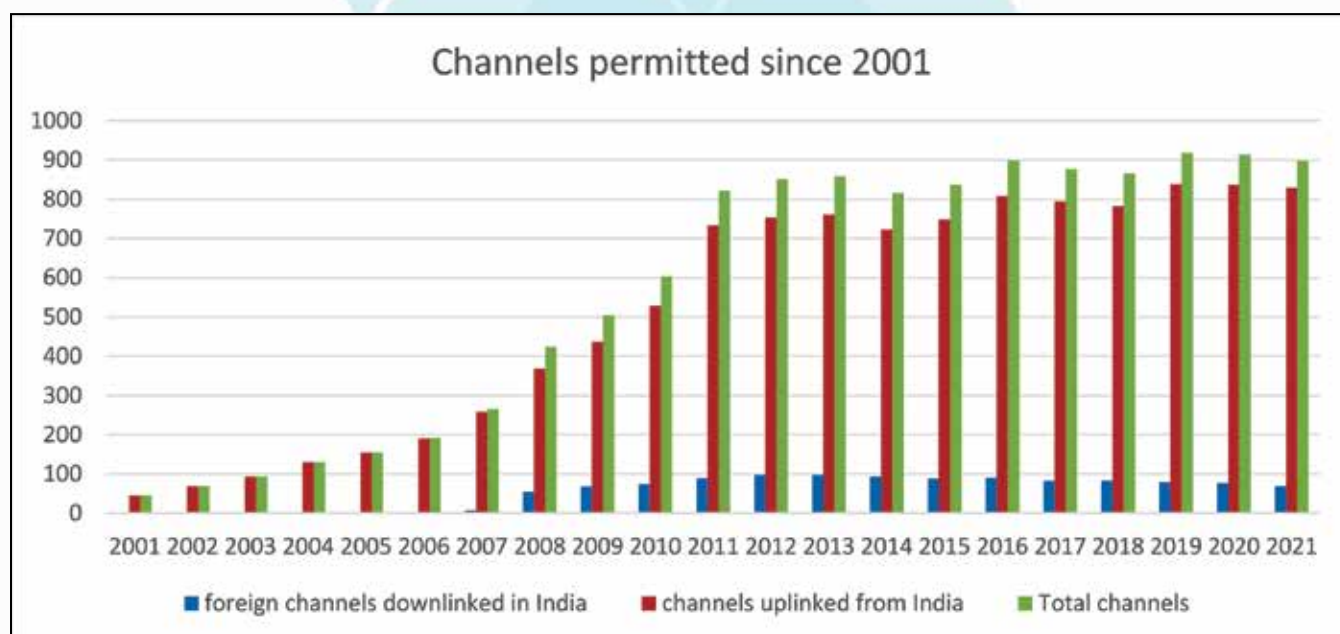
The Ministry has permitted **898 channels in India as on March 31, 2022**. Permissions are given by the Ministry to operate two categories of TV Channels i.e. ‘News & Current Affairs TV Channels’ and ‘Non-News & Current Affairs TV Channels.’ Out of the above total channels, **the share of News and Non-News channels is 384 and 514 respectively**.

### Broadcast Seva Portal

Broadcast Seva Portal was initially started by the Ministry in 2016 with the objective to develop an Integrated Online Portal Solution to establish a computerized web based system for speedy processing of applications for various broadcasting licenses/permissions/registrations etc. The following facilities were covered under the portal:

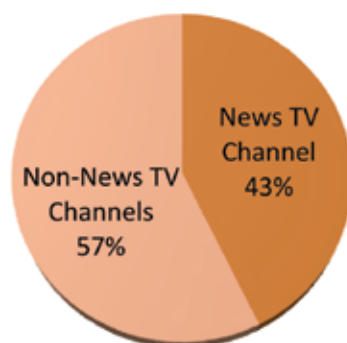
- Private Satellite TV channels
- Teleport operators
- Multi-service operators (cable operators)
- Community Radio Stations (CRS)
- Private FM Channels

### Number of Television Channels permitted by the Ministry



## Category wise permitted Channels

### Permitted TV Channels News Vs Non-News



Now, the Broadcast Seva Portal has been revamped by the Ministry to incorporate more features and allowing seamless interface with agencies involved. Key features of the Broadcast Seva Portal are as under:

- i. Enable end-to-end processing of applications for new permission, renewal, change of name/logo/teleport/satellite etc.
- ii. Integration with payment system (Bharat Kosh), E-Office, other Ministries portals.
- iii. Analytics, Reporting and Management Information System (MIS)
- iv. Integrated Helpdesk, Data Centre
- v. Extension to DTH operators, Local Cable Operators and Digital Media
- vi. User registration and up-dation
- vii. Fee calculation and payments, Application forms and status tracking, Downloading letters/orders, Alerts to stakeholders (SMS/E-Mails)

The applicant companies (broadcasters/ teleport operators) can now view the live tracking/status of the applications filed online on web portal [www.new.broadcastseva.gov.in/digigov-portal-web-app/](http://www.new.broadcastseva.gov.in/digigov-portal-web-app/). The process

of seeking information from company and approval of the proposal of company has been streamlined. Accordingly, time period for giving approvals has been reduced.

#### CONTENT REGULATION OF TV CHANNELS

As per Cable Television Networks (Regulation) Act, 1995, Programmes and Advertisements telecast on private TV channels are required to adhere to the Programme and Advertising Codes laid down under the Cable Television Networks (Regulations) Act, 1995 and the Cable Television Networks Rules, 1994 framed thereunder. During the year 2021, where violation of the Programme & Advertising Codes was established, appropriate action was taken by the Ministry by way of issuance of Advisories, Warnings, Orders for Apology Scroll, Off-air Orders and Order for cancellation of downlinking permission.

#### Status of Cable TV Digitisation

It is now obligatory for every cable operator to transmit or retransmit programmes of any channel(s) only in an encrypted form through a digital addressable system only. Till November 2021 the Ministry has granted 1,749 MSO registrations.

### General Advisories issued to TV channels:

Sl. No.	Subject-Matters	Date of Advisory
1.	Telecast of Republic Day Ceremony/Parade with Sign Language Interpretation.	25.01.2021
2.	Channels advised to adhere to Rule 6(1)(j) of Programme Code and Rule 7(5) of Advertising Code and not to telecast programmes encouraging superstition and blind belief and not to telecast advertisement offering miraculous solutions to all problems by self-proclaimed preachers, etc. on TV channels.	04.02.2021
3.	Media Coverage on cases under enquiry/investigation etc. – Compliance with judgment dated January 18, 2021 of Hon'ble High Court of Judicature at Bombay in the matter of PIL(ST) No. 92252 of 2020, etc.	05.03.2021
4.	Dissemination of messages for COVID appropriate behaviour and vaccination of the eligible age group persons so as to create greater awareness among the citizens of the country.	06.04.2021
5.	Promoting awareness of National Helpline Numbers (of Ministry of Health & Family Welfare, Child Helpline No., Senior Citizen Helpline No. and NIMHANS Helpline No. for psychological support, regarding Covid treatment protocol, Covid appropriate behaviour and vaccination etc.	30.05.2021
6.	Promoting awareness of National Helpline Numbers (of Ministry of Health & Family Welfare, Child Helpline No., Senior Citizen Helpline No. and NIMHANS Helpline No. for psychological support, AYUSH COVID-19 Counselling Helpline & MyGov. Whatsapp Helpdesk) regarding Covid treatment protocol, Covid appropriate behaviour and vaccination etc.	03.06.2021
7.	Broadcast of messages and other content to inform people about the crucial need to adhere to COVID appropriate behaviour.	23.10.2021
8.	Displaying of “Azadi Ka Amrit Mahotsav” logo by Media	03.11.2021

### Complaint Redressal Structure under Cable Television Networks (Amendment) Rules, 2021

There was an institutional mechanism by way of an Inter-Ministerial Committee (IMC) to address grievances of citizens relating to violation of Programme and Advertising Codes. However, a need was felt to lay down a statutory mechanism for strengthening the grievance redressal structure.

The Cable Television Networks Rules, 1994 was amended vide Notification dated

June 17, 2021, as Cable Television Networks (Amendment) Rules, 2021, thereby providing for a statutory mechanism for redressal of grievances/complaints of citizens relating to content broadcast by television channels, in accordance with the provisions of the Cable Television Networks (Regulation) Act, 1995.

These Rules provide that in order to ensure observance and adherence to the Programme Code and the Advertising Code by the broadcaster and to address the grievance or complaint, if any, relating thereto, there shall

be a three-level structure (complaint redressal structure) as under:

- (i) Level I – A self-regulation by broadcaster;
- (ii) Level II – Self-regulation by the self-regulating bodies of the broadcasters; and
- (iii) Level III – Oversight mechanism by the Central Government.

In pursuance of Cable Television Networks (Amendment) Rules, 2021, an Inter-Departmental Committee (IDC) has been constituted vide order dated July 14, 2021. The IDC is chaired by the Additional Secretary in the Ministry of Information and Broadcasting, and consisting of representatives from the Ministry of Women and Child Development, Ministry of Home Affairs, Ministry of Electronics and Information Technology, Ministry of External Affairs, Ministry of Defence, and representatives of such other Ministries and Organisations, including experts, as the Central Government may decide.

### **ELECTRONIC MEDIA MONITORING CENTRE**

The Electronic Media Monitoring Centre (EMMC) is the Media Organization set-up in 2008 under the Ministry of Information & Broadcasting that monitors the News channels beaming within the country for violations of both programme and advertisement codes under relevant provisions of the Cable Television Networks (Regulation) Act, 1995.

EMMC currently has state of the art technical infrastructure to acquire, record, store and retrieve the contents of upto 900 TV channels on real-time basis.

During the elections conducted by Election Commission of India (ECI), EMMC also monitors content and submit the reports as per the directions of the ECI. During the year 2021-22, EMMC monitored the electronic media coverage of election related news during Assembly elections. WhatsApp alerts on major happenings during the day of polling as well as prior to polling were also sent to the ECI.

### **Importance of Media Monitoring**

Television channels have a very vast and extraordinary reach. They play a significant role in the communication sector. Television programmes cater to people of varied ages, culture and background, and therefore, involve content of diverse nature. Protecting the consumers from undesirable content being aired by television channels is a norm followed by almost all leading democracies in the world.

### **Major achievements and activities:**

- EMMC successfully organized a vaccination camp for its staff and contractual employees in collaboration with Press Information Bureau.
- EMMC also organized various activities in 2021-22 like Yoga day, Hindi Pakhwada, Constitutional Day celebrations, Vigilance Awareness Week, Women's Day celebrations, etc. A seminar on Sexual Harassment of Women at workplace was also organized in office.

### **State level and District level Monitoring Committees**

In order to enforce the Cable TV Act and Rules at the State/District level, the Ministry issued an order on September 6, 2005 for "Monitoring Committee for the Programmes and Advertisements telecast by Cable TV channels" at the State, District/Local level. Later on, detailed guidelines were issued by this Ministry on February 19, 2008 providing for District level Monitoring Committee and State level Monitoring Committee. Subsequently, detailed guidelines subsuming all the earlier orders, regarding constitution of State/District level Monitoring Committee were issued vide O.M. dated April 26, 2017 to all Chief Secretaries of States and UTs, State Information Secretaries and all District Magistrates. The Committees have also been authorized to monitor private FM Radio Channels and Community Radio Stations. Detailed instructions in this regard are available on the Ministry's website: [www.mib.gov.in](http://www.mib.gov.in).



## COMMUNITY RADIO

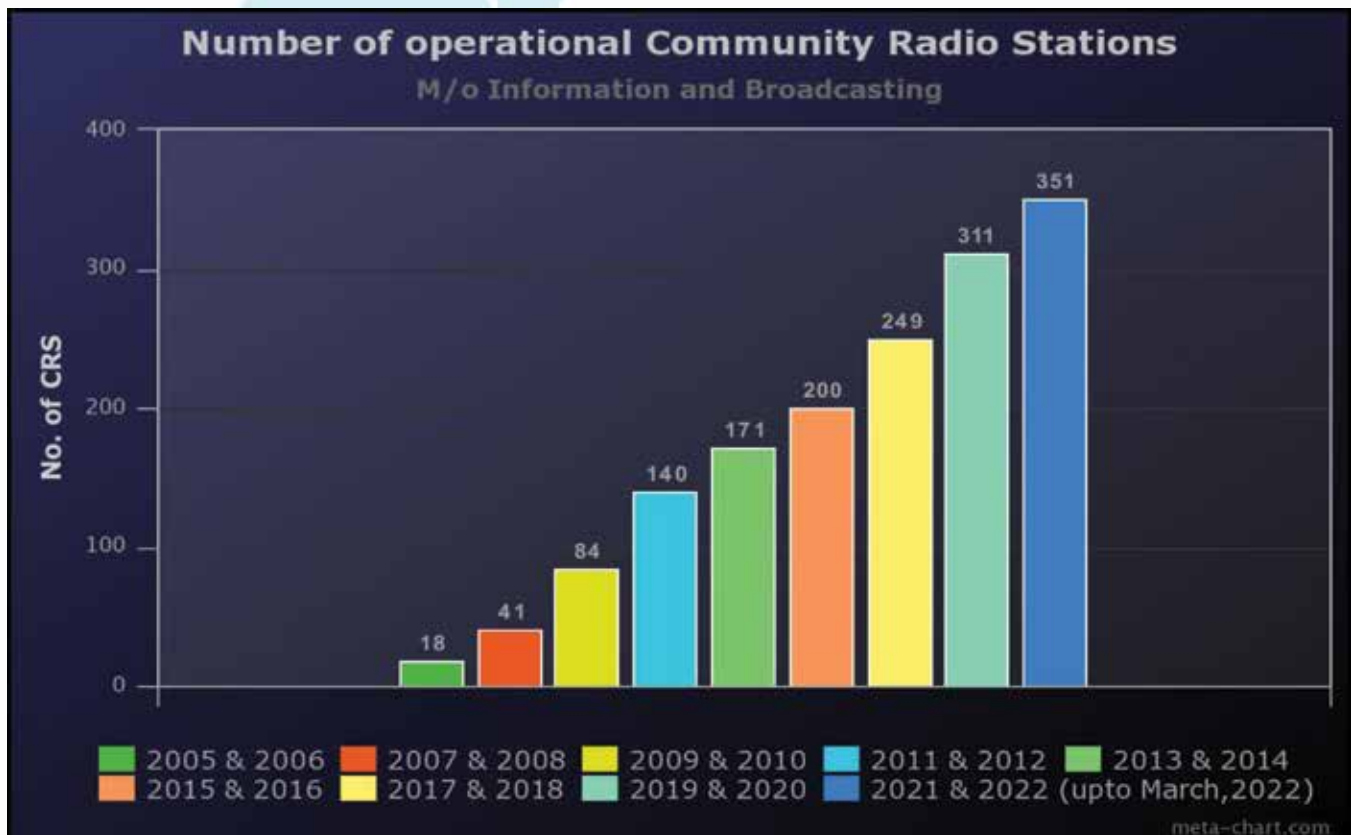
Community Radio is an important third tier in Radio Broadcasting, distinct from Public Service Radio broadcasting and Commercial Radio. Community Radio Stations (CRSs) are low power Radio Stations, which are meant to be set-up and operated by local communities. In December 2002, the Government of India approved a policy for the grant of permissions, for setting up of Community Radio Stations, to well established educational institutions. The policy guidelines were amended in 2006, 2017 and 2018. The policy guidelines for Community Radio and the list of CRSs currently in operation can be accessed from the MIB website [www.mib.gov.in](http://www.mib.gov.in).

The Community Radio provides a platform to air local voices among the local community on issues concerning Health, Nutrition, Education, Agriculture etc. Moreover, the Community Radio is a powerful medium for

the marginalized sections of society to voice their concerns. Community Radio also has the potential to strengthen people's participation in development programmes through its holistic approach. In a country like India, where every state has its own language and distinctive cultural identity, CRSs are also a repository of local folk music and cultural heritage. The unique position of CRS as an instrument of positive social change makes it an ideal tool for community empowerment.

To support the Community Radio movement, a Central Sector Scheme namely "Supporting Community Radio Movement in India" is being implemented.

As on date, 351 CRSs are operational in the country, of which 182 are operated by NGOs, 148 by educational institutions and 21 by KVKs. During the FY 2021-22 a total of 28 new Community Radio Stations have been commissioned. Graphical representation of operational CRS is given below:



## **Announcement of 9<sup>th</sup> National Community Radio Awards:**

To encourage innovation and healthy competition amongst CRSs, the Ministry had instituted National Community Radio Awards in the year 2012 which were conferred to CRS every year. The Ministry of Information and Broadcasting has announced 9th National Community Radio Awards for the year 2021-22 in 4 Categories namely 1) Thematic Award; 2) Most Innovative Community Engagement Award; 3) Promoting Local Culture Award; and 4) Sustainability Model Award.

## **FM RADIO**

FM Radio is one of the preferred mode of entertainment among youth and adults across the nation. The variety offered by various FM Radio stations in local languages is welcomed by the masses. It has also evolved as a potential medium for local businesses to expand their reach through radio advertisements.

Ministry of Information & Broadcasting is also utilizing Private FM Radio as a platform to reach the masses for furthering the developmental agenda of the Government. During the COVID-19 pandemic the private FM Radio stations have made laudable efforts to sensitize the populace on getting vaccinated and on adopting Covid appropriate behaviour such as wearing masks, keeping 2 yards distance and practicing hand hygiene etc. The pro-bono campaign by FM radio channels in the fight against COVID-19 by promoting vaccination and sensitising the masses, especially in the identified high risk districts, tremendously helped in containing the spread of coronavirus and deserves praise from all quarters.

Private FM radio channels have been operationalised in Leh and Kargil of the UT of Ladakh and at Bhaderwah, Kathua and Poonch of the border areas of the UT of J&K.

As on March 30, 2022, 386 FM Radio channels are operational in 113 cities across the country spread across 26 States and 5 Union Territories.

## **Revenue Accrual to the Government**

The Government receives revenue from the Private broadcasters by way of Non-refundable One Time Entry Fee, Non-refundable One Time Migration fee, Annual license fee, Tower rental and processing fee. The total revenue earned by the Government in the FY 2021-22 was Rs. 144.78 crore.

## **Digital Addressable System**

### **Functions Assigned to DAS Division:**

- Implementation of DAS in the cable TV sector.
- Enforcement of Cable TV Networks (Regulation) Act, 1995 and Cable Television Networks Rules, 1994.
- Multi-System Operator (MSO) registration and related matters.
- Specific Policy issues related to cable TV sector, MSOs and LCOs.
- Coordination with Prasar Bharati and Authorised officers under the Cable TV Networks (Regulation) Act, 1995 for control, monitoring and grievance redressal of various stakeholders in Cable TV Segment.

### **Major achievement during the year 2021-2022:**

- 57 MSO registrations granted during the year. Total registrations granted till March 2022 are 1,762.
- To ensure the carriage of notified mandatory channels by cable operators, Prasar Bharati has been entrusted with the task of monitoring cable operators through its Doordarshan Kendras spread across the country.
- TRAI Recommendations regarding sharing of Infrastructure by MSOs have been accepted and relevant guidelines in this regard were issued vide DAS Division's Order Dt. 29/12/2021. Such sharing of infrastructure will considerably reduce the cost for setting up business for an

MSO, and thereby, will align with the Government's focus on 'Ease of Doing Business'.

- The DAS division has shifted the registration of MSOs to the revamped Broadcast Seva Portal. There is seamless integration between portal and e-office for processing of applications in fast and transparent manner. The applicants will also be able to view the status of their application on the portal. Internally, steps have been taken to reduce the discretion of Authorities by laying down guidelines to fill the gap so that decision making process becomes more coherent and objective.



## PRASAR BHARATI

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

### Objectives

1. To uphold the unity, integrity of the country and the values enshrined in the Constitution.
2. To promote national integration.
3. To safeguard the citizens' rights to be informed on all matters of public interest by presenting a fair and balanced flow of information.
4. To pay special attention to the fields of education and spread of literacy, agriculture, rural development,

environment, health & family welfare and science & technology.

5. To create awareness about women's issues and take special steps to protect the interests of children, aged and other vulnerable sections of the society.
6. To provide adequate coverage to the diverse cultures, sports & games and the youth affairs.
7. To promote social justice, safeguarding the rights of working classes, minorities and tribal communities.
8. To promote research and expand broadcasting facilities and development in broadcasting technologies.

### The Prasar Bharati Board

The Corporation is governed by the Prasar Bharati Board. The board is headed by a Chairperson and has three whole time Members- the Executive Member (Chief Executive Officer), Member (Finance) and Member (Personnel). The board has six Part-time Members, a representative of the Ministry of Information & Broadcasting and the Director Generals of All India Radio and Doordarshan as ex-officio Members.

### Organizational Structure

The Prasar Bharati Board functions at the apex level ensuring the formulation and implementation of the policies of the organization and fulfillment of the mandate in terms of the Prasar Bharati Act, 1990. The Executive Member functions as the Chief Executive Officer (CEO) of Prasar Bharati. Officers from different streams working in the Prasar Bharati Secretariat assist the CEO, Member (Finance) and Member (Personnel) in integration of the actions, operations, plans and policy implementation as well as in looking after the budget, accounts and general financial matters of the organization.

Two Director Generals head the Directorate General of All India Radio (AIR) and the Directorate General of Doordarshan. They function in close association with the Member (Finance) and Member (Personnel) and the

CEO in carrying out the policy directive of the Board and manage day-to-day affairs of AIR and Doordarshan. Both in AIR and Doordarshan, there are broadly four different wings responsible for distinct activities viz. Programme, Engineering, Administration & Finance and News.

### Important Activities and Achievements:

- New COVID-19 Awareness Bulletins & Programmes: Special COVID-19 Bulletins in English and Hindi- 30 minutes each in the Morning, day and the evening broadcast by NSD: AIR with AIR News correspondents from Headquarters and RNUs in the field along with the experts in the studio. Duration of hourly bulletins increased from 5 minutes to 10 minutes.
- Corona Jagrukta Series: Over 400 Live Phone-ins of 50 minutes duration each between medical experts and general public organized to raise awareness about COVID-19 and to dispel the myths.
- COVID-19 Vaccination- FAQs on COVID-19 Vaccination with Chairman of the National Task Force. Phase-2 of COVID-19 vaccination drive, World's largest inoculation Programme - administering of 'Made in India' vaccines to Indian citizens.
- Info bytes- 'Corona- *Kya Kehte Hain Visheshagya*': Daily Infographics with Sound bites of Experts on all Social Media Platforms.
- Special Discussion Programmes: Talk Shows of over 50 hours duration organized to raise awareness.
- Expert Speak: Audio messages by prominent medical experts from AIIMS, Delhi in Bulletins daily about dos and don'ts, need to stay at home during lockdown.
- Myth busters: Audio messages by top physicians busting myths about COVID-19 with respect to nutrition and health. News Stories busting misinformation and Fake news.

- Coverage of India's 75 years of Independence Celebration in the form of 'Azadi Ka Amrit Mahotsav': NSD: AIR gave wide publicity to 'Azadi Ka Amrit Mahotsav', an initiative of the Government of India to celebrate and commemorate 75 years of progressive India and the glorious history of its people, culture and achievements. RNU Ahmedabad covered extensively Dandi March Padyatra and the related events in its daily bulletins.

### GLOBAL OUTREACH

Global Outreach Wing of Prasar Bharati deals with international relations activities such as signing of Agreements and Memorandum of Understandings (MoUs) with foreign country's Public Service Broadcasters/Organizations, implementation of the articles pertaining to Broadcasting of the content exchange, capacity building training and technical support etc. It facilitates the official visit of foreign broadcasters to all the verticals of Prasar Bharati, organizing in-country/Sub-Regional workshops/conferences/events for the foreign MoU Partners as well as the International Broadcasting Unions such as ABU, AIBD etc.; and ensures participation of its officials in international competitions/events/conferences.

Following MoUs/Agreements signed by Prasar Bharati during this year:

S. No.	Country	Broadcaster/Organisation	Date of Sign
1.	Seychelles	Seychelles Broadcasting Corporation (SBC)	17.08.2021
2.	Germany (MoU)	Deutsche Welle	09.11.2021

Prasar Bharati also held several meetings with Ambassadors/Foreign Broadcasters of Russia, Maldives, Fiji, Mauritius, Bhutan, Turkmenistan, France, Japan, Bangladesh etc. as a part of its Global Outreach.

### Other Highlights:

- Shri Mayank Kumar Agarwal, Director

General, DG: DD has been appointed as a new President of Asia Pacific Institute for Broadcasting Development in April, 2021.

- India (Shri Raman Kumar, Director-GO) secured the position of Vice-Chair of Strategic and Planning Team (SPT) in the election conducted during the Asia Pacific Institute for Broadcasting Development (AIBD) General Conference & Associated Meetings 2021.
- Shri Sunil, Additional Director General (Global Outreach), Doordarshan, Prasar Bharati as a member of Indian delegation, to be led by Additional Secretary, Ministry of I&B participated in Tashkent International Film Festival “Pearl of the Silk Road” in 2021 scheduled from September 28 – October 3, 2021.

- **ABU Robocon 2021**

The National competition of ABU Robocon 2021 was held on August 18, 2021 which was organized by Doordarshan in association with IIT Delhi. The event was live telecast on DD YouTube.

In order to facilitate the capacity building and to avoid the physical meetings, ABU and AIBD organized approx 50 online webinars and workshops since April, 2021 during the period of COVID-19 and PB availed the opportunity and participated enthusiastically around 235 participants represented PB in different webinars.

- Doordarshan provided live feed to Brazil of the launch of Brazilian satellite Amozonia-1 by Indian Space Research Organisation (ISRO) on February 28, 2021 from Satish Dhawan Space Centre, Sriharikota.
- **AIBD organized a Leaders’ Web-summit** with the theme Redefining the Roles of Media in the New Norm on June 2 & 3, 2021 for which senior dignitaries from Prasar Bharati were invited as panellists.
- ABU organized its most important conference namely ABU RAI Days’ scheduled on June 14-15, 2021. More than 20 officers DDK/AIR stations from all over India participated in the event.

- ABU’s Asia Vision news department organized an online Editor-in-Chief meeting on Wednesday June 9, 2021. Shri Shashi Shekhar Vempati, CEO, PB was invited as chief guest to deliver first CEO dialogue on June 9, 2021.
- ABU’s one of the most important meeting namely 111<sup>th</sup> Administrative council Meeting (ACM) held on June 29 and 30, 2021 in which officers from Prasar Bharati participated.
- An online meeting on “Content creation for Thematic and Curated Exhibition Space of India Pavilion at World Expo 2020 at Dubai, UAE” held on June 11, 2021 through video conferencing along with MIB Representatives in which officers from PB participated.

### International Events

Prasar Bharati also decided to host the ABU’s most dominant events in New Delhi in year 2022 i.e. ABU Robocon 2022, ABU Global News Forum 2022, 59<sup>th</sup> ABU General Assembly & Associated Meetings 2022. The process of taking the necessary approvals are in advance stage.

## Broadcasting Development

### Broadcasting Infrastructure and Network Development (BIND) scheme

“Broadcasting Infrastructure and Network Development” (BIND) scheme of Ministry of I&B is the only vehicle for providing Governmental support to Prasar Bharati for expenses related to expansion and upgradation of its broadcasting infrastructure, content development and civil work. A Budget provision of Rs 316 crore was made in the financial year 2021-22 in the BIND Scheme which was revised to Rs 175 crore.

The basic features/objectives of the BIND Scheme are Modernization (including Digitization) Augmentation & Replacement of Transmitters, Broadcast Equipments & Studios, FM Expansion/Replacement, Strengthening of Coverage in sensitive areas, Expansion of TV Channels, E-Governance, Content Development etc.

BIND Scheme also provides support to Prasar Bharati for strengthening border area infrastructure and special focus on development of J&K and NE for following activities:

- (i) FM Stations in LWE and border district of strategic locations.
- (ii) Doordarshan DTH Set Top Boxes (STBs) distribution in strategic areas: Under first phase distribution of 1,50,000 STBs in J&K and NE region were approved under BIND Scheme 2017-21. 30,000 STBs have distributed in 2019-20. Procurement for remaining 1.2 Lakhs STBs is under process.

### **BIND Scheme achievements 2021-22:**

#### **Doordarshan:**

- I. Earth stations at Bhopal, Thiruvananthapuram, Chennai and Ahmedabad with all the equipment were installed, tested and commissioned and services migrated to the new set ups. Also Earth Station at Gorakhpur got inaugurated.
- II. HD up-gradation of existing 4 Studios of DD News & CPC Delhi.
- III. DTH Platform has been upgraded & installation completed for 128 SDTV Channels (48 in MPEG-2 and 80 in MPEG-4) & 48 Radio Channels.
- IV. 10 kW (1+1) digital ready HPT at Himbotingla (DD Kashmir), Kargil in Ladakh has been commissioned.
- V. 5 nos. of DD Production/Transmission Centres upgraded/migrated to HD
- VI. 6 nos. of DD Satellite Uplink Stations upgraded/added.

#### **All India Radio:**

- I. 10 kW FM Transmitters (Relay) have been commissioned at Etawah, Gadania, Nanpara and Narakatiyaganj.
- II. 5 kW EM Transmitter (Relay) has been commissioned at Amora.

- III. 1 kW FM Transmitters (Relay) have been commissioned at Tamenglong, Changlang, Khonsa, Kolasib, Champhai, Almora and Zunheboto.
- IV. 100 W FM Transmitter (Relay) has been commissioned at Godda.
- V. Digitalization of AIR studios completed at 16 places.
- VI. SITC of Server and Radio Studio Automation at 30 Places.



### **BROADCAST ENGINEERING CONSULTANTS INDIA LTD.**

Broadcast Engineering Consultants India Limited (BECIL), a Mini Ratna Public Sector Enterprise of the Government of India under Ministry of I&B was established in 1995 for providing consultancy services of international standards for broadcasting in transmission and production technologies including turnkey solutions in the specialized fields of terrestrial and satellite broadcasting, cable, and various IT related fields, including acoustics and audio-video systems. BECIL provides project consultancy services and turnkey solutions encompassing the entire gamut of Radio and Television Broadcast Engineering, viz content production facilities, terrestrial broadcasting, transmission and satellite & cable broadcasting in India and abroad. It also provides associated services like building design and construction related to broadcasting, human resource related activities like training and providing manpower. BECIL also undertakes supply of specialized communication, monitoring, security and surveillance systems to defence, police departments and various paramilitary forces. BECIL has its head office in New Delhi, corporate office in Noida and regional office in Bengaluru.

## Major Projects/Activities

### 1. Providing Social Media Management Services for various Ministries & Government Departments

BECIL has been engaged by various Ministries and Departments of the Government for enhancing the visibility of their work to the general public through social media. Major clients being serviced by BECIL are Ministry of Road Transport and Highways, Ministry of Health and Family Welfare, National Gallery of Modern Arts, and Department of Information & Public Relations (Government of Uttar Pradesh).

### 2. Monitoring & Analytics Services

BECIL provides monitoring and analytics services to its clients. BECIL initiated the services of the monitoring of the TV content after establishment of the Electronic Media Monitoring Centre (EMMC) for the Ministry of Information and Broadcasting and deployment of the logger system across all private FM transmission sites. Subsequent to the start of the monitoring services, BECIL has also expanded to evaluation and analytics services as a value-added service. Evaluation of the media campaigns are being provided to the Ministry of Health and Family Welfare.

### 3. CCTV Surveillance, Access Control Systems

BECIL has diversified into the fields of strategic projects such as Information Communication Technology, and Electronic Surveillance. BECIL has provided the services of CCTV planning and installation for various Government clients and has also installed High-End Access Control System at Transport Bhawan for the Ministry of Road Transport and Highways.

### 4. Consultancy Services for Professional Audio-Visual Services

BECIL has been involved in providing the services for supply, installation, testing, and commissioning of systems for customized audio-visual solutions. Along with this, BECIL

has also been carrying out operations and on-site comprehensive annual maintenance of such services.

### 5. Conducting Audits of the Digital Addressable System of TV Distribution Platform Operators

**Audit as per Telecom Regulatory Authority of India Regulation:** BECIL is regularly conducting the audit of Digital Addressable System (CAS, SMS & STB) as required under Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations 2017 as per requirement of broadcasters and DPOs.

**Audit as per directions of Hon'ble Telecommunications Dispute Settlement and Appellate Tribunal:** BECIL is conducting the audit as per specific directions of Hon'ble Telecommunications Dispute Settlement and Appellate Tribunal (TDSAT).

### 6. Projects Executed for M/o I&B and its Media Units

**Establishment of Cable TV Monitoring Cell:** The scope of work includes setting up of the central unit, development of on-line cable TV monitoring system maintenance of the MIS application for monitoring of STB seeding, maintenance of a dedicated website to provide the update and necessary information to all the stakeholder of the cable TV industry.

**Revamping of Broadcast Seva Portal:** The Ministry has engaged BECIL for revamping and upgradation of the Broadcast Seva Portal.

**Upgradation of Ministry's website:** The official website of the Ministry is being upgraded by BECIL.

**Automation of RNI:** The scope of work includes providing manpower, hardware, software, and related services to support the office of the Registrar of Newspapers for India for development and implementation of web-enabled application software. As part of the project, an online title verification and e-filing application has been developed and implemented.

**Annual Maintenance of CIM System of DPD:** BECIL, with the support of the in-house manpower, is maintaining the Computerised Inventory Management (CIM) System of the Directorate of Publications Division.

**Virtual hosting of the 52nd IFFI:** The 52nd edition of the International Film Festival (IFFI) was held in hybrid mode, where BECIL supported the Directorate of Film Festivals in hosting the event on a virtual platform for the audience.

**IT modernization and Automation work for BOC:** BECIL is implementing standard Tier 1-2 for automating Bureau of Outreach and Communication's business process maturing the organization to use computers evolving out of the handling of physical files for daily activities. The project also involves data migration from the existing system of BOC.

**Consultancy & Turnkey Solutions for FM Broadcasting:** BECIL has been involved in providing the services to the private FM broadcasters in India for establishment and content monitoring. BECIL is also working as a system integrator for various FM transmission sites of private FM broadcasters.

## **7. International Projects**

For increasing the presence and portfolio of the services in the IT domain, BECIL has successfully completed the project of India-Syria Next Generation Centre of Excellence in Information Technology which included supply, installation, commissioning, and on-site warranty support of IT hardware and software.

## **8. Computer-Based Tests for various Departments**

BECIL has won several projects from various departments, such as Rashtriya Ispat Nigam Limited, NBCC and Hindustan Steelworks Construction Limited, for conducting computer-based tests (CBT) through competitive bidding. Departments like,

have selected BECIL for selection of Apprentice through CBT whereas departments like has awarded BECIL work for recruitment through Computer based test.

## **9. e-Class Room Projects**

BECIL has executed the project for providing comprehensive consultancy and project management for the setting up of multiple facilities viz. video conferencing and e-classrooms for various clients like IIMC (Delhi), National Institute of Mental Health and Neuro Sciences (NIMHANS-Bangalore).

## **10. Community Radio Station Projects**

BECIL has been manufacturing the FM transmitters for Community Radio Stations and provides the consulting and turnkey services for planning and installation of the stations. Few of the client names include Solapur University and JIPMER-Pondicherry.

## **11. Manpower placement post-deployment management of the employees**

BECIL is a pioneer Government organization in providing manpower services for e-governance projects of national importance, across the country, in various Government/semi-Government/autonomous bodies. It also has a separate Human Resource Department for providing manpower in various categories such as professional, technical, non-technical, skilled, semi-skilled, unskilled, highly skilled. BECIL has been providing manpower to around 30 Government organizations, which include the Rashtrapati Bhawan, the Prime Minister's Office, Delhi Development Authority, Election Commission of India, All India Council of Technical Education, Ministry of Information & Broadcasting, Ministry of Rural Development, AIIMS.

## **FINANCIAL HIGHLIGHTS**

The Financial Performance of the Company for the Financial Year 2020-21, along with the comparative figures for Financial Year 2019-20, is indicated below:



(Amount in Lakhs)

	Particulars	Financial Year	Financial Year
		2020-21	2019-20
A	<b>Result of Operations</b>		
	Income from operations	55,282.33	34,707.48
	Other Income	303.17	354.89
	Prior Period Income	4.22	14.12
	<b>Total business during the year</b>	<b>55,589.72</b>	<b>35,076.48</b>
	Expenditure	54,427.43	34,491.69
	<b>Operating Profit/(Loss)</b>	<b>1,162.29</b>	<b>584.79</b>
	Finance Cost	909.23	780.03
	Depreciation & Amortization	152.43	157.98
	Prior Period Adjustments	50.16	22.93
	Extra Ordinary & Exceptional Items	-	85.19
	<b>Profit/(Loss) before Tax Expense</b>	<b>50.47</b>	<b>(461.34)</b>
	Tax Expense	(204.25)	20.07
	<b>Profit/(Loss) after Tax Expense</b>	<b>254.72</b>	<b>(481.41)</b>
	Transfer to Corporate Social Responsibility	-	-
<b>Earnings/(Loss) Per Share (Rs.)</b>	<b>187</b>	<b>(353)</b>	
B	<b>Sources of Fund</b>		
	Issued, Subscribed and Paid up Capital	136.50	136.50
	Reserve & Surplus	880.55	625.83
	Non – Current Liabilities	864.11	819.39
	Current Liabilities	33,076.05	35,954.14
	<b>Total</b>	<b>34,957.21</b>	<b>37,535.86</b>
	<b>Uses of Funds</b>		
	Fixed Assets	1,048.77	1,100.07
	Current Asset	32,949.02	35,694.81
	Deferred Tax Assets (Net)	915.97	711.71
	Long –term Loans and Advances	-	-
	Other Non-Current Assets	43.36	29.26
	<b>Total</b>	<b>34,957.12</b>	<b>37,535.86</b>
C	<b>Other Information</b>		
	<b>Authorized Capital</b>	<b>250.00</b>	<b>250.00</b>
	Capital Employed	1,017.05	762.33
	Net worth	101.08	50.61

## Share Capital

BECIL was incorporated with authorized Capital of Rs. 250 lakhs. The paid up equity has increased from Rs 25 lakhs to 136.50 lakhs in the year 1995-96. At present Central Government of India is holding 100% Equity Share Capital. BECIL does not get any budgetary support from Government of India.

## Financial Performance

During the Financial Year 2020-21, there was growth of 159% in the revenue from operations of the Company as compared to the previous year. The company has recorded revenue of Rs. 552.82 crore in the reported year which is the highest turnover since the incorporation of the Company. Despite various constraints faced by the company including the impact of COVID-19 pandemic, the net profit of the Company is Rs. 2.55 crore in the reported year as compared to the net loss of Rs. 4.81 crore in the previous year 2019-20. The net worth of the company has increased to Rs. 1.01 crore in FY 2020-21.

## Future Business Activity

The company has diversified into following new business areas to increase the profit in the coming years:

### STRATEGIC PROJECTS

(i) **DRONES-CYBER AND AEROSPACE SECURITY:** BECIL undertakes turnkey projects in drones and counter drones while

playing a pivotal role in the modernization and growth of organisations.

### (ii) **BECIL DIGITAL FORENSIC LAB**

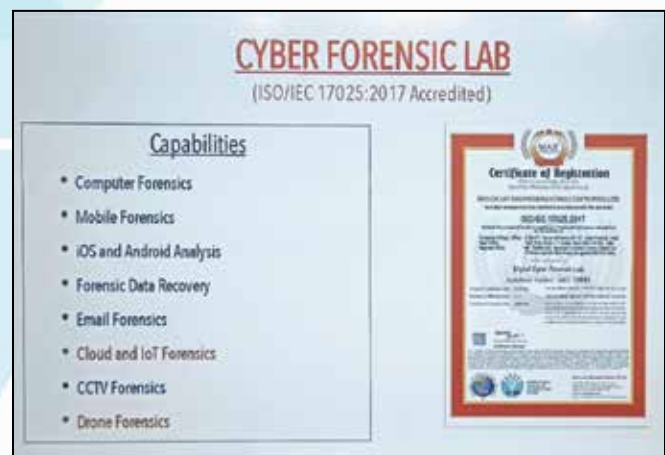
The Digital Forensic Laboratory at BECIL has been set up with procurement of latest equipment and software. Scientific officers, who have undergone expertise training at various institutes and have experience in various forensic science laboratories, have been appointed in the laboratory.

The laboratory is now ready to take up Computer Forensics, Mobile Forensics, iOS and Android Analysis, Forensic Data Recovery, Email Forensics, Cloud and IoT Forensics, CCTV Forensics and Drone Forensics.

Additionally, through Digital Forensics Lab, BECIL is assisting in building national digital forensic capacity and develop evidence management processes to better support investigations and prosecutions.

### APPOINTMENT OF CANDIDATES BELONGING TO SC/ST/OBC/MINORITY

The Company follows Government's guidelines/instructions on reservation policies. Accordingly, the guidelines/instructions of the Government on reservation matters in respect of SCs/STs/OBCs and for appointment of Minority have been/are taken care of while making recruitments and promotions in the Company.



## **RTI INFORMATION**

In order to promote transparency and accountability, appropriate action is taken to reply to queries from any source whenever received, on time. In compliance to the provisions of the Right to Information Act, 2005, Central Public Information Officers (CPIOs) have been appointed and utmost care is being taken for timely compliance and dissemination of information.

## **VIGILANCE ACTIVITIES**

Vigilance Section in BECIL has been regularly issuing norms and guidelines as per direction by the Central Vigilance Commission, Department of Public Enterprises and Ministry of Information & Broadcasting regarding measures to strengthen all aspects of preventive vigilance for compliance in BECIL.

Periodical returns are being submitted regularly to Central Vigilance Commission,

Central Bureau of Investigation and Ministry of Information & Broadcasting and inquiries are properly and promptly attended besides, surprise checks/inspections are carried out from time to time and constant vigil is kept.

## **GENERAL**

BECIL's Budget is its own internal projection of receipts and expenditure related to the various secured through competitive tender system in the open market. The company does not get any Budgetary Support from the Govt. and generates its own resources.

The company has not been entrusted with any Central/Centrally sponsored Schemes relating to women, North-East (including Sikkim), employment generation, rural component, Tribal Sub plan, Special Component Plan, Voluntary Sector, Information & Publicity, Minority Welfare etc.





*Actress and the Member of Parliament from Mathura, Smt. Hema Malini being presented the Indian Film Personality of the Year 2021 Award at the inauguration of the 52nd International Film Festival of India (IFFI-2021), in Panaji, Goa on November 20, 2021. Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur, Minister of State for Fisheries, Animal Husbandry & Dairying, Information and Broadcasting, Dr. L. Murugan and the Chief Minister of Goa, Shri Pramod Sawant are also seen.*



*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur addressing at the inauguration of the 52<sup>nd</sup> International Film Festival of India (IFFI-2021), in Panaji, Goa on November 20, 2021.*

# 6

## FILMS SECTOR

### Overview

All matters relating to Films Sector viz. promoting production, dissemination and preservation of filmic content including organization of International Film Festival of India (IFFI), other national and international film festivals, certification of films, granting film shooting permissions, holding of National Film Awards are handled by Films Wing.

In this regard, the vision of Ministry is to create an enabling environment for sustained growth of media and entertainment sector and facilitate value-based wholesome entertainment and to effectively disseminate information on government policies, programmes and achievements.

The mission of the Ministry relating to the Films sector is to:

- i. Promote and develop good and value-based cinema for healthy entertainment of people of all ages and create a policy framework for achieving this.
- ii. Restore, digitalize, preserve and enhance public access to the archival wealth of films, video and audio resources.
- iii. Promote good cinema and propagate film culture through film festivals and celebrations.



### FILMS DIVISION

The Films Division was established in 1948 under the Ministry of Information &

Broadcasting, Government of India to articulate the history, journey and all-round development of the nation in myriad perspectives through the medium of cinema. The story of Films Division is synchronous with the eventful years of the country since Independence and over the last 73 years, Films Division has been motivating the broadest spectrum of Indian public with a view to enlist their active participation in nation building activities. Films Division has been active in encouraging and promoting a culture of film-making in India that respects individual vision and social commitment.

The aims and objectives of the organization are to educate and motivate people in the implementation of national programmes and to project the image of the land and the heritage of the country to Indian and foreign audiences. Films Division also aims at fostering the growth of documentary film movement which is of immense significance for the country in the information, communication and out-reach sectors. Films Division currently produces documentaries, animation films and PSA films covering a wide spectrum of topics and subjects. It distributes PSA content of topical importance for screening by cinema houses, arranges film festivals, special screenings with the help of educational institutions, films societies and voluntary organizations all over the country, participates in international and domestic film festivals, loans films to television channels and MEA, markets films content on-line and offline in digital format and caters to the requirement of archival footage by production houses in India and abroad.

#### 1. Wings of Films Division

Films Division is divided into three wings:

- A) Production
- B) Distribution & Outreach
- C) Administration & Finance

## A) Production Wing:

This wing is responsible for production of documentaries, animation films and PSA films for public information, education, and motivation and also for instructional and cultural purposes. Films Division has so far produced more than 9,000 films including documentaries, featurttes, short and animation films, PSA shorts and news coverage's on a wide variety of topics, themes and subjects.

The wing has completed production of 27 documentary, animation and PSA films from April 1, 2021 to December 31, 2021 through in-house infrastructure as well as from outside producers on various subjects and duration.

Films Division has preserved its archive consisting of news reels and documentary films produced before and after Independence, covering visits of foreign dignitaries, speeches of Presidents and Prime Ministers and other distinguished personalities for providing information of immense archival value to their researchers, scholars and public at large.

### Noteworthy initiatives during 2021-22

1. 5 PSA films on **Emergency Response Support System (ERSS)**, sponsored by **Women Safety Division, Ministry of Home Affairs** are under production and are being released and telecast on digital platforms.
2. Films on notable subjects like **Pandhari Ke Rang, Guru Bani, Aribam Syam Sharma, Creative Man of Piplantri, T N Krishnan** are completed.
3. Films have been on **National Human Right Commission (NHRC)** and **Dadasaheb Phalke Award Winner- Rajinikanth** have been completed.
4. Films Division produced 5 PSA films under Azadi Ka Amrit Mahotsav based on the footage from FD Archives et al.
5. Films on notable subjects like **Constitution Day, Devika Rani, Waseem Barelvi, Yoga, Sruti Mahapatra, Nari Shakti Awardee-**

**Mrs. Raveena Umadevi Nagaraj, ISRO** are under production.

6. 6 documentary films on the subject **"75<sup>th</sup> Year of Indian Independence"** assigned to in-house directorial and non-directorial unit of Films Division are under production.
7. 2 documentary films on the subject **"125<sup>th</sup> Birth Anniversary of Netaji Subhash Chandra Bose"** assigned to outside filmmakers are under production.
8. 2 documentary films on the subject **"Disaster Management"** are under production.

### Production & Outreach initiatives-INDIA@75

**24 documentary films on the subject 1) 75 years of India's Independence with a slew of programmes and projects to showcase 'development, governance, technology, reform, progress and policy' over the years and 2) Success stories of common men and women who have made extraordinary contribution to the society, and who were honoured and cited with Padma awards during the past five to six years assigned to outside filmmakers are under production.**

### NATIONAL MUSEUM OF INDIAN CINEMA

The National Museum of Indian Cinema has been set up at the Films Division complex in Mumbai to showcase the rich cinematic history of India as well as to encapsulate socio-cultural history of India as revealed through evolution of Cinema. The Museum takes the visitors through an absorbing journey of more than a century of Indian Cinema in a story telling mode with the help of visuals and graphics, film clippings, artifacts, publicity materials, interactive exhibits and many more. Also, an exclusive gallery on the theme, Gandhi and Cinema, is set as part of the Film Museum.

The Museum was closed since March 17, 2020 due to the COVID-19 pandemic and has been re-opened on October 22, 2021 for public. **The operation and maintenance of**

**NMIC has been transferred to National Film Development Corporation from December 31, 2021 in pursuance to Ministry's directives.**

### **B) Distribution & Outreach Wing:**

Films Division has six distribution branch offices located at Kolkata, Vijayawada, Hyderabad, Thiruvananthapuram, Chennai and Bengaluru and Exhibitor Cells at Mumbai & New Delhi. The Branch Offices and Exhibitor Cells monitor mandatory screening of PSA films by cinema houses under their jurisdiction, organize film festivals and special screenings,

marketing of FD content. These field offices are controlled and monitored by DHO at the Films Division HQ, Mumbai.

### **Outreach Activities**

#### **A. FILMS AWARDED/SELECTED/ENTERED/SCREENED IN FILM FESTIVALS**

#### **1. Awards: 67<sup>th</sup> National Film Award - 2020**

**i) Elephants Do Remember - Best Biographical Film - Rajat Kamal**

**ii) Charan Atva - The Essence of Nomad - Best Ethnographic Film - Rajat Kamal**

### **2. Films Selected: 18 Films/8 Festivals**

<b>Sr. No.</b>	<b>Name of the Film Awards/Film Festival</b>	<b>Number of Films</b>
1.	Indian Panorama-52 <sup>nd</sup> International Film Festival of India (IFFI) 2021	2
2.	Norgs International Independent Film (NIIF) Festival, Iran	1
3.	7 <sup>th</sup> Gbeck Future Film Festival, Prince Edward Island, Canada	1
4.	Fillum International Historical & Short Film Festival, Massachusetts, USA	1
5.	Glimpses of South Asia Film Festival by Fachschaftsrat (FSR) South Asia Institute University of Heidelberg, Germany	1
6.	Nila International Folklore Film Festival of India 2021	8
7.	7 <sup>th</sup> International Film Festival of Shimla (IFFS) 2021	3
8.	Madurai International Documentary & Short Film Festival	1

### **3. Films Entered : 64 Films/14 Festivals**

<b>Sr. No.</b>	<b>Name of the Film Awards/Film Festival</b>	<b>Number of Films</b>
1.	Asian Television Awards, Singapore	1
2.	Yamagata Documentary Film Festival, Tokyo Japan	1
3.	Tirana International Film Festival, Albania	1
4.	Athens Ethnographic Film Festival-Ethnofest, Greece	1
5.	13 <sup>th</sup> IDPA awards for Excellence Organized by Indian Documentary Producers Association, Mumbai	6
6.	Indian Panorama-2021, 52 IFFI, Goa	3
7.	13 <sup>th</sup> International documentary & short Film Festival of Kerala (IDSFFK)	26
8.	27 <sup>th</sup> Kolkata International Film Festival, Kolkata	6



Sr. No.	Name of the Film Awards/Film Festival	Number of Films
9.	NFDC Film Bazaar, 52 <sup>nd</sup> IFFI, Goa 2021	5
10.	7 <sup>th</sup> International Film Festival of Shimla 2021	3
11.	NILA International Folklore Film Festival of India 2021	4
12.	Chennai International documentary & Short Film Festival 2022	2
13.	5 <sup>th</sup> International Folklore Film Festival-IFFF 2022	2
14.	Chitra Bharti National Short Film Festival, Bhopal	3

#### 4. Films Screened: 7 films/3 Festivals

Sr. No.	Name of the Film Festival	Number of Films
1.	Panchajanyam International Film Festival, Kerala	1
2.	Environmental Film Festival By Suchitra Film Society, Bangaluru	2
3.	13 <sup>th</sup> International Documentary & Short Film Festival of Kerala (IDSFFK)	4

#### (B) Online Festivals/Special Screenings

Sr. No.	Name of the Film Festival	Dates	Online Viewership
1.	Paid Tribute to Martyrs of the Jallianwala Bagh massacre on its 102 <sup>nd</sup> Anniversary	13.04.2021	1,480
2.	Paid Tribute to Dr. Babasaheb Ambedkar on his Birth Anniversary	14.04.2021	1,611
3.	Paid Tribute to Father of Indian Cinema, Dadasaheb Phalke on his 151 <sup>th</sup> Birth Anniversary	19.04.2021 – 30.04.2021	4,577
4.	World Heritage Day	18.04.2021 – 19.04.2021	23,354
5.	The Birth Centenary Celebrations of Satyajit Ray	02.05.2021	12,661
6.	Paid Tribute to the Great Social Reformer & “Father of Indian Renaissance” Raja Ram Mohan Roy on his 249 <sup>th</sup> Birth Anniversary	22.5.2021	2,259
7.	Paid Tribute to Legendary Sports person, Milkha Singh	22.6.2021	1,605
8.	Celebrated 7 <sup>th</sup> International Day of Yoga	21.6.2021	495
9.	Azadi Ka Amrit Mahotsav Celebration by MIB and to mark Azad Hind Diwas	21.10.2021	973
10.	As a Part of Azadi Kaamrit Mahotsav on Janjatiya Gaurav Diwas	15.11.2021	1,651
11.	Azadi Ka Amrit Mahotsav	17.11.2021	50
12.	Swachhata Pakhwada		

## 1. Special online screenings:

Sr. No.	Occasion	Dates	Online Viewership
1.	World Nature Conservation Day	28.7.2021	485
2.	On the Occasion of World Photography Day	19.8.2021	1,814
3.	International Science Day	10.11.2021	2,484
4.	Azadi Ka Amrit Mahotsav, Janjatiya Gaurav Diwas	15.11.2021	1,651

### C) Administration & Finance Wing:

The Administration Wing consists of Finance, Personnel, Stores, Accounts, Factory Management and General Administration.

### CITIZEN CHARTER

Films Division has prepared the Citizen Charter and the same is available on [filmsdivision.org](http://filmsdivision.org). A Nodal Officer has been nominated for proper implementation of the Charter. The contents of the Citizen Charter are being updated by including new aspects therein.

### Public Grievances Redressal Mechanism

In accordance with the instructions/guidelines issued by the Government, mechanism for redressing public grievances has been established. The Director of Administration has been nominated as Public Grievances Officer for Films Division. Track of the disposal of public grievances is maintained. Register for public and staff grievances are maintained and requisite report of the disposal of Public Grievances is sent to the Ministry regularly.

### Vigilance Activities Carried Out in Films Division During April 1, 2021 to December 14, 2021

A Vigilance cell consisting of one Superintendent, one Assistant and one Lower

Division Clerk under the supervision of Asstt. Administrative Officer and Director of Administration (Vigilance Officer) are working to monitor the Vigilance/Disciplinary cases against the employees of the Division.

Details of the areas selected for keeping surveillance are as under: Distribution Branch Offices located at Chennai, Bangalore, Hyderabad, Thiruvananthapuram, Vijayawada and Kolkata.

### RTI

In accordance with the Right to Information Act, 2005 and instructions/guidelines issued by the Government from time to time, Films Division has nominated Director of Administration as Appellate Authority and one Director as Central Public Information Officer. All the matters pertaining to the implementation of the Right to Information Act are dealt with by the Nodal Section i.e. Establishment-I Section in the Head Office.

### Social Media

Films Division is active and supports on creating awareness of pandemic COVID-19 #Indiafightscorona on social media with the official Twitter and Facebook accounts of Films Division and also **retweeted total 4,668 tweets** from April 2021 to November 2021 of official Twitter handles of @narendramodi, @pmoindia, @ianuragthakur, @murugan\_mos, @mohfw\_india and others.



## CHILDREN'S FILM SOCIETY, INDIA

Due to COVID-19, when regular Theatrical and Non-Theatrical Screenings pan India for children were restricted, CFSI started conducting online shows to keep children safe and engrossed in entertainment. The online shows were conducted through various available sources viz. children residing in orphanages, remand, and shelter homes and NGOs, while taking all necessary steps to prevent the spread of COVID-19 and also through Online Education platforms.

**From April 1, 2021 to November 30, 2021, CFSI has successfully conducted 1,257 shows benefiting 36,492 audiences.**

During the year 2021-22, CFSI films were submitted in 7 National/International Film Festivals.

### VIDEO BLOGGING CONTEST -

To celebrate the **Azadi Ka Amrit Mahotav** in a unique way, **CFSI** in association with the **Embassy of India, Mexico & Gurudev Tagore Indian Cultural Centre** had organized a Video Blogging contest for school children in Mexico to explore their creativity as "**Little Directors**" by creating video blogging on 152<sup>nd</sup> birth anniversary of Mahatma Gandhiji on October 2, 2021. The event was named as "**Wallpapering Mexico with Gandhi's Philosophy and Thoughts**". 50 entries were received from Mexican children.

### DISTRICT CHILD PROTECTION UNITS

During COVID-19 lockdown, to expand the online screening activity, CFSI approached total 573 District Child Protection Units in India for collaboration for online screening in NGOs/organizations under their jurisdiction.

## PRODUCTION

Under the Swachhta Action Plan, certification of Swachhta Films viz. *Safai, Lokya, A Clean Game, Banjad, Reva*; made to spread awareness about benefits of washing hands, advantage of personal hygiene, awareness about open defecation and lack of toilets were made by students of age group of 6-16 years (Little Directors) in Phase II at Rajasthan has been completed.

### Modernization & Computerization

CFSI has been using computers based on actual needs of individual departments which are upgraded periodically.

### E-Commerce in the activities

The film production submission of proposal, registration of delegates has been made online with integration of payment gateway. The film (entries) submissions for the film festivals organized by CFSI are made online. All Payments and Receipts are being done online. The process of e-Tendering is followed for procurement of services.



Film and Television Institute of India

## FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

The Film Institute of India was set-up in 1960. The Institute was renamed as Film and Television Institute of India (FTII) and was registered as a Society in October, 1974 under the Registration of Societies Act, 1860. The FTII Society consists of eminent personalities connected with Film, Television, Communication, Culture, Alumni of the Institute and Ex-Officio Government Members and is governed by a Governing Council, headed by Chairman. The current Chairman is Shri Shekhar Kapur.

The Institute consists of two Wings, Film and Television wings, which offers three-years and two-year Post Graduate Diploma courses and one-year PG certificate course.

## HIGHLIGHTS

- 1. Remembering Ray:** The online event by FTII as part of the year-long birth centenary of Satyajit Ray saw a galaxy of well known film educationists and industry practitioners, many of them FTII alumni, talked about Ray's work and the legacy he has left behind.
- 2. Shri Raj Kumar Hirani's Interaction:** One of FTII's most accomplished film maker alumni Shri Raj Kumar Hirani held a spell-binding online discussion anchored by Shri Shekhar Kapur, Chairman FTII with students and faculty.
- 3. Shri A.R. Rahman's Interaction:** Academy Award winning Music composer Shri A.R. Rahman, interacted online with FTII students in a session and discussed a range of subjects connected with music.
- 4. Celebrating the legacy of Ms. Sumitra Bhave:** FTII, along with NFAI, organized an online event, 'Smarananjali' to pay an online tribute to National Award-winning director, Ms. Sumitra Bhave.
- 5. Smarananjalis were also organised for Shri Raj Khosla, Shri Bimal Roy and Shri V. Shantaram.**
- 6.** Golden Jubilee celebrations were held for FTII's acting batch of 1971.
- 7.** The Television Wing of FTII also celebrated its Golden Jubilee. As part of the activities, Gen. M.N. Narvane became the first-ever Indian Army Chief to step into FTII. He dedicated the Institute's TV building to the memory of the multifaceted Shri P L Deshpande (fondly known as Pu La) by unveiling a giant mural on the exterior of the building.
- 8. 23<sup>rd</sup> Convocation of FTII:** Internationally acclaimed producer-director of Indian origin Mira Nair was the Chief Guest of the ceremony held on September 28, 2021.
- 9. BRICS Film Technology Symposium:** Along with Ministry of Information and Broadcasting and FICCI, FTII co-hosted BRICS Film Technology Symposium on September 1-2, 2021. The symposium had members of Academic Council as panelists and held discussion on collaboration for film making among BRICS nations and emerging technologies.
- 10. Swarnim Vijay Varsh – Victory Flame:** FTII welcomed the Victory Flame in commemoration of the Golden Jubilee of India's victory in the 1971 Indo-Pak war on October 18, 2021.
- 11.** As a part of Azadi Ka Amrit Mahotsav Celebrations, in association with State Govt., UT Administrations, Educational Institutes, Universities etc, FTII decided to conduct 75 short courses, free of cost, exclusively for the Scheduled Tribe participants. These courses are named as Amrit Mahotsav Courses and 4 such courses are being offered – (i) Screen Acting, (ii) Screenplay Writing, (iii) Smartphone Film Making and (iv) Film Appreciation. Amrit Mahotsav courses commenced in October, 2021 and till date FTII conducted 25 such courses thereby training 475 Scheduled Tribe participants in the field of Cinema & Television. These courses were conducted for the participants from states Meghalaya, Tripura, Manipur, Telangana, Madhya Pradesh, Rajasthan, Kerala and Odisha and Union Territory of Ladakh.

## PARTICIPATION OF FTII FILMS IN FILM FESTIVALS

- 1.** '*And what is the Summer saying*' directed by Ms. Payal Kapadia was sent to the Cinematheque Passion in Macao (June 26 to July 4, 2021).
- 2.** '*3C48*' directed by Shri Vamsi Telugu was sent to the Film Light Colour Awards (September 15 to 25, 2021)
- 3.** 13<sup>th</sup> International Documentary & Short Film Festival (September 25 to 30, 2021)
  - i.** *Bheja Neel Terpal* by Shri Anunay Barbhuiya.

- ii. *Catdog* by Ms. Ashmita Guha
  - iii. *Chait* by Ms. Aranya Sahay
  - iv. *Shantabai* by Shri Pratik Gupta
  - v. *Vaavtal* by Shri Suraj Madhale
  - vi. *Valan* by Shri Kaushikkumar Garashiya
  - vii. *Nilani* by Shri Mazhar Kamran
  - viii. *Sondhyani* by Shri Serel Murmu
  - ix. *In Shadows we Hide* by Shri Malayaj Awasti
  - x. *Return to the Cender* by Shri Rajarshi Sarkar
  - xi. *Junction* by Shri Pratik Gupta
4. Camerimage 29<sup>th</sup> International Film Festival of the Art of Cinematography in Torun, Poland (November 13 to 20, 2021)
- i. *Wickedness Unto the Wicked* by Shri Jaydeep Manepalli
  - ii. *Ankai Tankai* by Shri Mansingh C
  - iii. *Kambdawane* by Shri Gulson G Nayak
  - iv. *Aaroh* by Shri Ranjan Kumar
  - v. *Whispers of the Heena Tree* by Shri Soumyojit Guha
5. Indian Panorama Section of 52<sup>nd</sup> International Film Festival of India, Goa, (November 20 to 28, 2021)
- i. *Agatik* by Shri Lohit Lodhwal
  - ii. *Return to Cinder* by Shri Rajarshi Sarkar
  - iii. *The Spell of Purple* by Ms. Prachee Bajania
  - iv. *Aashaon Ke Paar* by Shri Rohit Kumar
  - v. *Songs from Faraway Land* by Shri Tuhinabha Mazumder
  - vi. *3C48* by Shri Vamsi Telugu
  - vii. *Vaavtal* by Shri Suraj Madhale
  - viii. *Valan* by Shri Kaushik kumar Garasiya
  - ix. *Songs of an Oasis* by Shri Himanshu Singh
- x. *Nilani* by Shri Mazhar Kamran
6. Belfort Film Festival (November 21 to 28, 2021).
- i. *None Other* by Shri Ganesh Gaikwad
  - ii. *A Light of Kindness* by Shri Prashantanu Mahapatra
7. International Student Film Festival PiterKiT, St. Petersburg, Russia (November, 2021)
- i. *The Spell of Purple* by Ms Prachee Bajania
  - ii. *Aashaon Ke Paar* by Shri Rohit Kumar
  - iii. *Electric towers that swallow stories* by Ms Navaneetha krishnan
  - iv. *Salim Nagar Ki Chauthi Gali Malegaon* by Shri Abhradeep Ganguly
  - v. *Kalsubai* by Shri Yudhajit Basu
  - vi. *Bhor* by Ms. Apoorva Dua
  - vii. *Catharsis* by Ms. Sisira Anil CK
  - viii. *Fluck* by Shri Jayaesh Joshi
  - ix. *Mangalik* by Shri Ankur Abhishek
  - x. *Nirmalya* by Shri Jayesh Joshi
8. Kautik International Film Festival (November 23 to 26, 2021)
- i. *None Other* by Shri Ganesh Gaikwad
  - ii. *Swaramanthan* by Shri Milind Bapat
9. South Asian Feminist Film Festival (December 1 to 4, 2021)
- i. *Spell of Purple* by Ms. Prachee Bajania
  - ii. *Pritha* by Shri Sushant Bhatt
  - iii. *Spring of Mashroom* by Shri MM Rahul
  - iv. *Benrang Bandadi* by Shri Suraj Madhale
10. 19<sup>th</sup> Kalpanirjhar Film Festival (December 8 to 12, 2021)
- i. *None Other* by Shri Ganesh Gaikwad
  - ii. *Electric Tower Swallow the Story* by Shri Navneetha Krishnan
  - iii. *Ashao ke Paar* by Shri Rohit Kumar

- iv. *Nirmalya* by Shri Jayesh Joshi
  - v. *3C48* by Shri Vamshi Telugu
  - vi. *Khaaliq-E-Kul* by Shri Ankur Abhishek
11. CLAP STICK Film Festival organised by the Satyajit Ray Film and Television Institute, Kolkata (January 8 to 18, 2022)
- i. *The Spell of Purple* by Ms. Prachee Bajania
  - ii. *Aashaon Ke Paar* by Shri Rohit Kumar
  - iii. *Aagatik* by Shri Lohit Lodhal
  - iv. *Salim Nagar Ki Chauthi Gali Malegaon* by Shri Abhradeep Ganguly
  - v. *Kalsubai* by Shri Yudhajit Basu
  - vi. *Catdog* by Ms Ashmita Guha
  - vii. *3c48* by Shri T Vamsi
  - viii. *Whispers of the Heena Tree* by Shri Soumyojit Ghosh
  - ix. *Apla Bhasa Dongabhar* by Shri Amartya Roy
  - x. *Aaroh* by Shri Ranjan Kumar
12. 'None Other' directed by Shri Ganesh Gaikwad will be sent to 51<sup>st</sup> International Film Festival Rotterdam (January 26 to February 6, 2022)
13. 24<sup>th</sup> Kyoto International Student Film and Video Festival, 2021, Japan (February, 2022)
- i. *Ashaon ke Paar* by Shri Rohit Kumar
  - ii. *Salim Nagar ki Chauthi Gali* by Shri Abradeep Ganguly
  - iii. *Whispers of the Hena Tree* by Shri Soumyojit Guha
  - iv. *Apla Diongar ADaryatla Ghar* by Shri Amartya Ray
  - v. *Kalsubai* by Shri Yudhajit Basu
  - vi. *Bhor* by Ms. Apoorva Dua
  - vii. *Catharsis* by Ms. Sirsira Anil
  - viii. *Fluck* by Shri Jayesh Joshi
  - ix. *Mangalik* by Shri Ankur Abhishek

- x. *Nirmalaya* by Shri Jayesh Joshi
14. Berlin Film Festival (February 11 to 20, 2022)
- i. *None Other* by Shri Ganesh Gaikwad
  - ii. *Swaramanathan* by Shri Milind Bapat

### AWARDS FOR FTII FILMS

- I. "Kalsubai" directed by Shri Yudhajit Basu won Special Mention of the Ecumenical Jury in the International Online Competition at Oberhausen and also the Grand Online Prize of the City of Oberhausen, Germany (May 10, 2021).
- II. "3C48" directed by Shri T. Vamsi won Second Best Film in Kalpanirjhar Film Festival, Calcutta (December 11, 2021).



Satyajit Ray Film and Television Institute

## SATYAJIT RAY FILM AND TELEVISION INSTITUTE

Satyajit Ray Film & Television Institute (SRFTI) was established in 1995 as an autonomous academic institution and is registered under the West Bengal Societies Registration Act, 1961. Named after the legendary film maestro Satyajit Ray, the Institute is a National Centre of cine-pedagogy offering three-year post-graduate programme in six specializations in films – Direction & Screenplay Writing, Cinematography, Editing, Sound Recording & Design, Producing for Film & Television and Animation Cinema and two year Post Graduate Diploma Programme in Electronic & Digital Media (EDM).

### HIGHLIGHTS

- Under the auspices of 'Ek Bharat Shreshtha Bharat' Various Year long programs

such as discussion/webinar, “Poshak” competition etc. were organised.

- SRFTI Student’s Sharan Venugopal Film ‘Oru Paathiraa Swapnam Pole’ won award for Best Film in category “Family values” in **67<sup>th</sup> National Award held in October, 2021.**
- As a part of Amrit Mahotsav, the Institute grandly celebrated the birth centenary of Satyajit Ray, a versatile genius and a creative prodigy. In this connect, an international Students Film Festival was held in January, 2022.
- The 7<sup>th</sup> International Day of Yoga, 2021 was celebrated in SRFTI in a befitting manner. A Yoga demonstration program, according to Common Yoga Protocol was held.
- A total of 16 officer trainees had one-day attachment with SRFTI. During this online attachment, the Director, the Registrar and faculty members had discussion with trainees on emerging areas in the practice of film making and on New Content, New Technology and New Policies with special emphasis on Digital Media.
- In order to mark the 8<sup>th</sup> anniversary of the notification of Sexual Harassment of Women at Workplace Act 2013, the Institute organized an awareness program on December 9, 2021. In this awareness program, Amrita Dasgupta addressed her lecture to the students and employees of this Institute.
- The Institute had initiated intensive cleanliness drives from October 2 to October 31, 2021. Special cleanliness drive were organized in different sections, auditoriums, offices, hostel and canteen.
- The Institute had observed the Vigilance Awareness Week from October 26 to November 1, 2021. A banner highlighting the theme, *Independent India @ 75: Self-reliance with Integrity*, was displayed at the Institute.

- The Institute observed Hindi Pakhwada following the motto ‘Always Energetic: Constantly Trying’ from September 14 to September 28, 2021. Competitions were organized in Hindi on Prashashanik Shabdavali, Hindi Nibandh, noting and dictation.
- A presentation named ‘Cinema of Buddhadeb Dasgupta’ in the memory of the critically acclaimed filmmaker, Buddhadeb Dasgupta was organized on June 10, 2021 in virtual mode.
- The Department of Direction and Screenplay Writing facilitated and ensured submission of film entries for CAPA and CILECT Awards. The Institute ranking of the films were sent to CILECT. Moreover, the Department of Direction and Screenplay Writing organized an online conversation with production designer, Subrata Chakravarty. 80 film connoisseurs, aspiring art directors and film makers attended the session.
- To spread out the International presence, the Institute is ready to offer online and physical courses to non-CILECT member countries based on the requirements and needs. In this regard, the faculty members attended online Round Table discussion, organized by Griffith Film School, Australia.
- Under a cultural exchange project, ‘A Journey to Europe’, scripts of the alumni of the Institute were chosen.

### **Celebration of Centenary of Birth Anniversary of legendary film maestro late Satyajit Ray**

1. The Institute had planned year-long programs and activities to celebrate the birth centenary year of Satyajit Ray, the legendary film maestro. To mark the beginning of the centenary, a curtain raiser video were launched on his birth anniversary, May 2, 2021. The video featured the message by the Honorable Minister of Information and Broadcasting, Government of India.

Exceptional Achievements					
Name	Department	Film Name	Award	Category	Period
<b>Sharan Venugopal</b>	Direction and Screenplay Writing	<i>Oru Paathiraa Swapnam Pole</i>	<b>67<sup>th</sup> National Award for Best Film</b>	Family Values	October, 2021
Participation in International Film Festivals					
Name	Department	Film Name	Film Festival	Category	Period
<b>Subarna Das</b>	Animation Cinema	<i>Amayi</i>	VGIK (Russian State University of Cinema) Students Film Festival, Annecy Film festival, Krakow film festival, Drama International film festival, Les Femmes' Animent,	-	June, 2021
<b>Anindita Dutta</b>	Animation Cinema	<i>Tricy</i>	Rozafa International Film Festival for Children and Young People	-	November, 2021
Participation in Film Festivals in India					
Name	Department	Film Name	Film Festival	Category	Period
<b>Sovan Datta</b>	Animation Cinema	Notun Fasal	ASIFA ANIMATION		October, 2021
<b>Abhijeet Sarthi</b>	Direction and Screenplay Writing	<i>Bablu Babylon Se</i>	International Film Festival of India, International Documentary and Film Festival	Indian Panorama	November, 2021
<b>Rishi Bhowmik</b>	Animation Cinema	<i>Megha</i>	International Film Festival of India, International Documentary and Film Festival	-	November, 2021
<b>Sharan Venugopal</b>	Direction and Screenplay Writing	<i>Oru Paathiraa Swapnam Pole</i>	International Documentary and Film Festival	-	November, 2021
<b>Pratik Thakare</b>	Direction and Screenplay Writing	<i>Salana Jalsa</i>	International Documentary and Film Festival	-	November, 2021
<b>Debottam Basu</b>	Direction and Screenplay Writing	<i>Nirapod Durotto Bojay Rakhun</i>	International Documentary and Film Festival	-	November, 2021
<b>Vrushab Maitri</b>	Direction and Producing	<i>Griha Aar Paibo Kotha</i>	International Documentary and Film Festival	-	November, 2021



2. A dedicated website *raytoday.in* was also launched on May 2, 2021. The website intends to showcase the programs/activities of the Government of India as part of centenary celebration.
3. An online Film Appreciation Course was made live on SWAYAM - NPTEL platform.
4. An activity book “Magician called Ray” for school children is undergoing trial. A session of “Training the Teachers” for 20 Art teachers of Kendriya Vidyalaya Sangathans, schools of Kolkata was conducted on November 27, 2021.

## FILM & TELEVISION INSTITUTE IN ARUNACHAL PRADESH

As part of Government’s initiatives for overall development of North-Eastern Region of the country and to encourage talent among youngsters of the North-East in the sector of film and television, the Ministry proposed to establish a Film and television Institute in North-Eastern region on similar lines to that of FTII, Pune and SRFTI.

CPWD has been engaged for execution of construction work of FTI at Arunachal Pradesh. Construction work is under progress. (52% construction completed).

Currently, short term courses related to film and television sector are being conducted at the temporary campus.



## NATIONAL FILM ARCHIVE OF INDIA

The need for preserving film as art and historical documents has been recognized all over the world. The task of preserving cinema in all its varied expressions and forms has been entrusted to the National Film Archive

of India (NFAI). NFAI was established as an independent media unit under the Ministry of Information and Broadcasting in 1964. NFAI is the outcome of the Government’s realization that films are as valuable as books and other historical documents and that the country’s film heritage needs to be preserved for posterity.

In addition to the primary charter of acquiring and preserving the heritage of Indian cinema, it is also one of the declared objectives of the Archive to ensure that the cultural presence of the Indian cinema is made more visible across the globe.

Thus, the NFAI has the following aims and objectives:-

1. To trace, acquire and preserve for posterity the heritage of National cinema and build up a representative collection of World Cinema;
2. To classify and document data related to film, undertake and encourage research on cinema and publish and distribute them;
3. To act as a centre for dissemination of film culture in the country and to ensure the cultural presence of Indian cinema abroad.

### Organizational setup

With headquarters in Pune, NFAI has three Regional Offices at Bangalore, Kolkata and Thiruvananthapuram. These regional offices are primarily engaged in the task of diffusing film culture in the respective areas through film societies, educational institutions and cultural organizations. The functioning of the regional offices is overseen by the Director, NFAI. The staff strength of NFAI inclusive of the three Regional Offices is 22 in the administrative wing and 27 in the technical wing.

### Film Acquisition Policy of NFAI

- Films which are awarded prizes and certificates of merit in the National and State Awards for Films in India and in International Film Festivals.
- Films shown in the Indian Panorama

section of International Film Festival of India.

- Films which have been popular at box office and seen by large audiences in India and abroad.
- Film adaptations of well-known literary works both Indian and foreign.
- Films shot in Indian and foreign locales and made either by Indian or foreign nationals.
- Films financed/produced by NFDC and other Government organizations.
- Representative examples of good children's films.
- Actual material recorded in news coverage done by Indian and foreign production setups.
- Documentaries of historical importance made by Government and private agencies.

### Film Storage/Preservation

NFAI houses nearly 27 state-of-the-art, film preservation facilities/vaults with archival standards and specifications. These vaults have the capacity of nearly 2 lakh film reels storage. The film vaults are maintained with following temperatures for black and white films, color films and nitrate based films:-

Type of films	Temperatures	Relative Humidity
Nitrate Films	10 degrees -12 degrees C	40 per cent
Black & White films	10 degrees – 12 degrees C	40 per cent +/- 5
Colour films	2 degrees – 4 degrees C	30 percent +/- 5

### FIAF Member

NFAI has been a member of the International Federation of Film Archives (FIAF) since May, 1969. FIAF membership enables NFAI in getting expert advice, know-how and material on preservation techniques, documentation, bibliographies, etc. It also facilitates exchange of rare films with other Archives under archival exchange programmes.

### Important Acquisitions: -

A huge collection of books and films from the personal collection of prominent documentary filmmaker and film historian Vijaya Mulay is now part of National Film Archive of India. Her daughter, renowned actress Suhasini Mulay donated the valuable collection to the NFAI. The personal collection consists of more than 200 books, multiple VHS tapes and a film in 16 mm format. The enormous number of books in different languages covers a vast variety right from Indian cinema, prominent filmmakers and fiction & non-fiction films to the world cinema and globally acknowledged filmmakers. There are also magazines, journals, film dictionaries and brochures/official documents of various film festivals.

- Veteran actor Dr. Mohan Agashe donated about 150 catalogues of various film festivals to NFAI.
- A huge collection of films received from various film distributors and now it is part of National Film Archive of India. This collection comprises of Hindi and Marathi Films.
- NFAI received a DVD of Tapan Sinha's Louha Kapat (1957/Bengali ) from Mr. Pramod Lahiri, Producer, Kolkata (WB).
- Five boxes of VHS, Betacam, U-matic, 16 mm Films related to Kirloskar Industries received from Ms. Alika Kirloskar, Pune.
- One Digital Audio Tape (Title: *Pu. La. Deshpande*) was donated to NFAI by Mr. Dinesh Thakur
- Bodo Films material received from Mr. Jwngdao Bodosa, (Bodosa Film Production). Additionally, 2K DPX, 2K MOV file and Sound scans of "ALAYARON" from M/s. Bodosa Film Production – Assam for Digital Preservation Purpose
- Twenty One Boxes of DVDs are received from Third Eye Film Festival – Mr. Kiran V. Shantaram (Chairman) Address is Rajkamal Studio, S.S. Rao Road, Parel, brought by Parel Camera Negatives of two Titles, one including Satyajit along with other film elements received from M/s. Priya Cinema, Kolkata (Ms. Purnima

Dutta) on October 11, 2021 for Digitization under National Film Heritage Mission (NFHM).

- Camera Negatives of four more Satyajit Ray titles along with other film elements received from West Bengal Government on October 11, 2021 for digitization under NFHM.

### Participation in Film Festivals

19<sup>th</sup> Pune International Film Festival was organized from December 02 to 09, 2021. NFAI was an event partner for this festival. Daily four shows at the NFAI Main Theatre were held for the registered participants.

The Hungarian Film Festival was organized from December 10 to 11, 2021 by NFAI in collaboration with the Consulate General of Hungary in Mumbai and supported by Emirates Airlines.

### Oral History Project

In March/April 2021, the NFAI website made available the Oral History Project with audio recordings of about 8,000 minutes which are part of NFAI Research Project. It contains 53 interviews in five languages of pioneering film personalities, narrating about their life, stories and anecdotes, recorded in the 1980s. The interviewees J. B. H. Wadia, Akkineni Nageshwar Rao, Vijay Bhatt, P Bhanumathi, SD Subbulakshmi, C. Honnappa Bhagvathar, Zunzarrao Pawar, Dada Salvi, Chandrakant Gokhale, RM Krishnaswamy, SV Venkatraman, Vishnupant Jog, Nanasahab Sathe, Nilu Phule, Shobha Sen and Soumitra Chatterjee among others. NFAI also made available the English translations of all the regional language uploads.

### Social Media Outreach

Along with the mission of archiving and preserving films for the next generations, Film Literacy is also among the major goals of the NFAI. That is where social media plays a huge role in enriching the larger number of audiences with knowledge and information on Indian cinema. NFAI also uploads videos on its social media, on prominent days like

International Yoga Day, Environment Day, birth centenary of Mahatma Gandhi, Dr. B.R. Ambedkar, etc. NFAI has a strong presence on social media platforms like Facebook, Twitter, Instagram, WhatsApp, and YouTube.

### Special Events

#### • **Chitranjali @ 75: A Platinum Panorama**

As India is celebrating 'Azadi Ka Amrit Mahotsav', to mark the seventy-five years of India's Independence, NFAI has put together a special virtual exhibition of film posters and photographs. Since the birth of Cinema in India, the silver screen has portrayed the unique struggle of the freedom movement in many languages across the eras. The collated visuals, information, data and content put together a virtual exhibition of posters featuring 75 iconic films; the exhibit is displayed on the official website of NFAI. The exhibition was launched on August 27, 2021 by Hon'ble Minister of Information & Broadcasting, and Minister of Sports and Youth Affairs, Shri Anurag Singh Thakur.

- As part of 'Azadi Ka Amrit Mahotsav', various documentaries have been digitized by NFAI and were screened on the official Youtube Channel.
- Celebrated the birth centenary of legendary filmmaker Satyajit Ray with our Face of The Week segment on NFAI social media platforms. Posted various images, videos, rare news articles, book excerpts showcasing his brilliance of work from different films in his illustrious career.
- Covered a live event in presence of Sharmila Tagore, Aparna Sen, Anant Mahadevan, K. Hariharan, Samik Bandopadhyay, Arunaraje Patil and Amit Tyagi on the timeless contribution of Ray on NFAI YouTube channels, promoted the same through NFAI social media platforms.
- *Banani* (1989) on World Environment Day, and *Yoga for Health* (1950) and *Samadhi* (1977) on International Yoga Day were uploaded on NFAI YouTube channels, promoting the same on social media of NFAI marking the importance of the same.

## Supply of films for various programmes & the programmes held by NFAI

NFAI's activities to disseminate film culture in India are manifold. Its distribution library has about 25 active film club/members throughout the country. The Archive supplies films for various screening programmes and film festivals across India. During the year, NFAI supplied films and organized various film festivals in coordination with other organizations

NFAI, Arbhaat Film Club and Raju Sutar together launched a Film Club with a special focus on documentary films. The film club will showcase a documentary film every month, along with interactive sessions with filmmakers and film scholars.

### Films sent for International Film Festivals

- *Interview* directed by Mrinal Sen, unlisted YouTube link of Full HD digital file was shared with bi'bak Berlin.
- 2K DCP of John Abraham's *Amma Ariyan* was provided to Il Cinema Ritrovato Festival 2021 (Bologna, Italy) as well as 17<sup>th</sup> Berwick Film & Media Arts Festival 2021.
- Full HD digital file of Manmohan Mahapatra's *Neeraba Jhada* was provided for 'CINE ODISHA, Dubai - timeless cinema of Odisha', screened during the Prestigious World Expo 2020 in Dubai.
- Unlisted YouTube link of Full HD digital file for Shyam Benegal's *Manthan* was provided to Liberating Cinema Edinburgh Scotland, United Kingdom.

### FILM APPRECIATION COURSES

A four-week Film Appreciation course was conducted from May 20 to June 19, 2021 in coordination with FTII through online mode. A total of 54 participants attended the course.

A film Appreciation Course in Marathi was conducted in coordination with Federation of Film Society of India from September 30 to October 6, 2021. A total of 53 participants attended the course.

Winter film Appreciation Course was conducted from December 6, 2021 to January 6, 2022. A total of 29 participants attended the course.

### Plan Outlay

NFAI has a budget provision of Rs. 37.20 crores during 2021-22 for Plan Scheme namely Development, Communication & Dissemination of Filmic Content (DCDFC). The Capital outlay scheme has a total of Rs. 12.62 crores during 2021-22.

### Budget Estimates 2021-2022

(Amount in Crore)

Major Head "2220" - Information & Publicity	Establishment	Central Sector Schemes
Revenue	10.58	37.20
Capital	0.00	12.62
Total	10.58	49.82

### Welfare of SC/ST/OBC

Due care is taken to provide benefits and welfare for the employees belonging to SC/ST/OBC, as per the norms amended from time to time.

### Use of Hindi as Official Language

Hindi Pakhwada was celebrated on September 23 and 24, 2021 in National Film Archive of India. During the celebration some competitions were conducted like Hindi Translation, Official Language Policy knowledge etc. All the Officers and employees of NFAI participated in these competitions and showed their interest for Hindi. The winners of the competitions were awarded cash prizes.

On this occasion on September 24, 2021 a Hindi Workshop was also organized. The speaker Mr. Rajendra Prasad Verma, Assistant Director of Hindi Teaching scheme, Ministry of Home Affairs the Dept. of Hindi Official Language Pune, conducted a workshop on the Official Language and Technology.

## Departmentalized Accounts

NFAI follows the departmental accounting system introduced in 1976. Under this arrangement NFAI's Pay and Accounts are controlled by PAO, FD, and Mumbai. Director, NFAI as the Head of Department has been designated as DDO and has delegated these powers to the Dy. Director Cum Curator, NFAI.

## RTI

NFAI has implemented the Right to Information Act, 2005 as notified by the Govt. of India. 37 applications were received by NFAI for the period January 1, 2021 to December 31, 2021 and necessary information was provided to the applicants as per the rules. This Act has brought transparency in the functioning of the organization.

## Grievance Cell

Director, NFAI being the Head of Department has been designated as Grievance Officer. All grievances have been addressed as per the government rules and norms.

## Citizens' Charter

Citizens' Charter is hosted on NFAI's website. Citizens can visit the website ([www.nfaipune.gov.in](http://www.nfaipune.gov.in)) and obtain necessary information. Information on Citizens' Charter is updated from time to time.

## National Film Heritage Mission (NFHM)

Under NFHM, NFAI aims to achieve the below objectives:

- Film condition assessment of the film reels collection of NFAI and ascertain their left-over life
- Preventive conservation of approximately 1,32,000 film reels
- Digitization of 1,160 feature films and 1,660 short films
- 2K/ 4K picture and sound restoration of 1,086 landmark feature films and

1,152 short films of Indian cinema and recording of new picture and sound inter-negatives of each film

- Construction of archival and preservation facilities for preservation of material restored under state-of-the-art infrastructure
- Create and undertake training workshops and courses in field of conservation, preservation and archiving in co-ordination with international agencies that are experts in this field
- In-house capacity building through web-based End to End IT solution

The Government has been implementing the National Film Heritage Mission (NFHM) to undertake the restoration, digitization and archival of India's film heritage in a Mission Mode through the National Film Archive of India (NFAI). NFHM was launched November, 2014 as a Plan Scheme, initially spread over financial years 2014-15 to 2020-21 and envisaged at a total cost of Rs. 597.41 crore. NFHM has been restructured in Mission Mode and continued during the period FY 2021-22 to FY 2024-25 with an estimated outlay of Rs. 544.82 crore.

## Modernization, Computerization and e-governance/e-commerce

NFAI is a cultural and research organization and is engaged in the primary task of acquiring and preserving the heritage of Indian Cinema. It also acts as a Centre for dissemination of film culture in the country. General public, serious students of cinema and researchers from different parts of the country and from across the globe enjoy better access to the collection and services of the Archive through its website. Application forms for Film Appreciation Courses and Research Fellowship Schemes are available on the website. Public queries are mostly attended through e-mail ([nfaipune@gmail.com](mailto:nfaipune@gmail.com)). The Official Facebook and Twitter accounts of NFAI are in operation and being actively used.

## Vigilance Activities

This office does not have the post of Chief Vigilance Officer and as such the Director as Head of Department has been designated as Vigilance Officer.

12 regular and 12 surprise inspections have been conducted during the period.

Details of the areas selected for keeping surveillance: Security and copying of films.

## Theatre Facilities

NFAI has three multi-purpose theatres, a preview theatre of 35 seats and main theatre of 300 seats in the main campus and state-of-the-art theatre of 200 seats at Kothrud. Apart from NFAI's own programmes and FTII's academic screenings, the facilities were also availed of by other institutions for their screening programmes, lectures, seminars etc.

## Facilities to Producers/Copyright Owners:

NFAI is rendering services to producers/copyright owners in respect of supply of films for repairing their original negatives, preparation of duplicate copies and video copying for telecast purposes. A number of celluloid classics being telecast on the national and satellite networks were collected from its collection.

Some of the important fresh titles added to the Archive during the period under report: -

Object	35	RP	Hindi	1 Reel
Object	35	DN (+)	Hindi	1 Reel
Begunah	35	RP	Hindi	1 Reel
Begunah	35	DN (+)	Hindi	1 Reel
Bluff Master	35	RP	Marathi	7D Reels
Anraricha Deeva	16	RP	Marathi	4 Spools
Subhadraharan	16	RP	Marathi	4 Spools
Bara Varshe Saha Mahine Teen Divas	16	RP	Marathi	4 Spools
Chhand Priticha	16	RP	Marathi	4 Spools

Pudhari	16	RP	Marathi	4 Spools
Haat Lavin Tithe Sona	16	RP	Marathi	4 Spools
Chandal Chaukadi	16	RP	Marathi	4 Spools
Deed Shahane	16	RP	Marathi	4 Spools
Navsache Por	16	RP	Marathi	4 Spools
Jeeva Sakha	16	RP	Marathi	4 Spools
Kuthe Kuthe Shodhu Mi Tula	16	RP	Marathi	4 Spools
Dhamal Bablya Ganpyachi	16	RP	Marathi	4 Spools
Aai Eakveerecha Udo Udo	16	RP	Marathi	4 Spools
Sada Haldi Kunkuvcha	16	RP	Marathi	4 Spools
Rakhandar	16	RP	Marathi	4 Spools
Taichya Bangdya	16	RP	Marathi	4 Spools
Porinchi Kamal Bapachi Dhamal	16	RP	Marathi	4 Spools
Feka Feki	16	RP	Marathi	4 Spools
Khichadi	16	RP	Marathi	4 Spools
Vaat Pahate Punvechi	16	RP	Marathi	4 Spools
Sant Sakhubai	16	RP	Marathi	4 Spools
Dista Tasa Nasta	16	RP	Marathi	4 Spools
Gholat Ghol	16	RP	Marathi	4 Spools
Pandharichi Wari	16	RP	Marathi	4 Spools
Aapli Manasa	16	RP	Marathi	4 Spools
Haach Soonbaicha Bhau	16	RP	Marathi	4 Spools
Ghayal	16	RP	Marathi	4 Spools
Tu Sukhakarta	16	RP	Marathi	4 Spools
Chikat Navara	16	RP	Marathi	4 Spools
Topi Var Topi	16	RP	Marathi	4 Spools

Sant Namdeo	16	RP	Marathi	4 Spools
Swapna Soubhyagyache	16	RP	Marathi	4 Spools
Hirve Kunku	16	RP	Marathi	4 Spools
Munnabhai Ssc	16	RP	Marathi	4 Spools
Bapu Biru Wategaonkar	16	RP	Marathi	4 Spools
Ekti	16	RP	Marathi	4 Spools
Dhakti Bahin	16	RP	Marathi	4 Spools
Sadhi Manse	16	RP	Marathi	4 Spools
Bhaubeej	16	RP	Marathi	4 Spools
Owalite Bhauraiya	16	RP	Marathi	4 Spools
Anolkhi	16	RP	Marathi	4 Spools
Tai Telin	16	RP	Marathi	4 Spools
Sugandhi Katta	16	RP	Marathi	4 Spools
Rajmanya Rajashri	16	RP	Marathi	4 Spools
Pavanakatcha Dhondi (Naw)	16	RP	Marathi	4 Spools
Gharkul	16	RP	Marathi	4 Spools
Dev Pavala	16	RP	Marathi	4 Spools
Kalat Nakalat	16	RP	Marathi	4 Spools
Jagavegali Paj	16	RP	Marathi	4 Spools
Saubhagya Kankan	16	RP	Marathi	4 Spools
Durga Aali Ghara	16	RP	Marathi	4 Spools
Bala Jo Jo Re	16	RP	Marathi	5 Spools
Jay Saptshrungi Mata	16	RP	Marathi	4 Spools
Ranpakhran	16	RP	Marathi	4 Spools
Navara Mumbaicha	16	RP	Marathi	4 Spools
Maherachi Manse	16	RP	Marathi	4 Spools
Gondhalat Gondhal	16	RP	Marathi	5 Spools
Devaki	16	RP	Marathi	4 Spools

Aikave Te Navalach	16	RP	Marathi	4 Spools
Banya Bapu	16	RP	Marathi	4 Spools
Bharala Malvat Raktane	16	RP	Marathi	4 Spools
Dhakan	16	RP	Hindi	4 Spools
Jawab	16	RP	Hindi	5 Spools
Judwa	16	RP	Hindi	4 Spools
Jyoti Bane Jwala	16	RP	Hindi	4 Spools
Dhanwan	16	RP	Hindi	4 Spools
Aaj Ka Gundaraj	16	RP	Hindi	4 Spools
Bidai	16	RP	Hindi	4 Spools
Saheb	16	RP	Hindi	4 Spools
Hera Pheri	16	RP	Hindi	4 Spools
Jaani Dushman	16	RP	Hindi	4 Spools
Arpan	16	RP	Hindi	4 Spools
Elaan	16	RP	Hindi	4 Spools
Dharmatma	16	RP	Hindi	4 Spools
Adalat	16	RP	Hindi	4 Spools
Aaman	16	RP	Hindi	4 Spools
Naughty Boy	16	RP	Hindi	4 Spools
Taj Mahal	16	RP	Hindi	4 Spools
Surya	16	RP	Hindi	4 Spools
Bahurani	16	RP	Hindi	4 Spools
Bandie	16	RP	Hindi	4 Spools
Da Yaar	16	RP	Hindi	4 Spools
Shikari	16	RP	Hindi	4 Spools
Bulandi	16	RP	Hindi	4 Spools
Pakeezah (Premier Song)	16	RP	Hindi	1 Spool
Eeja Beeja Teeja	16	RP	Hindi	4 Spools
Guest House	16	RP	Hindi	4 Spools
Bridge Darshan	16	RP	Hindi	2 Spools
Khan Abdul Gafar Khan	35	Only SN	NA	NA

Shree Ram Avtar	16	RP	Hindi	4 Spools
Paisa Hi Paisa	16	RP	Hindi	5 Spools
Maadi Mane Kehwa De	16	RP	Gujarati	2 Reels
Majiyara Haiya	16	RP	Gujarati	1 Reel
Mera Ghar Mere Bache	16	RP	Hindi	2 Reels
Dil Tera Deewana	16	RP	Hindi	4 Spools
Begunah	16	RP	Hindi	2 Reels
Mughal - E - Azam	35	RP	Hindi	10 Double
Gunda No.1	35	RP	Hindi (Dub)	6 Double
Big Brother	35	RP	Hindi	8 Double
Jaan Pehchaan	35	PN	Hindi	11 Reels
Sanam	35	PN	Hindi	12 Reels
Sanam	35	SN	Hindi	9 Reels

**Statement showing archival acquisition during the year as on December 31, 2021**

Items	Numbers
Films	107
Video Cassettes	869
DVD	2000
Books	1095
Pre-recorded audio cassettes	01
Stills	4420
Wall Posters	1192
Song Booklets	409
Audio Cassettes	255
Pamphlets/folders	113
Slides	863
Digitization of ancillary film material	5201

**Plan Performance 2021-22**

(Amount in Crore)

Programme/ Schemes	S.B.G. 2021-22	R.E. 2021-22	Actual Expenditure upto 14.12.2021
Development Communication & Dissemination of Filmic Content (DCDFC)	37.20	24.06	8.40
Capital Outlay (Major Works) (NFHM)	12.62	12.62	7.75

**Statistics in respect of all important activities of NFAI:**

No. of Reels/Films	16 mm	35 mm
1. Detailed checking of films	—	514
<b>Dissemination of film culture</b>		
1. Films supplied for special occasions	—	6
2. Joint Screenings	—	4
3. Viewing facilities extended to research worker	—	11
4. Films supplied to FTII for academic screenings	—	5
5. Number of films shown at NFAI	—	109
6. Number of readers who availed of book library service	—	567
7. Number of research workers who availed of the services of Documentation Section	—	778





## DIRECTORATE OF FILM FESTIVALS

The Directorate of Film Festivals (DFF) was set up under the Ministry of Information & Broadcasting in 1973 by the Government of India with the objective of promoting Indian films and cultural exchange.

DFF organizes and implements many events such as the National Film Awards, Dadasaheb Phalke Award, International Film Festival of India, Indian Panorama to promote Indian cinema in India and abroad.

### 52<sup>nd</sup> International Film Festival of India

The 52<sup>nd</sup> edition of the International Film Festival of India (IFFI) was held in Goa from November 20 – 28, 2021. Considering the present COVID-19 situation, the 52<sup>nd</sup> IFFI was held in hybrid format - physical as well as virtual.

IFFI showcases a collage of the best of contemporary and classic films from around the globe. An array of world-renowned filmmakers, actors, technicians, critics, academicians and film enthusiasts come together to celebrate Cinema and the Art of Filmmaking through various film Screenings, Presentations, Master Classes, Panel Discussions, Co-production, Seminars and more.

A total of 52 Indian and International guests were present during the opening ceremony of 52<sup>nd</sup> International Film Festival of India, at Shyama Prasad Mukherjee Stadium, Goa. The guest list included Steering Committee Members, Technical Committee Members, Members of Preview Committee, Members from International Jury, BRICS Jury members, H.E. Consul General of France in Bombay, H.E. Hungarian Embassy, Members of India-China Film Society and Special Invitee. The event

was co-hosted by Shri Karan Johar (Steering Committee Member) and Shri. Manish Paul.

The 52<sup>nd</sup> IFFI saw the participation of over 90 countries and received a total of 624 films out of which a total of 148 International films from 73 countries were recommended by the preview committee and screened. Films from countries where very few films are produced every year like Chad, Andorra, Malta, Senegal, Somalia and Afghanistan were also represented in the 52<sup>nd</sup> IFFI.

52<sup>nd</sup> IFFI collaborated with several OTT players including Amazon Prime, Netflix, ZEE and Sony Liv Conducted over Masterclass/ In-Conversation sessions in collaboration with IFFI's very own Virtual Platform. A total of 75 films were screened over 8 days. The festival saw both online and physical Masterclasses/ In-conversation sessions at Goa.

The Directorate of Film Festivals constituted Satyajit Ray Lifetime Achievement Award (SRLTA). For the first time two prominent filmmakers from World Cinema viz. Mr. Istavan Szabo from Hungary and Mr. Martin Scorsese from the USA will receive SRLTA for their contribution to world cinema.

Films from the BRICS countries viz. Brazil, Russia, India, China and South Africa will be screened under the "Country Focus - BRICS" film section. The films will be provided by the diplomatic missions of Brazil, Russia, China and South Africa.

### Indian Panorama:

Indian Panorama has always been an integral part of the International Film Festival of India. The diverse and multi-lingual package of IP films was selected through a month-long process involving film personalities from all parts of India who are members of the jury.

IP showcased 24 feature films in 12 different languages and 21 non-feature films, in 12 different languages to be screened at 52<sup>nd</sup> IFFI. There were seven Debut Directors' films in the feature category and 10 in non-feature category in the package. Also, amongst these are 5 student filmmakers and 4 women Directors.

## The Himalayan Film Festival, Leh, Ladakh

‘The Himalayan Film Festival’ was organised by The Administration of Union Territory of Ladakh in association with the Directorate of Film Festivals (DFF), Ministry of Information and Broadcasting, Government of India.

Union Minister for Information and Broadcasting, Shri Anurag Singh Thakur inaugurated the star-studded five days ‘First Himalayan Film Festival’ at Sindhu Sanskriti Kendra, Leh, Union Territory of Ladakh. The five-day film festival is a part of the celebrations of ‘Azadi Ka Amrit Mahotsav’ commemorating 75 years of India’s Independence. Keeping in view the PM’s call for ‘Jan Bhagidhari’, the film festival saw active participation from the local filmmakers and showcased talent across 12 Himalayan states and UTs.

Popular films from the Himalayan states viz Assam, Sikkim, Manipur, Mizoram, Tripura, Meghalaya, Nagaland, Uttarakhand, Arunachal Pradesh, Himachal Pradesh and Ladakh besides Indian Panorama selected films were showcased during the festival. Masterclasses on editing by Priya Krishnaswamy, wildlife by S. Nallamuthu, direction by Nila Madhab Panda and in acting by Phonsok Ladakhi aiming to impart necessary skills and networking

opportunities to budding as well as established filmmakers were also organized during the festival.

Similarly, In-conversation sessions with renowned film personalities including Rakeysh Omprakash Mehra, Anupama Chopra, Vidhu Vinod Chopra and Kirti Kulhari were also organised.

Additionally, there was also a competition section for short films and documentaries to recognize talented filmmakers in the Himalayan region of India, connect to the sparsely located film-making community of the region and encourage fresh talent.

The festival that was spread over 5 days from September 24-28 received 100 entries from Himalayan states/UTs. A total of 26 films were screened and 18 entry films recommended by the jury were also screened.

The award of best three short films was bagged by *The Tainted Mirror* (Meiteilon/ Manipur), *Go for Organic*, and *Homework and Godliness*, which were awarded the cash prize of Rs 3.5 lakh each. While Tankong’s acclaimed film *Sekool* won the best story award, *Shadey: A Forgotten Land* by Gurmet received the best editing award.



Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur & the Lieutenant Governor of Ladakh, Shri R.K. Mathur along with Siddharth Malhotra & Vidhu Vinod Chopra at the inauguration of the first Himalayan Film Festival 2021 at Leh, in Ladakh on September 24, 2021.

## 67<sup>th</sup> National Film Awards and Dadasaheb Phalke Award

National Film Awards is the most prominent film award ceremony in India. Established in 1954, it has been administered by the Directorate of Film Festival (DFF), Ministry of Information and Broadcasting, Govt. of India. The Awards are categorised into three sections; Feature Films, Non-Feature Films and Best Writing on Cinema.

The Vice President of India, Shri M. Venkaiah Naidu conferred National Film Awards for the year 2019 in various categories at its 67<sup>th</sup> edition along with the prestigious Dadasaheb Phalke Award on October 25, 2021 in New Delhi. Union Minister for Information & Broadcasting (I&B), Shri Anurag Singh Thakur, Union Minister of State for I&B Dr. L. Murugan, Secretary, Ministry of I&B, Shri Apurva Chandra, Chairpersons of Jury and other dignitaries were present at the event in New Delhi. The results were announced in 31 different categories.

*An Engineered Dream*, a Hindi film, has bagged the award for Best Non-Feature Film, while *Marakkar-Arabikkadalinte-Simham* has taken home the award for Best Feature Film. *Kastoori* has been awarded the Best Children's Film award. *Shrikshetra- Ru-Sahijata* has won the best Arts and Culture Film. Sikkim has bagged the award for being Most Film Friendly State. Savani Ravindra has won Best Female Playback Singer for her song Raan Petala from the Marathi movie *Bardo*. Gireesh Gangadharan has been awarded Best Cinematography for the Malayalam film *Jallikkettu*.

## BRICS Film Festival

This year, IFFI has brought together five major emerging economies and leading film production countries of the world. The jury for this competitive festival comprised 5 members, one from each BRICS country. For the first time the BRICS Film Festival was held alongside the 52<sup>nd</sup> International Film Festival of India in Goa from November 20-28, 2021.



*Vice President, Shri M. Venkaiah Naidu presenting the Dadasaheb Phalke Award to popular actor Shri Rajnikanth, at the 67<sup>th</sup> National Film Awards Function, in New Delhi on October 25, 2021. Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur, Minister of State for Fisheries, Animal Husbandry & Dairying, Information and Broadcasting, Dr. L. Murugan and Secretary, Ministry of Information and Broadcasting, Shri Apurva Chandra were also present.*

South African Film *Barakat* by Director Amy Jephtha and Russian Film *The Sun above Me Never Sets* by Director Lyubov Borisova shared the Best film Award. The Best Director award was won by Brazilian Filmmaker Lúcia Murat for her documentary film *Ana*.

### 75 Creative Minds of Tomorrow

As the country is celebrating the 75<sup>th</sup> year of its hard-earned freedom with Azadi Ka Amrit Mahotsav flags swaying in every state of the country, 75 young aspiring filmmakers and film artists were selected from across the country to participate in the 52<sup>nd</sup> International Film Festival of India 2021.

The budding cinematic talents were chosen, thanks to “75 Creative Minds of Tomorrow”, a novel initiative and brainchild of Union Minister for Information and Broadcasting Shri Anurag Singh Thakur. The competition was an endeavour to encourage young creative minds and budding talent in the country. All the selected candidates got an opportunity to watch the best of international cinema and learn from the masters during many masterclasses and in-conversation sessions during the festival.

It is remarkable that the youngest candidate chosen for this competition, Aryan Kumar - who is from Bihar - is just sixteen years old, and he has been chosen for his skills in Film Direction. The 75 youngsters, all below 35 years of age, were chosen based on their exquisite skills in different fields of film making including direction, editing, singing and screenplay, among others.

### Indian Panorama Film Festival, Manipur

Directorate of Film Festival (DFF), in collaboration with Manipur

State Film Development Society (MSFDS), held a five-day ‘Indian Panorama Film Festival Manipur’ from December 11-15, 2021 in Imphal, as part of the year-long golden jubilee celebration of Manipuri Cinema, from April 9, 2021 to April 9, 2022.

Besides showcasing the best of Indian cinema for the years 2020 and 2021, the film festival includes a rare retrospective of Aribam Syam Sharma, the master filmmaker of Manipur, in 35mm and 16mm. “*Imagee Ningthem*”, “*Olangthagee Wangbadasu*” “*Sanabi*” and “*Ishanou*” will be featured along with his critically acclaimed documentaries and short films.

### Other festivals carried out by DFF in collaboration with various regional entities

Other than the above mentioned major activities, DFF in collaboration with various regional entities organized film festivals across the country. DFF provided the below mentioned festivals with a curated package of films selected under Indian Panorama/National Film Awards for non-commercial screening during the festival.

**IIC Festival of Arts 2021:** India International Centre’ (IIC) conducted its annual ‘Festival of Arts 2021’ from October 22 – 26, 2021. DFF on a special request received from



*Lamp Lighting at the 52<sup>nd</sup> IFFI Opening Ceremony*



*Glimpses of 52<sup>nd</sup> IFFI*



*Union Minister for Information & Broadcasting, Youth Affairs & Sports Shri Anurag Singh Thakur, Member of the Parliament, Ms. Sumalatha and Hon'ble CM of Goa, Shri Pramod Sawant felicitating the BRICS jury.*



*Indian Panorama Jury presentation and felicitation*

IIC provided a package of films for screening during the festival.

**International Film Festival of Shimla:**

A three-day 7<sup>th</sup> International Film Festival of Shimla was organised by the Himalayan Velocity in association with the Language Art and Culture. DFF on a special request received from the International Film Festival of Shimla authorities provided a package of films for screening during the festival.

**Patna Children Film Festival-2021:**

A two-day 'Patna Children Film Festival-2021' on November 13 and November 14 was organized by the art, culture and youth department at the Bihar Museum. DFF provided the festival with inspiring and children centric National Award winning films such 'Tare Zameen Par' and 'I am Kalam'.

**Jharkhand International Film Festival:**

The fourth Jharkhand International Film Festival (JIFA) was organized under the joint aegis of Radio Khanchi, Department of Journalism and Mass Communication, Ranchi University (DJMCRU) and Central University of Jharkhand (CUJ) in Ranchi from October 29 – October 30.



CENTRAL BOARD OF FILM CERTIFICATION  
केन्द्रीय फिल्म प्रमाणन बोर्ड

**CENTRAL BOARD OF FILM CERTIFICATION**

The Central Board of Film Certification was set up by the Central Government under Section 3 of the Cinematograph Act 1952 for the purpose of sanctioning films for public exhibition. The Board functions with its headquarters at Mumbai and nine regional offices at Mumbai, Chennai, Kolkata, Bengaluru, Hyderabad, Thiruvananthapuram, Delhi, Cuttack and Guwahati.

**CERTIFICATION OF FILMS**

Due to the outbreak of SARS COV-2 disease, the number in production of films as compared to previous years dropped, which resulted in lower certifications. However, there was a rise of approx. 47% in first three quarters of 2021-22 as compared to corresponding period of 2020-21, indicating recovery of films production activity in India.

<b>CERTIFICATION OF FILMS</b>				
	<b>1-4-2018 to 31-12-2018</b>	<b>1-4-2019 to 31-12-2019</b>	<b>1-4-2020 to 31-12-2020</b>	<b>1-4-2021 to 31-12-2021</b>
Indian Long Films	2,434	2,554	1,574	2,391
Foreign Long Films	706	906	650	528
Indian Short Films	13,272	12,154	2,946	5,840
Foreign Short Films	602	655	99	355
<b>TOTAL</b>	<b>17,014</b>	<b>16,269</b>	<b>5,269</b>	<b>9,114</b>

During the period April, 2021 to December, 2021, the Board issued a total **9,114** certificates out of which 'Nil' certificates were issued to celluloid films, **4,561** certificates to video films and **4,553** certificates were issued to digital films. The total number of Certificates issued to Indian Long (Feature-length, more than 72 minutes each) films was 2,391 from April to December, 2021 compared to 1,574 in the corresponding period of 2020.

### **DIGITAL**

A total of **4,553** certificates were issued to Digital films during the period between April, 2021 to December, 2021. Out of these, **1,422** certificates were issued to Indian Long Films, **137** to Foreign Long films, **2,760** to Indian short films and **234** to Foreign short films.

### **VIDEO**

Similarly, out of **4,561** certificates, **969** certificates were issued to Indian Feature Long films, **391** to Foreign Feature Long films, **3,080** to Indian Short films and **121** to Foreign short films.

Multiple initiatives and systemic improvements were done by CBFC easing out the certification process for Applicants. These mainly involved combining four different application forms into a single bilingual application form, reducing steps in certification by removing Editor's role in its e-cinepramaan portal, provision for online upload and verification of modifications, provision of online screenings of Video films.

### **CONSOLIDATED STATEMENT INDICATING FILMS CERTIFIED BY THE BOARD FROM APRIL 1, 2021 TO DECEMBER 31, 2021**

<b>VIDEO</b>								
	<b>U</b>	<b>U *</b>	<b>UA</b>	<b>UA *</b>	<b>A</b>	<b>A *</b>	<b>S</b>	<b>Total</b>
Indian Feature Films	159	84	404	305	11	6	-	969
Foreign Feature Films	65	5	246	67	4	4	-	391
Indian Short Films	2,170	25	791	59	32	3	-	3,080
Foreign Short Films	17	-	101	-	3	-	-	121
<b>TOTAL (B)</b>	<b>2,411</b>	<b>114</b>	<b>1,542</b>	<b>431</b>	<b>50</b>	<b>13</b>	<b>-</b>	<b>4,561</b>

<b>DIGITAL</b>								
	<b>U</b>	<b>U *</b>	<b>UA</b>	<b>UA *</b>	<b>A</b>	<b>A *</b>	<b>S</b>	<b>Total</b>
Indian Feature Films	343	162	272	511	42	92	-	1,422
Foreign Feature Films	18	-	65	9	33	12	-	137
Indian Short Films	2,109	16	552	54	24	5	-	2,760
Foreign Short Films	59	-	170	2	3	-	-	234
<b>TOTAL (C)</b>	<b>2,529</b>	<b>178</b>	<b>1,059</b>	<b>576</b>	<b>102</b>	<b>109</b>	<b>-</b>	<b>4,553</b>
<b>GRAND TOTAL (A+B+C)</b>	<b>4,940</b>	<b>292</b>	<b>2,601</b>	<b>1,007</b>	<b>152</b>	<b>122</b>	<b>-</b>	<b>9,114</b>

\* with cuts

**CONSOLIDATED STATEMENT INDICATING INDIAN LONG (FEATURE-LENGTH) FILMS  
CERTIFIED BY THE BOARD FROM APRIL 1, 2021 TO DECEMBER 31, 2021**

**REGION-WISE - LANGUAGE-WISE (DIGITAL)**

<b>Sr. No.</b>	<b>Language</b>	<b>Mum</b>	<b>Kol</b>	<b>Chen</b>	<b>Hyd</b>	<b>Beng</b>	<b>Thi' puram</b>	<b>Del</b>	<b>Cut</b>	<b>Guw</b>	<b>Grand Total</b>
1	Telugu	4	-	19	229	5	2	-	-	-	259
2	Kannada	4	-	2	7	191	2	-	-	-	206
3	Malayalam	3	-	6	8	-	158	-	-	-	175
4	Tamil	4	-	148	15	1	3	-	-	-	171
5	Hindi	99	5	2	5	1	2	12	1	2	129
6	Bhojpuri	112	5	-	-	-	-	2	-	-	119
7	Bengali	3	78	-	-	-	-	-	-	-	81
8	Marathi	75	-	-	-	-	-	-	-	-	75
9	Punjabi	28	-	-	-	-	-	9	-	-	37
10	Gujarati	37	-	-	-	-	-	-	-	-	37
11	Odia	-	-	-	-	-	-	-	30	-	30
12	Assamese	-	-	-	-	-	-	-	-	23	23
13	Manipuri	-	-	-	-	-	-	-	-	20	20
14	Chhattisgarhi	1	-	-	-	-	-	-	9	-	10
15	English	4	2	2	-	-	1	-	-	-	9



16	Tulu	-	-	-	-	5	-	-	-	-	5
17	Maithili	4	-	-	-	-	-	-	-	-	4
18	Banjara	-	-	-	2	2	-	-	-	-	4
19	Hinglish	3	-	-	-	-	-	-	-	-	3
20	Konkani	1	-	-	-	2	-	-	-	-	3
21	Rajasthani	2	-	-	-	-	-	1	-	-	3
22	Sanskrit	-	-	-	-	1	1	-	-	-	2
23	Nepali	-	2	-	-	-	-	-	-	-	2
24	Haryanvi	-	-	-	-	-	-	2	-	-	2
25	Kodava	-	-	-	-	2	-	-	-	-	2
26	Irula	-	-	-	-	-	1	-	-	-	1
27	Silent	-	-	-	-	-	1	-	-	-	1
28	Mishing	-	-	-	-	-	-	-	-	1	1
29	Nagpuri	-	-	-	-	-	-	-	-	1	1
30	Urdu	1	-	-	-	-	-	-	-	-	1
31	Garhwali	-	-	-	-	-	-	1	-	-	1
32	Hajong	-	-	-	-	-	-	-	-	1	1
33	Kurumba	-	-	-	-	-	1	-	-	-	1
34	Maghi	-	1	-	-	-	-	-	-	-	1
35	Rabha	-	-	-	-	-	-	-	-	1	1
36	Beary (Byari)	-	-	-	-	1	-	-	-	-	1
	<b>Grand Total</b>	<b>385</b>	<b>93</b>	<b>179</b>	<b>266</b>	<b>211</b>	<b>172</b>	<b>27</b>	<b>40</b>	<b>49</b>	<b>1,422</b>

\* Mum – Mumbai, Che – Chennai, Kol – Kolkata, Beng – Bengaluru, Hyd – Hyderabad, Del – Delhi, Thi'puram – Thiruvananthapuram, Cut – Cuttack, Guw - Guwahati

**CONSOLIDATED STATEMENT INDICATING THEMATIC CLASSIFICATION (DIGITAL)  
OF INDIAN LONG (FEATURE LENGTH) FILMS CERTIFIED  
FROM APRIL 1, 2021 TO DECEMBER 31, 2021**

Sr. No.	Thematic Classification	Mum	Kol	Chen	Hyd	Beng	Thi' puram	Del	Cut	Guw	Grand Total
1	Feature	137	40	56	137	49	36	15	10	5	485
2	Social	121	20	35	39	73	49	2	23	43	405

3	Others	61	26	28	77	20	43	7	1	-	263
4	Action/Thriller	23	1	27	1	17	21	3	2	-	95
5	Comedy/Satire	13	-	7	6	19	2	-	2	-	49
6	Crime	4	1	15	4	4	2	-	1	-	31
7	Horror	5	1	11	2	4	1	-	-	-	24
8	Children's Film	3	-	-	-	16	5	-	-	-	24
9	Biographical	11	-	-	-	2	-	-	1	-	14
10	Fantasy/ Adventure	1	-	-	-	-	8	-	-	1	10
11	Documentary	2	3	-	-	-	3	-	-	-	8
12	Historical	3	1	-	-	3	1	-	-	-	8
13	Mythological/ Devotional	1	-	-	-	3	-	-	-	-	4
14	Scientific	-	-	-	-	1	1	-	-	-	2
	<b>Grand Total</b>	<b>385</b>	<b>93</b>	<b>179</b>	<b>266</b>	<b>211</b>	<b>172</b>	<b>27</b>	<b>40</b>	<b>49</b>	<b>1,422</b>

**CONSOLIDATED STATEMENT INDICATING FOREIGN LONG (FEATURE LENGTH) FILMS  
CERTIFIED BY THE BOARD FROM APRIL 1, 2021 TO DECEMBER 31, 2021**

**REGION-WISE – COUNTRY-WISE (DIGITAL)**

Sr. No.	Country of Origin	Mum	Chen	Kol	Beng	Hyd	Thi	Del	Cut	Guw	Grand Total
1	France	2	-	-	-	-	-	-	-	-	2
2	Germany	1	-	-	-	-	-	-	-	-	1
3	Hungary	1	-	-	-	-	-	-	-	-	1
4	Singapore	3	-	-	-	-	-	2	-	-	5
5	United Kingdom	1	-	-	-	-	-	1	-	-	2
6	USA	119	7	-	-	-	-	-	-	-	126
	<b>Grand Total</b>	<b>127</b>	<b>7</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>137</b>

**CONSOLIDATED STATEMENT INDICATING THEMATIC CLASSIFICATION (DIGITAL)  
OF FOREIGN LONG (FEATURE LENGTH) FILMS CERTIFIED  
FROM APRIL 1, 2021 TO DECEMBER 31, 2021**

Sr. No.	Thematic Classification	Mum	Chen	Kol	Hyd	Beng	Thi' puram	Del	Cut	Guw	Grand Total
1	Feature	58	5	-	-	-	-	-	-	-	63
2	Action/Thriller	24	-	-	-	-	-	2	-	-	26
3	Fantasy/ Adventure	18	-	-	-	-	-	-	-	-	18
4	Other	13	2	-	-	-	-	-	-	-	15
5	Horror	6	-	-	-	-	-	-	-	-	6
6	Comedy/Satire	4	-	-	-	-	-	-	-	-	4
7	Crime	2	-	-	-	-	-	-	-	-	2
8	Children's Film	1	-	-	-	-	-	-	-	-	1
9	Documentary	-	-	-	-	-	-	1	-	-	1
10	Historical	1	-	-	-	-	-	-	-	-	1
	<b>Grand Total</b>	<b>127</b>	<b>7</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>137</b>

**CONSOLIDATED STATEMENT INDICATING INDIAN LONG (FEATURE LENGTH) FILMS  
CERTIFIED BY THE BOARD FROM APRIL 1, 2021 TO DECEMBER 31, 2021**

**REGION-WISE – LANGUAGE-WISE (VIDEO)**

Sr. No.	Language	Mum	Chen	Kol	Hyd	Beng	Thi' puram	Del	Cut	Guw	Grand Total
1	Hindi	211	1	-	1	-	-	21	1	-	235
2	Tamil	3	61	-	65	3	7	-	-	-	139
3	Malayalam	-	65	-	40	-	31	-	-	-	136
4	Kannada	15	35	-	53	27	1	-	-	-	131
5	Telugu	1	74	-	20	1	1	-	-	-	97
6	Bhojpuri	74	-	-	-	-	-	1	1	-	76
7	Marathi	42	-	-	-	-	-	1	-	-	43
8	Hindustani	5	-	-	-	-	-	20	1	-	26
9	Gujarati	22	-	-	-	-	-	1	-	-	23

<b>10</b>	Odia	2	-	-	-	-	-	1	12	-	<b>15</b>
<b>11</b>	Bengali	8	-	5	-	-	-		1	-	<b>14</b>
<b>12</b>	Punjabi	3	-	-	-	-	-	6	-	-	<b>9</b>
<b>13</b>	Awadhi	6	-	-	-	-	-	1	1	-	<b>8</b>
<b>14</b>	Urdu	7	-	-	-	-	-	1	-	-	<b>8</b>
<b>15</b>	Manipuri	-	-	-	-	-	-		-	3	<b>3</b>
<b>16</b>	English	-	1	-	-	-	-	1	-	-	<b>2</b>
<b>17</b>	Hinglish	2	-	-	-	-	-		-	-	<b>2</b>
<b>18</b>	Pahadi/ Himachali	-	-	-	-	-	-	1	-	-	<b>1</b>
<b>19</b>	Sanskrit	-	1	-	-	-	-		-	-	<b>1</b>
	<b>Grand Total</b>	<b>401</b>	<b>238</b>	<b>5</b>	<b>179</b>	<b>31</b>	<b>40</b>	<b>55</b>	<b>17</b>	<b>3</b>	<b>969</b>

**CONSOLIDATED STATEMENT INDICATING FOREIGN LONG (FEATURE LENGTH) FILMS  
CERTIFIED BY THE BOARD FROM APRIL 1, 2021 TO DECEMBER 31, 2021**

**REGION-WISE – COUNTRY-WISE (VIDEO)**

<b>Sr. No.</b>	<b>Country of Origin</b>	<b>Mum</b>	<b>Chen</b>	<b>Kol</b>	<b>Hyd</b>	<b>Beng</b>	<b>Thi' puram</b>	<b>Del</b>	<b>Cut</b>	<b>Guw</b>	<b>Grand Total</b>
<b>1</b>	USA	284	1	-	4	-	3	2	-	-	294
<b>2</b>	China	19	8	-	-	-	-	-	-	-	27
<b>3</b>	Hong Kong	13	-	-	-	-	-	-	-	-	13
<b>4</b>	United Kingdom	11	-	-	-	-	-	-	-	-	11
<b>5</b>	Japan	11	-	-	-	-	-	-	-	-	11
<b>6</b>	France	8	-	-	-	-	-	-	-	-	8
<b>7</b>	Hungary	8	-	-	-	-	-	-	-	-	8
<b>8</b>	Denmark	4	-	-	-	-	-	-	-	-	4
<b>9</b>	South Korea	3	-	-	-	-	-	-	-	-	3
<b>10</b>	Mongolia	2	-	-	-	-	-	-	-	-	2
<b>11</b>	Iceland	1	-	-	-	-	-	-	-	-	1
<b>12</b>	Nepal	1	-	-	-	-	-	-	-	-	1
<b>13</b>	Netherlands	-	1	-	-	-	-	-	-	-	1

<b>14</b>	North Korea	1		-	-	-	-	-	-	-	1
<b>15</b>	Russia	1		-	-	-	-	-	-	-	1
<b>16</b>	Spain	1		-	-	-	-	-	-	-	1
<b>17</b>	Switzerland	1		-	-	-	-	-	-	-	1
<b>18</b>	Taiwan	-	1	-	-	-	-	-	-	-	1
<b>19</b>	Canada	1	-	-	-	-	-	-	-	-	1
<b>20</b>	Belarus	1	-	-	-	-	-	-	-	-	1
	<b>Grand Total</b>	<b>371</b>	<b>11</b>	-	<b>4</b>	-	<b>3</b>	<b>2</b>	-	-	<b>391</b>

### Finances of the Board

For administrative purpose, the Board is treated as a sub-ordinate office under the Ministry of Information and Broadcasting. The revenue of the Board is by the way of collection of certification fee as per the scales provided in the Cinematograph (Certification) Rules, 1983. The Board also levies projection charges in respect of screening of the films done in the Regional Office. The total income accrued

during the period April 1, 2021 to December 31, 2021 is **Rs.9,10,39,303**. The revenue collected is credited to the Consolidated Funds of India. The Board does not operate any bank account in this regard.

The Board receives grants from the Ministry under Non-Plan and expenditure incurred against these sub-heads from April 1, 2021 to December 31, 2021 are furnished below -

### BUDGET ALLOCATION AND EXPENDITURE

(Rs. in Lakhs)

	<b>Non-Plan B.E (2020-21)</b>	<b>Revised/ Reduced Allocation as per tentative RE</b>	<b>Expenditure up to December, 2021</b>
<b>Salaries</b>	484.00	500.00	326.44
<b>Medical</b>	11.00	11.00	3.52
<b>DTE</b>	22.00	7.50	7.00
<b>OE</b>	340.00	121.90	112.28
<b>PPSS</b>	400.00	390.00	235.46
<b>Rent Rates and Taxes</b>	35.00	11.00	5.81
<b>Other Administrative Expenses</b>	25.00	19.10	15.74
<b>Information Technology</b>	07.00	03.00	2.72
<b>SAP</b>	09.00	1.50	1.49
<b>Total</b>	<b>1,333.00</b>	<b>1,065.00</b>	<b>710.46</b>

## **NATIONAL FILM DEVELOPMENT CORPORATION LIMITED**

The National Film Development Corporation (NFDC) Ltd. was set up by the Government of India in 1975 with the primary objective of planning, promoting and organizing an integrated and efficient development of the Indian Film Industry in accordance with the National Economic Policy and Objectives laid down by the Central Government from time to time. NFDC was re-incorporated in the year 1980 by merging the Film Finance Corporation (FFC) and Indian Motion Picture Export Corporation (IMPEC) with NFDC. Since inception, NFDC has funded/produced over 300 films in more than 21 regional languages, many of which have earned wide acclaim and won National/International awards.

Apart from production of films, NFDC also provides 360° integrated marketing solutions for Government Agencies and produces advertisements, documentaries, short films, TV series, web advertisements, radio series and thematic musical anthems.

### **Merger of Media Units:**

The Union Cabinet in its meeting held on December 23, 2020 decided to merge four Film Media Units, namely Films Division (FD), National Film Archive of India (NFAI), Directorate of Film Festivals (DFF) and Children's Film Society, India (CFSI) with National Film Development Corporation Ltd. (NFDC) by expanding the Memorandum and Articles of Association (MoAA) of NFDC, which will then carry out all the activities hitherto performed by them and to all consequential action/ actions required to be taken, including closure of FD/ NFAI/ DFF/ CFSI.

## **Highlights**

### **1. INDIAN FILM PRODUCTION (IFP)**

The vision and mission of the Ministry is being carried out through a Central Sector Scheme namely, **Development Communication and Dissemination of Filmic Content** (DCDFC) Scheme, which is being implemented by the Ministry of Information and Broadcasting for promotion of Indian cinema and showcasing its soft power globally. The scheme aims to play a catalytic role in promotion and preservation of Indian cinema by means of film festivals, production of new films and documentaries and collection of film archives. The scheme provides a platform of global standard to the Indian cinema for showcasing its work. The DCDFC Scheme, launched during 12th Five Year Plan (2012-17), has been extended for further five years i.e. from FY 2021-22 to 2025-26 with an outlay of Rs. 759.7 crore. The major components of the scheme are:

- Promotion of Indian Cinema through film festivals and film markets in India and abroad
- Production of documentary films and films in various Indian languages
- Webcasting of Film Archives (Films Division)
- Acquisition of Archival Films and Film Material
- Film Facilitation Office
- Incentives for Audio Visual Co-production
- Incentives for shooting of foreign films in India
- Organization of Global Media & Entertainment Summit



*Korangi Nunchi (Telugu film).*



*Chhaad (Bengali film).*

### **Films under Production/Co-production under the scheme DCDFC**

- i) Telegu film *Korangi Nunchi* directed by Shri K. Jayadev - the post-production of film has been completed and the film will be submitted for Censor certification.
- ii) Shooting of Bengali film *Chhaad* directed by Ms. Indrani Chakrabarty has been completed and the film is under final stage of post-production.
- iii) **NFDC and Film Development Corporation, Bangladesh** have co-produced a Bengali feature film **Bangabandhu** on the life of 'Bangabandhu Sheikh Mujibur Rehman' where the Ministry of Information & Broadcasting, Govt. of India and Information Ministry, Govt. of Bangladesh are the producers of the film.
- iv) First shooting schedule of Manipuri feature film **Joseph ki Macha** featuring Padma Shri Awardee Guru Rewben Mashangva in the lead role alongside other prominent cast, has been completed.
- v) NFDC will be entering agreement with co-producer of the Hindi film '*Ped Pe Kamra*' directed by Mr. Amit Dutta.

## **2. DISTRIBUTION, SYNDICATION & OTT**

The Distribution Department is segmented into seven prominent verticals namely Theatrical Distribution, Syndication, Cinemas of India OTT, Exports, Music Distribution and International Film Festivals & Marketing. [www.cinemasofndia.com](http://www.cinemasofndia.com) and OTT platform

streams NFDC films all year round and is accessible from anywhere in the world.

In order to promote independent cinema, the Corporation launched the Cinemas of India (VOD platform) in 2012 to develop a sustainable mechanism for distribution of films in India, for both NFDC's productions and films from other independent filmmakers who may have limited access to domestic markets. With over 300 films in 21 Indian languages and 85 titles restored, NFDC's Distribution Department syndicates a catalogue of over 100 films which included premium and marquee films that have won National and International Awards and recognitions. The library includes Hindi and Indian regional language films.

### **Theatrical Distribution**

- a) Distribution Department facilitated the telecast of feature film *Aadi Shankaracharya* directed by G.V. Iyer in Sanskrit, Hindi and Tamil on Doordarshan and DD-Bharati Channels.

### **Digital**

- a) NFDC titles continue to stream on partner platforms namely Amazon Prime Video, EPIC ON and Netflix. NFDC films shall be available for viewing on Reliance's streaming platform Jio Cinema, a total of 90 library titles along with Tata Sky DTH.
- b) NFDC's titles are also available on MUBI, a highly popular and acknowledged streaming platform known for programming independent classics from the world over.

24 titles were re-licensed to the platform in July, 2021.

### In-Flight

1. NFDC's long standing in-flight entertainment partner Contentino Media LLP will support the Corporation to scout for possible content requirements by Airlines. An Addendum was formalized during September 2021.

### OTT- Cinemas of India Platform

**Satyajit Ray Film Festival** was held on [www.cinemasofindia.com](http://www.cinemasofindia.com) to mark the centenary celebrations of the legendary filmmaker with six films including three of his directorial classics *Agantuk (The Stranger)*, *Ganashatru (Enemy of the People)*, *Ghare Baire (The Home and the World)*, Sandip Ray's *Uttoran (The Broken Journey)* along with docu-features *Music of Satyajit Ray* directed by Utpalendu Chakraborty, and *Nemai Ghosh - A RAY of Light* by Anirban Mitra and Tirtho Das gupta during May, 2021. NFDC also celebrated **Independence Day Film Festival** with the films *Gandhi* (in various Indian Languages), *The*

*Making of the Mahatma* (English & Hindi) and *Ghare Baire* (Bengali) on [www.cinemasofindia.com](http://www.cinemasofindia.com) between August 15 to 17, 2021.

As part of **Azadi Ka Amrit Mahotsav**, Iconic Week Celebration 2021 was celebrated *between August 23 and 29, 2021*. The films based on the theme of Modern India and Technological Advancements in Film Making over the years were carried out during this period on NFDC's OTT [www.cinemasofindia.com](http://www.cinemasofindia.com)

Over the years NFDC has sustained its partnerships with various licensors, syndicators, content platforms and television broadcasters. In recent times, NFDC has continued its strategic sales partnerships with the following partners.

1. NFDC's Distribution Department has formalized 90 films deal with Reliance Jio Cinema on subscription-based streaming OTT service. NFDC films will stream on Jio Cinema upto 2021-22.
2. NFDC's Distribution Department has collaborated with Mauritius Broadcasting Corporation (MBC), the national public



broadcaster of the Republic of Mauritius for its Hindi language co-production *Angrezi Mein Kehte Hain* which will be telecast right up to 2020-23.

3. NFDC renewed the agreement with Janus Films/now known as Criterion for titles *Pather Panchali* and other Satyajit Ray titles for the territories of USA, Canada, New Zealand, Ireland, Australia.
4. *Suraya Fillems, Malaysia* - NFDC's iconic feature film *Gandhi* for the region of Brunei and Malaysia.
5. *MUBI* - UK based SVOD platform, the films will stream till 2022 on their platform.
6. *International Film Festival of Rotterdam* – IFFR Unleashed platform is streaming Mani Kaul's *Uski Roti* as part of their retrospective. The film shall be available till 2023 on their platform.

### Film Festivals & Markets

Considering the Covid-19 Pandemic,

events, film festivals and markets were organized online and NFDC too participated at the online edition of the Marche Du Cannes & American Film Market 2021.

- **Stuttgart Meets Mumbai (Online Event) - Celebrating Indian Cinema 18<sup>th</sup> Indian Film Festival Stuttgart**

The Indian Honorary Consulate Stuttgart had invited NFDC to be a part of their webinar, Celebrating Indian Cinema: 18th Indian Film Festival Stuttgart, which took place online from February 22-28, 2021.

- **Hong Kong - Asia Film Financing Forum (HAF)**

NFDC attended the online edition of Hong Kong - Asia Film Financing Forum (HAF), held alongside FILMART, the Film Market at Hong Kong, from March 15-18, 2021.

- **Marché du Film (Cannes Film Market)**

The Director of Film Bazaar attended

**NFDC** cinemas of india

Ministry of Information and Broadcasting  
Government of India

**75** Azadi Ka Amrit Mahotsav

**ICONIC WEEK CELEBRATIONS 2021**

23<sup>rd</sup> to 29<sup>th</sup> August 2021

STREAMING ONE FILM FOR FREE EACH DAY ON THE OCCASION OF ICONIC WEEK

[www.cinemasofindia.com](http://www.cinemasofindia.com)

#AZADIKAAMRITMAHOTSAV

बनगंगा, lifoscore, CROSSING BRITAIN, MANE, ISLAND CITY, MISS BEATTY'S CHILDREN, दुस्ती

the online edition of Marché du Film (Cannes Film Market) from July 06-15, 2021 and had meetings with a number of international delegates on future prospects and possible collaborations.

- **72<sup>nd</sup> Berlinale European Film Market**

The virtual inauguration of the India Pavilion at 72<sup>nd</sup> Berlinale European Film Market (EFM) 2022 hosted by National Film Development Corporation (NFDC) and the Confederation of Indian Industry (CII) was held on February 10, 2022. The Indian Pavilion remained live till February 17, 2022 and showcased Azadi Ka Amrit Mahotsav and the commemoration of Birth Centenary of Satyajit Ray, among other things. The Film Facilitation Office (FFO) participated in EFM 2022 to promote its 'Film in India' initiative.

- **Mumbai International Film Festival**

17<sup>th</sup> Mumbai International Film Festival (MIFF), the oldest and largest festival for non-feature films in South Asia, is scheduled to be organized by Films Division, Ministry of I&B from May 29 to June 4, 2022 at the Films Division complex, Mumbai. As part of Azadi Ka Amrit Mahotsav, the current edition has instituted a special award for Best Short Film on the theme India@75.

Screenings for *Azadi Ka Amrit Mahotsav* & Centennial of Satyajit Ray globally -

1. Facilitated the screening of the film **Dr Babasaheb Ambedkar** (2000), directed by Jabbar Patel, at The Embassy of India Auditorium, Jakarta, Indonesia as part of Azadi Ka Amrit Mahotsav Celebration on April 14, 2021.
2. On the occasion of **World Milk Day**, NFDC showcased the film **Manthan** (1976), directed by Shyam Benegal on its www.cinemasofindia.com OTT platform.
3. **Pather Panchali** (1955), directed by Satyajit Ray, was screened between June 11-20, 2021 at the 23<sup>rd</sup> edition of Shanghai International Film Festival, Shanghai

2021.

4. **Music of Satyajit Ray** (1984), directed by Utpalendu Chakraborty, was screened between June 04-13, 2021 at the 21<sup>st</sup> edition of New York Indian Film Festival, NY 2021.
5. **Ghare Baire** (1984), directed by Satyajit Ray, was screened between August 12-22, 2021 at the 10<sup>th</sup> edition of International Film Festival of South Asia, Toronto 2021.
6. **Pather Panchali** (1955), directed by Satyajit Ray, was screened between November 11-21, 2021 at the 70<sup>th</sup> edition of International Film Festival Mannheim-Heidelberg, Germany 2021.
7. Facilitated Satyajit Ray Films to the Hong Kong International Film Festival Society Limited for their festival which was held during September-October, 2021.

#### **NFDC LABS AND FILM BAZAAR**

i) **NFDC Script Writers' Lab** provides a framework of professional development for established Indian filmmakers. It is structured to provide writers with feedback and mentorship from national and international industry experts from the field of scriptwriting.

ii) **Marathi Scriptwriting Camp**

NFDC in collaboration with Maharashtra Film, Stage & Cultural Development Corporation Ltd (MFSCDC), conducted **Marathi Script writing Camp** over a period of 4-5 months. 6 Scripts in Marathi were selected and mentored by industry professionals over three sessions. The mentors of the lab were Girish Joshi, Ketki Pandit and Umesh Kulkarni.

iii) **NFDC FILM BAZAAR**

The Bazaar was conducted virtually on its regular dates November 20-25, 2021. A unique state-of-the-art 3D virtual portal was created for Film Bazaar Online which was very well received around the world and was a huge success. A total of 553 delegates logged in from 39 countries.

Under the **DCDFC Scheme**, financial assistance under Film Promotion Fund activity is also provided to Indian filmmakers whose film is selected in an International Film Festival of repute or Academy Awards. The scheme is implemented in coordination with the Media Units of Films Wing of the Ministry viz. Directorate of Film Festivals (DFF), Children's Film Society, India (CFSI), Films Division, National Film Development Corporation (NFDC) and National Film Archive of India (NFAI).

### COMMISSIONED MEDIA PRODUCTION

NFDC has garnered a prestigious name among various Ministries as a reliable integrated media services provider for the creation and dissemination of advertising communication across various platforms. NFDC has diversified its bouquet of services in the new climate spurred by the COVID-19 Pandemic and has ventured into unconventional formats of advertising like Virtual Events and Exhibitions, interactive/immersive videos, which can make government communication a two-way process and enhance the effectiveness of the messaging.

### FILMS

#### Film series for Tokyo Olympics held in 2021

In 2021, the year of the Tokyo Olympics, NFDC partnered with the Sports Authority of India which commissioned the production of 40 Documentaries profiling the Tokyo-bound Athletes. On April 14, 2021, the Hon'ble Minister of State for Sports and Youth Affairs



kicked off the countdown 100 days before the start of the Tokyo Olympics 2021 with a launch of a combined Promotional film with glimpses titled 'Olympics Ki Asha'.

#### Anthem for International Day of Yoga 2021

NFDC partnered with Ministry of AYUSH for the production of a music based video for the 7th edition of International Day of Yoga. The song was shot across continents and comprised 13 Indian and International singers.

#### Film series on Azadi Ka Amrit Mahotsav on 15<sup>th</sup> August, 2021

The Ministry of Culture assigned NFDC the production of 7 films on various themes related to Azadi Ka Amrit Mahotsav, an intensive country-wide campaign which focuses on citizen participation, to be converted into a 'Jan Andolan', where small changes, at the local level, will add up to significant national gains.

### Events

As a first, NFDC has successfully completed its first Mega Hybrid Event, the India International Science Festival 2021 commissioned by NCPOR under Ministry of Earth Sciences in Goa from December 10 to 13, 2021. The key highlights of the event were *3 new Guinness World Records* which were set in the following categories:

- a. Maximum number of people assembling and launching Rocket Kits on December 11, 2021.
- b. Maximum number of people assembling Rain Water harvesting kits online and offline on December 12, 2021.
- c. Maximum number of people assembling radio telescopes online and offline on December 13, 2021.

#### REGIONAL OFFICE - SOUTH (SKILL DEVELOPMENT)

The Role of Regional Office - South of NFDC is to adapt to the major and minor activities of NFDC's vision as well as to work hand-in

hand with the south markets. These activities include film production, distribution of films, development of media content for Government advertisement, Film Facilitation Offices to promote and facilitate film shootings by foreign film makers in India and organization of the Film Bazaar.

### **Distribution through Lok Sabha TV**

NFDC Regional Office under the MOU for telecast of award winning films on Lok Sabha Television on royalty basis. Due to the merger of Lok Sabha TV and Rajya Sabha TV, Sansad TV has been launched on September 15, 2021 and the telecast of films will be started shortly.

### **Cine Artistes Welfare Fund of India**

The largest cine artistes trust, Cine Artistes Welfare Fund of India (CAWFI), was formed in the year 1991 and is administered and managed by the trustees duly appointed by the Board of Directors of NFDC.

### **FILM FACILITATION OFFICE (FFO)**

The Ministry of I&B under the Government's policy of 'Ease of doing Business', set up the Film Facilitation Office (FFO) in NFDC across India in December, 2015 to facilitate international projects (Feature Films, TV/Web shows & series and Reality TV/Web shows & series) desirous to film in India. The services of the FFO were extended to domestic filmmakers in 2019.

In last six years, the FFO has successfully created a single window facilitation mechanism for permissions for filming across the country, with the launch of its web portal [www.ffa.gov.in](http://www.ffa.gov.in).

It has eased the process of filming/shooting in India, for both domestic and international filmmakers. Besides ensuring issuance of timely permissions for filming across India, the portal operates as the one-stop digital repository of information pertaining to filming and positions/promotes India as a preferred destination for filmmakers across the world. With dedicated pages for all the States/UTs, the web portal has empowered the State Nodal Officers such that they can directly access all applications from Domestic and International filmmakers seeking permission to shoot in their State's jurisdiction.

The web portal is also integrated with India's National Single Window System (NSWS) for Business Approvals, namely 'Maadhyam', in an endeavour to streamline the Government's initiative for ease of doing business in India. Further, the FFO's web portal has integrated with the Archaeological Survey of India (ASI) and the Ministry of Railways which enables the filmmakers to apply for filming permission in areas under their jurisdiction through the FFO web portal.

### **DIGITAL MEDIA**

Digital Media is a monetized medium which supplements the existing channels of media mix offered by NFDC to its clients. It is a medium which offers a plethora of tools for reaching out to a fragmented audience in a large country like India. Due to the benefits and the reach of Digital Media, various Ministries and Government Departments have opted to reach the citizens the digital way through the services provided by NFDC.





*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur at the launch of the virtual photo exhibition on “Making of the Constitution” and Film Poster Exhibition “Chitranjali @ 75”, as a part of iconic Week of Azadi Ka Amrit Mahotsav, in New Delhi on August 27, 2021.*

# 7 INTERNATIONAL CO-OPERATIONS

## INDIA AND UNESCO

India is among the founder members of UNESCO, one of the specialized agencies of the United Nations. In order to promote communication capabilities of developing countries, the 21<sup>st</sup> Session of the General Conference of UNESCO in 1981 approved the setting up of an International Programme for the Development of Communication (IPDC). India played a significant role in its conception and has been a member of the IPDC and also of the Inter- Governmental Council (IGC) of the IPDC. India was elected by acclamation by the General Conference at its 35th Session, to be a Member of the IGC for the period of 2009-2013.

The Indian National Commission for Cooperation with UNESCO (INCCU) set up by the Government of India in 1949 for associating its principal bodies interested in educational, scientific and cultural matters with the work of UNESCO was reconstituted in 2019 as the term of previous commission expired after 4 years.

A Meeting of Sub-Commission on Communication under INCCU was convened under the chairmanship of Secretary (I&B) on November 2, 2021 to discuss Agenda of Communication and Information Sector as outlined by UNESCO.

The 41<sup>st</sup> Session of the General Conference of UNESCO was held from November 09, 2021 to November 24, 2021 in Paris, France. The Indian delegation was led by the Hon'ble Minister of Education and the M/o Information & Broadcasting was represented by the Joint Secretary (Broadcasting) at the Meeting of Communication and Information Sector in the 41<sup>st</sup> General Conference.

## SHANGHAI COOPERATION ORGANISATION

Representatives from the Ministry of Information and Broadcasting participated in

the third Mass Media Forum of the Shanghai Cooperation Organisation (SCO) Member States. It was held on August 6, 2021 via video conference, chaired by Tajikistan. The theme of the event was 'SCO Media Space is an Effective Cooperation Instrument to Strengthen the Mass Media's Role in the Development of Interaction between the SCO Member States.'

Members of the Indian delegation highlighted the role of the Ministry in the backdrop of COVID-19 pandemic and the role of Ministry's media units in strengthening cooperation.

The Agreement on Cooperation in the field of Mass Media, signed by SCO Member States in Bishkek on June 13-14, 2019, was ratified by the Hon'ble President of India on August 12, 2021.

The SCO shared the regulations of SCO Film Festival and the Ministry conveyed its comments and suggestions to the Ministry of External Affairs for incorporation in the final regulations of the film festival.

The SCO is a permanent inter-governmental international organisation, the creation of which was announced on June 15, 2001 in Shanghai (China) by the Republic of Kazakhstan, the People's Republic of China, the Kyrgyz Republic, the Russian Federation, the Republic of Tajikistan, and the Republic of Uzbekistan. It was preceded by the Shanghai Five mechanism. The historical meeting of the Heads of State Council of the Shanghai Cooperation Organisation was held on June 8-9, 2017 in Astana. In the meeting the status of a full member of the Organization was granted to the Republic of India and the Islamic Republic of Pakistan.

## INDIA-BANGLADESH COOPERATION

National Film Development Corporation Limited (A Govt. of India Enterprise) and Film Development Corporation, Bangladesh co-

produced a feature film *Mujib – The Making of a Nation* on the life of Bangabandhu Sheikh Mujibur Rehman, where the Ministry of Information & Broadcasting, Govt. of India and Information Ministry, Government of Bangladesh are the producers of the film. To mark the completion of production of the film, a poster was released on March 17, 2022, the 102nd birth anniversary of Sheikh Mujibur Rehman. The film is being made under an Audio-Visual Coproduction Agreement between the two countries.

### **BRAZIL, RUSSIA, INDIA, CHINA, SOUTH AFRICA (BRICS) FILM FESTIVAL**

For the first time, the BRICS Film Festival was also held alongside the International Film Festival of India (IFFI) in Goa during November 20-28, 2021. This was the Sixth edition of the BRICS Film Festival in which a special package of films from the five member countries, Brazil, Russia, India, China and South Africa were showcased. The Jury for this competitive festival comprised five members, one from each Member State.

### **VISIT OF FOREIGN DELEGATIONS**

Bangladeshi delegation led by H.E. Dr. Hasan Mahmud, Hon'ble Minister of Information & Broadcasting of Bangladesh met Hon'ble Minister of Information and Broadcasting on September 07, 2021 to discuss matters of mutual interest and to further the strong ties between the two countries in areas of broadcasting and entertainment, strengthening people to people contact and

exploring the potential of soft power interface between the two countries.

The Union Minister of Information & Broadcasting, Shri Anurag Singh Thakur signed a Letter of Intent (LoI) with Mr. Nguyen Manh Hung, Minister of Information and Communication, Government of Vietnam on December 16, 2021 on collaboration in the fields of digital media, paving the way for strengthening partnership between India and Vietnam. The LoI envisages sharing of information and experience in establishing policies and regulatory frameworks on digital media and social networks, and conducting capacity building and training programs for media professionals and officials in the two countries.

### **CULTURAL EXCHANGE PROGRAMMES (CEP) WITH FOREIGN COUNTRIES**

The Cultural Exchange Programmes/Agreements are signed by the M/o Culture on behalf of Government of India. These Programmes/Agreements have the aims and objectives to strengthen the relationship and with respect to the Ministry of Information and Broadcasting, these programmes/agreements promote exchange of ideas between India and the other Countries in the spheres of Mass Media, Broadcasting and Films.

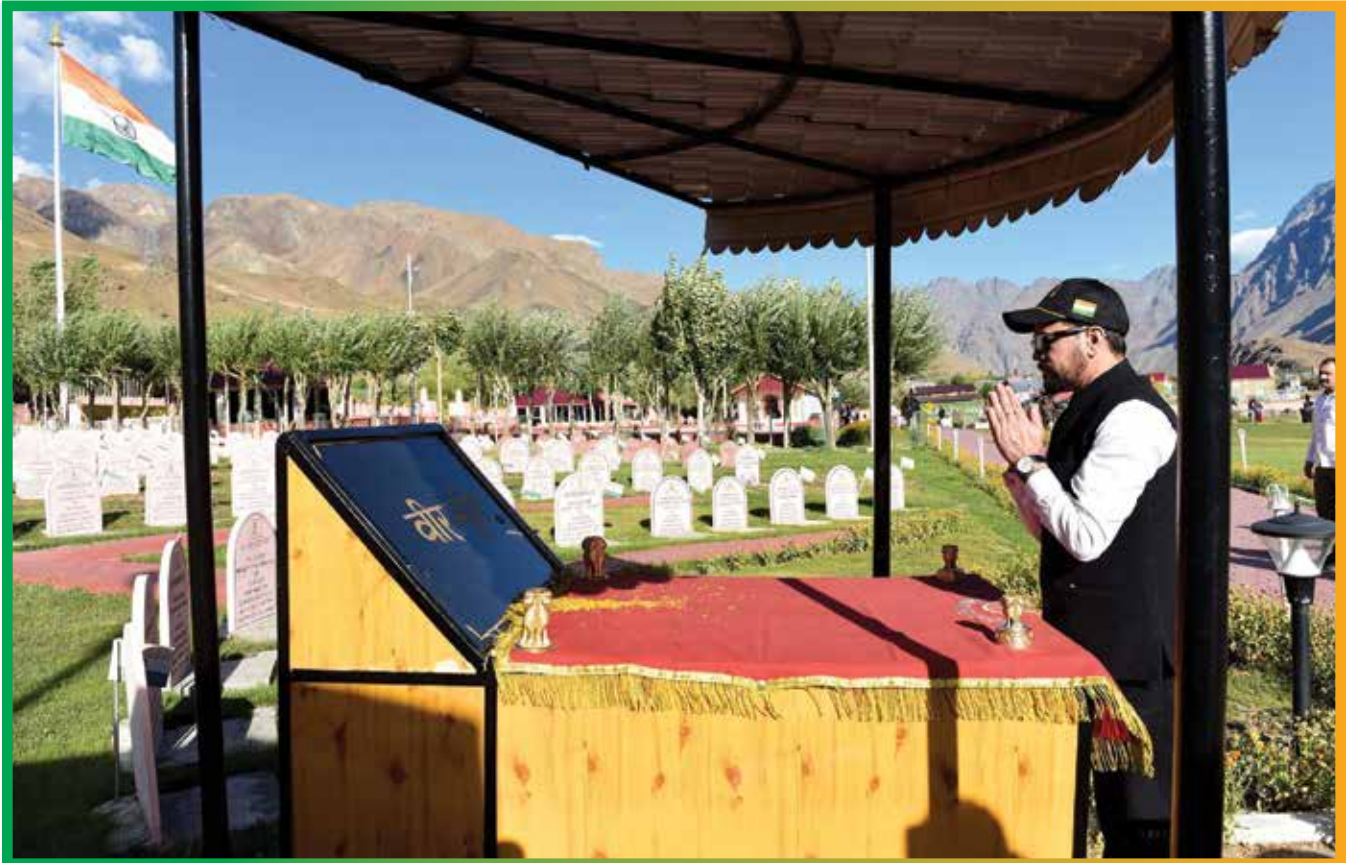
During the year 2021-22, a CEP signed between India and Uzbekistan on 24.09.2021 was received from M/o Culture for their implementation by the Ministry.

■ ■ ■



*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur at the launch of the Season 2 of 'Rag Rag Mein Ganga' on DD (to be aired from August 21) in New Delhi on August 16, 2021.*





*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur pays homage to the brave martyrs at the Kargil War Memorial, Ladakh on September 25, 2021.*

## 8

# RESERVATION FOR SCHEDULED CASTES, SCHEDULED TRIBES AND OTHER BACKWARD CLASSES

## ANNEXURE-I

	<b>Total Employees (Sanctioned)</b>	<b>Total Employees (In-position)</b>	<b>SC (Representation %)</b>	<b>ST (Representation %)</b>	<b>OBC (Representation %)</b>	<b>Others including EWS (Representation %)</b>
<b>A'</b>	4,285	1,779	270 (6.3)	119 (2.78)	125 (2.91)	1,265 (29.52)
<b>B'</b>	22,349	10,546	1,635 (7.31)	973 (4.35)	1,339 (5.99)	6,599 (29.52)
<b>C'</b>	24,796	11,600	2,549 (10.28)	1,651 (6.66)	1,440 (5.80)	5,960 (24.03)
<b>D'</b>	188	112	43 (22.87)	9 (4.79)	31 (16.48)	29 (15.42)
<b>Total</b>	<b>51,618</b>	<b>24,037</b>	<b>4,497 (8.71)</b>	<b>2,752 (5.33)</b>	<b>2,935 (5.68)</b>	<b>13,853 (26.83)</b>

NOTE:- The Percentage (%) of reservation in various categories has been worked out on the basis of sanctioned strength.

## ANNEXURE-II

Group	S. No.	Office	Total Employees		No. of employees belonging to -			
			(Sanctioned)	(In-Position)	SCs	STs	OBCs	Others including EWS
A	1	Main Sectt. (including IIS Officers)	639	475	65	34	46	330
	2	DPD	16	3	2	0	0	1
	3	CBFC	13	4	0	0	0	4
	4	PHOTO DIVISION	3	1	0	0	0	1
	5	BOC	27	6	2	1	1	2
	6	BECIL	116	56	13	1	8	34
	7	PIB	107	92	10	8	6	68
	8	PCI	9	6	1	1	0	4
	9	NFDC	35	11	3	0	1	7
	10	SRFTI	35	27	1	0	0	26
	11	EMMC	5	2	0	1	0	1
	12	NMW	5	2	0	0	0	2
	13	NFAI	4	2	0	0	0	2
	14	IIMC	34	16	2	1	1	12
	15	DFP	8	5	1	0	1	3
	16	RNI	10	7	1	1	0	5
	17	FTII	66	26	5	2	2	17
	18	FILMS DIVISION	31	13	2	1	3	7
	19	DG: AIR	2,002	613	103	35	29	446
	20	DG: DD	1,117	412	59	33	27	293
	21	CFSI	3	0	0	0	0	0
	<b>TOTAL</b>	<b>4,285</b>	<b>1,779</b>	<b>270</b>	<b>119</b>	<b>125</b>	<b>1,265</b>	

Group	S. No.	Office	Total Employees		No. of employees belonging to -			
			(Sanctioned)	(In-Position)	SCs	STs	OBCs	Others including EWS
B	1	Main Sectt. (including IIS Officers)	618	413	54	24	100	235
	2	DPD	70	38	12	3	1	22
	3	CBFC	24	12	2	0	2	8
	4	PHOTO DIVISION	7	3	0	1	0	2
	5	BOC	148	78	15	2	17	44
	6	BECIL	15	4	0	0	0	4
	7	PIB	109	52	11	6	13	22
	8	PCI	27	19	5	0	2	12
	9	NFDC	20	13	4	0	3	6
	10	SRFTI	29	17	1	0	2	14
	11	EMMC	0	1	0	0	0	1
	12	NMW	14	3	1	0	0	2
	13	NFAI	3	1	0	0	0	1
	14	IIMC	36	15	5	1	1	8
	15	DFP	10	4	1	0	1	2
	16	RNI	41	25	7	1	5	12
	17	FTII	51	26	6	2	1	17
	18	FILMS DIVISION	192	133	31	9	33	60
	19	DG: AIR	12,056	4,735	711	488	596	2,940
	20	DG: DD	8,866	4,947	767	436	560	3,184
	21	CFSI	13	7	2	0	2	3
	<b>TOTAL</b>	<b>22,349</b>	<b>10,546</b>	<b>1,635</b>	<b>973</b>	<b>1,339</b>	<b>6,599</b>	

Group	S. No.	Office	Total Employees		No. of employees belonging to -			
			(Sanctioned)	(In-Position)	SCs	STs	OBCs	Others including EWS
C	1	Main Sectt. (including IIS Officers)	135	97	30	4	11	52
	2	DPD	267	102	25	4	14	59
	3	CBFC	60	27	3	3	9	12
	4	PHOTO DIVISION	68	27	5	1	7	14
	5	BOC	1,469	839	172	110	178	379
	6	BECIL	41	3	0	0	0	3
	7	PIB	209	159	37	10	39	73
	8	PCI	51	45	7	5	4	29
	9	NFDC	56	30	8	0	9	13
	10	SRFTI (Group C&D Merged)	42	33	15	1	5	12
	11	EMMC	0	0	0	0	0	0
	12	NMW	23	7	3	0	0	4
	13	NFAI	20	8	1	0	2	5
	14	IIMC	82	40	9	1	11	19
	15	DFP	25	12	7	0	0	5
	16	RNI	30	21	5	1	3	12
	17	FTII	196	71	16	15	8	32
	18	FILMS DIVISION	243	145	29	8	46	62
	19	DG: AIR	12,071	5,453	1,251	808	495	2,899
	20	DG: DD	9,679	4,460	920	678	591	2,271
	21	CFSI	29	21	6	2	8	5
	<b>TOTAL</b>	<b>24,796</b>	<b>11,600</b>	<b>2,549</b>	<b>1,651</b>	<b>1,440</b>	<b>5,960</b>	

Group	S. No.	Office	Total Employees		No. of employees belonging to -			
			(Sanctioned)	(In-Position)	SCs	STs	OBCs	Others including EWS
D	1	Main Sectt. (including IIS Officers)	0	0	0	0	0	0
	2	DPD						
	3	CBFC	1	0	0	0	0	0
	4	PHOTO DIVISION	0	0	0	0	0	0
	5	BOC	0	0	0	0	0	0
	6	BECIL	16	6	3	0	0	3
	7	PIB	0	0	0	0	0	0
	8	PCI	0	0	0	0	0	0
	9	NFDC	6	0	0	0	0	0
	10	SRFTI	0	0	0	0	0	0
	11	EMMC	0	0	0	0	0	0
	12	NMW	0	0	0	0	0	0
	13	NFAI	22	10	2	2	2	4
	14	IIMC	0	0	0	0	0	0
	15	DFP	0	0	0	0	0	0
	16	RNI	0	0	0	0	0	0
	17	FTII	0	0	0	0	0	0
	18	FILMS DIVISION	143	96	38	7	29	22
	19	DG: AIR	0	0	0	0	0	0
	20	DG: DD	0	0	0	0	0	0
	21	CFSI	0	0	0	0	0	0
		<b>TOTAL</b>	<b>188</b>	<b>112</b>	<b>43</b>	<b>9</b>	<b>31</b>	<b>29</b>
		<b>GRAND TOTAL</b>	<b>51,618</b>	<b>24,037</b>	<b>4,497</b>	<b>2,752</b>	<b>2,935</b>	<b>13,853</b>

■■■



*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur inaugurates the high power transmitters at world's highest radio station at Humbuting La, in Kargil, Ladakh on September 25, 2021.*

# 9

## REPRESENTATION OF PHYSICALLY DISABLED PERSONS IN SERVICE

The Instruction and guidelines regarding Persons with Disabilities issued by the nodal Ministry/Department from time-to-time are circulated to all Media Units and Administrative Sections in Main Secretariat of Ministry of Information and Broadcasting for strict compliance. In the Main Secretariat, a Liaison Officer is also appointed to look after the interest of Persons with Disabilities.

In accordance with the guidelines issued

by DoPT, Special Recruitment Drive is under process in the Ministry to fill up backlog vacancies reserved for Persons with Disabilities. The representation of Persons with Disabilities in this Ministry is also compiled annually and furnished to DoPT. The representation of Persons with Disabilities in this Ministry collectively and in Direct Recruitment and Promotion quota as on January 1, 2022 is given below:-

### PWD REPORT-I

ANNUAL STATEMENT SHOWING THE REPRESENTATION OF THE PERSONS WITH DISABILITIES IN SERVICE  
(for the year 2021, as on January 1, 2022)

Group	Number of Employees						
	Total Post	Reserved posts for PWDs	A	B	C	D	E
1	2	3	4	5	6	7	8
Group A	3,172	49	06	04	09	00	00
Group B	21,008	230	28	24	111	05	29
Group C & D	19,904	157	24	14	99	00	06
Total	38,631	436	58	42	219	05	35

*(The above mentioned data is excluding the PWD data in respect of Directorate General: Doordarshan.)*

- Note:-
- A) Blindness or low vision;
  - B) deaf and hard of hearing;
  - C) locomotor disability including cerebral palsy, leprosy cured, dwarfism, acid attack victims and muscular dystrophy;
  - D) autism, intellectual disability, specific learning disability and mental illness;
  - E) multiple disabilities from amongst persons under clauses (a) to (d) including deaf-blindness in the posts identified for each disabilities;



## PWD REPORT-II

## STATEMENT SHOWING THE NUMBER OF PERSONS WITH DISABILITIES APPOINTED DURING THE CALENDER YEAR FOR THE YEAR : 2021 (as on January 1, 2022)

	No. of Vacancies Reserved for PWD under Direct Recruitment Quota					No. of Appointment Made in Direct Recruitment Quota					No. of Vacancies Reserved for PWD under Promotion Quota					No. of Appointment Made in Promotion Quota								
	A	B	C	D	E	Total appointment made	A	B	C	D	E	Total appointment made for PWD	A	B	C	D	E	Total appointment made for PWD	A	B	C	D	E	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
Group A	00	00	01	00	02	23	01	01	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00
Group B	05	04	04	03	03	01	00	00	00	00	00	00	00	00	01	00	00	07	01	00	00	01	00	00
Group C & D	09	11	29	28	02	31	07	01	02	04	00	00	01	00	00	00	11	00	00	00	00	00	00	00
Total	14	15	34	31	07	55	08	02	02	04	00	01	00	01	00	00	18	01	00	00	01	00	00	

• The above mentioned data is excluding the PWD data in respect of DG: Doordarshan.

- Note:-
- A) Blindness or low vision;
  - B) deaf and hard of hearing;
  - C) locomotor disability including cerebral palsy, leprosy cured, dwarfism, acid attack victims and muscular dystrophy;
  - D) autism, intellectual disability, specific learning disability and mental illness;
  - E) multiple disabilities from amongst persons under clauses (a) to (d) including deaf-blindness in the posts identified for each disabilities;

Note:- There is no reservation for Persons with Disabilities in case of promotion Group A Posts.





*Minister of State for Information and Broadcasting and Fisheries, Animal Husbandry & Dairying, Dr. L. Murugan addressing at the 67<sup>th</sup> National Film Awards function, in New Delhi on October 25, 2021.*



*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur at the signing ceremony of the Letter of Intent on collaboration in the digital media with the Minister of Information and Communications of the Socialist Republic of Vietnam, Mr. Nguyen Manh Hung, in New Delhi on December 16, 2021. Principal Director General, Press Information Bureau, Shri Jaideep Bhatnagar and other dignitaries were also present.*

# 10

## USE OF HINDI AS OFFICIAL LANGUAGE

Hindi written in Devanagari script is the Official Language of the Union of India as provided in the Constitution. To implement this provision, there is a well-considered policy of the Government under which every Ministry/ Department has been mandated to accelerate the progressive use of Hindi in official work by way of motivation and incentives.

In view of the above, Ministry of Information and Broadcasting also has been making constant efforts to use Hindi in its day to day official work as per the Official Language Policy of the Government of India. The Official Language Implementation Committee (OLIC) has been constituted under the Chairmanship of Senior Economic Advisor in the Main Secretariat of the Ministry, which monitors the progressive use of Hindi in the Main Secretariat as well as in its attached and subordinate offices. The meetings of OLIC are held regularly in which the status of implementation of the Official Language Policy in the Ministry and its media units/organizations is discussed and suggestions are given by the members to augment the use of Hindi in official work which help achieve the targets as fixed in the Annual Programme issued by the Department of Official Language.

To meet the needs of translating various routine and important time bound documents of the Ministry like Cabinet notes, Parliament questions and Standing Committee matters and also to implement the Official Language, Main Secretariat of the Ministry has an approved strength of one Director (OL), one Deputy Director (OL), two Assistant Directors (OL), two Senior Translation officers and two Junior Translation officers.

To ensure that of all papers/documents under Section 3(3) of the Official Languages Act are issued in bilingual form, check points, at the level of the officers signing the document, have been created and that as per Rule 5 of Official Language Rules, 1976, letters received in Hindi or signed in Hindi are invariably replied to in Hindi only. In addition, quarterly progress reports received from different sections of the Ministry and its media units are reviewed to ensure better compliance of the Official Language Policy.

For promoting the use of Hindi in official work by way of motivation and incentives, various activities were held in the Ministry Main Secretariat. In this regard, *Hindi Pakhwada* was organized in the Ministry during September 14-28, 2021. During the Pakhwada, six competitions namely, i) Hindi Noting and Drafting, ii) Hindi Debate, iii) Hindi Essay writing, iv) Hindi words Dictation (for MTS only), v) Hindi Typing, and vi) Hindi Stenography were organized in which around 110 officials participated.

A new incentive scheme is in operation for all the sections of the Ministry and its media units to whom cash prizes and trophies are awarded on the basis of their respective annual performance in use of Hindi in their official work. In order to facilitate the officials in use of Hindi in official work, attached and subordinate offices also organized OLIC meetings, Hindi workshops, Hindi Pakhwada and various other activities in their respective organizations.

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*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur meeting Minister for Information & Broadcasting of Bangladesh, Dr. Hasan Mahmud in New Delhi on September 07, 2021.*

# 11

## WOMEN WELFARE ACTIVITIES

To review the programmes and monitor implementation of development schemes for women in accordance with the guidelines of the National Commission for Women, a Women Cell was created in the Ministry in 1992. Later, in accordance with the Supreme Court guidelines laid down in Vishakha & Others vs. State of Rajasthan case, the Cell was re-constituted on May 16, 2002 as the Complaint Committee for matters relating to sexual harassment at workplace. An external expert from YWCA as non-official member in the Women Cell was included on January 13, 2006.

Later on, in accordance with the guidelines of the Supreme Court and recommendation of National Commission for Women, the Women Cell has been renamed as “Internal Complaint Committee” (ICC) on October 25, 2013.

This Committee was reconstituted on October 18, 2021 vide Circular No.

B-11020/17/2011-Admn.III (Vol- II). Ms. Neerja Sekhar, Additional Secretary, Ministry of Information & Broadcasting has been nominated as Chairperson of ICC. Besides, Ms. Kalpana David, National Secretary Administration, an external expert from YWCA of India has been nominated as non-official member of this Committee. Three other women members and one male member of the Ministry are its official members.

Internal Complaint Committees are also functioning in the attached/ subordinate offices and autonomous bodies of the Ministry. The Guidelines regarding Central Civil Services (Conduct) Rules, 1964 regarding prevention of sexual harassment of women at the workplace issued by Department of Personnel & Training from time to time are also forwarded to all the media units under this Ministry for adherence.





*Additional Secretary, Ministry of Information & Broadcasting, Smt. Neerja Sekhar in a meeting with the women officers/officials of the Ministry, on the occasion of the International Women's Day, in New Delhi on March 9, 2022.*

# 12 VIGILANCE RELATED MATTER

The vigilance set up of the Ministry functions under the overall supervision of the Secretary, Ministry of Information & Broadcasting. Vigilance Wing of the Ministry is headed by Chief Vigilance Officer (CVO) at the level of Joint Secretary who is appointed with the approval of Central Vigilance Commission (CVC) out of one of the Divisional Heads of the Ministry. CVO, Ministry of Information & Broadcasting is assisted by Deputy Secretary (Vigilance), Under Secretary (Vigilance) and a Vigilance Section. CVO of the Ministry provides a link between the Ministry and its subordinate/attached offices and CVC as well as CBI. In Ministry's autonomous/attached/subordinate offices, public sector undertakings and registered societies also, separate vigilance set-ups exist. The CVO of the Ministry coordinates vigilance activities of the attached and subordinate offices, public sector undertakings of the Ministry as per CVC guidelines.

Concerted efforts were made to streamline the procedures in order to minimize scope for corruption. Regular and surprise inspections were carried out by senior officers to ensure proper observance of rules and procedures. Efforts were also made to rotate the staff

posted in sensitive positions. During the period April 1, 2021 to December 31, 2021, 37 regular and 18 surprise inspections were carried out. In addition, a total of 16 areas and 58 persons have been selected for being kept under surveillance in the different media units/Main Secretariat of this Ministry. A week-long Vigilance Awareness Week was observed by the Ministry of Information & Broadcasting and its media units from October 26 to November 1, 2021.

During the period from April 1, 2021 to December 31, 2021, 148 fresh complaints were received in the Ministry and its media units from different sources. These were examined and preliminary inquiries were ordered in 15 cases. In addition to this, Preliminary Inquiry reports in respect of 21 cases were received during this period. Regular departmental action for major penalty was initiated in 17 cases and for minor penalty in 3 cases. Major penalties have been imposed in 11 cases, minor penalties have been imposed in 6 cases during the period and administrative actions have been taken under relevant provisions of rules in 16 cases. Two officials were placed under suspension under relevant provisions of rules.

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*Minister of State for Information and Broadcasting and Fisheries, Animal Husbandry & Dairying, Dr. L. Murugan addressing the local audience in Telugu, through AIR Tirupati station in Tirupati on October 22, 2021.*

# 13

## CITIZEN'S CHARTER AND GRIEVANCE REDRESSAL

### Citizen's Charter

The Citizen's Client's Charter of the Ministry of Information & Broadcasting for the year 2021-22 is available on the website of the Ministry i.e. [mib.gov.in](http://mib.gov.in). The following 12 main services have been included in the Charter which are being provided by this Ministry directly to its stakeholders:-

- i. Issue of license for providing DTH services to prospective licensee;
- ii. Issue of registration to Multi System Operators;
- iii. Issue of license for providing HITS services to prospective licensee;
- iv. Registration of Television Rating Points (TRP) Agencies to operate in India;
- v. Setting up teleports by TV Channels for uplinking/downlinking;
- vi. Issue of permission for Uplinking/Downlinking of TV Channels uplinked from India;
- vii. Issue of Permission for Downlinking of TV Channels uplinked from Abroad;
- viii. Grant of permission for the setting up of Community Radio Stations (CRS);
- ix. Issue of approval letter for the publication of Indian editions of foreign magazines/journals/periodicals/New Magazines by an entity having foreign investment in the category of Specialty/Technical/Scientific;
- x. Issue of approval letter for the publication of Indian editions of foreign magazines dealing with news and current affairs/Newspapers by an entity having foreign investment/facsimile edition of foreign newspaper by an entity having/not having foreign investment;
- xi. Grievance Redressal Mechanism; and

- xii. Issue of permission letter by FFO to foreign producers for shooting feature films/reality TV shows/commercial TV serials in India.

### Grievance Redressal Mechanism

The Grievance petitions received in the Ministry are registered and processed in the computerized Centralized Public Grievance Redress and Monitoring System (CPGRAMS). All petitions received are acknowledged according to norms and the acknowledgement letter contains registration number of the grievance, expected time of disposal and the details of the contact person. The grievance petitions are sent to the concerned media units/offices/divisions to redress the grievance, with the direction to send a suitable reply to the petitioner, as per rules. These petitions are monitored on a regular basis, by sending reminders to the concerned offices/divisions and by convening regular review meetings. In all the media units, attached/subordinate offices, autonomous bodies and public sector undertakings working under the administrative control of the Ministry, normally an Officer not below Junior Administrative Grade is designated as Public Grievance Officer of the Unit. In important and urgent nature of cases, senior Officers of the concerned media units/offices hold discussions for quick disposal of the cases. The position regarding final disposal of petitions is also intimated to the petitioners by post or through CPGRAMS.

The guidelines regarding redressal of public grievances/activating machinery for redressal of public grievances received from Department of Administrative Reforms and Public Grievances etc. are circulated to all media units/autonomous bodies etc. from time to time. Disposal of grievances is also monitored at the highest level in this Ministry as well as by Hon'ble Prime Minister in monthly PRAGATI Meetings.

**TIME FRAME PRESCRIBED FOR REDRESSAL OF THE GRIEVANCES:**

S. No.	Subject	Time
1.	Issue of acknowledgement/interim reply to the petitioner	3 days
2.	Time taken for transfer of the Grievance Petition to the concerned Administrative Wing/Responsibility Centre	7 days
3.	Time taken to give final reply to the petitioner from the date of receipt of grievance or date of receipt of clarification/additional information sought from the petitioner, whichever is later	2 months

**Grievance Status of the Ministry from April 1, 2021 to March 31, 2022**

Brought Forward as on 31-03-2021	Grievances Received (from 01-04-2021 to 31-03-2022)	Total Grievances	Grievances Disposed (from 01-04-2021 to 31-03-2022)	Grievances Pending as on 31-03-2022
690	6,454	7,144	6,766	378

**Majority of grievances received by the Ministry are of the following categories from April 1, 2021 to March 31, 2022:**

Sr. No.	Grievance Category	Percentage of grievances received
1	Petitions Pertaining to other Ministries	35.93%
2	Complaint against DTH Operators LCOs MSOs	13.23%
3	Broadcasting Content News and Non News Programmes	6.35%
4	Suggestions and Queries	6.23%
5	Pension Matters Delay in release of pension & other benefits	5.75%
6	Miscellaneous	4.00%
7	COVID-19 Related issues	3.56%
8	Service Matters Regular Employees	2.99%
9	Digital Media Content	2.39%
10	Service Matters Casual Employees	2.37%
11	Film Content Matters	2.36%
12	Registration and Title Verification	2.26%
13	Broadcasting Content Advertisements	1.92%
14	Corruption and Malpractices	1.87%
15	Press Content Matters	1.84%
16	Press Journalist Issues	1.77%
17	Pension Matters Wrong fixation of pension	1.63%
18	Pension Matters Revision of Pension	1.38%
19	Compassionate Appointments	0.98%
20	Subscription Publication of DPD Journals	0.57%
21	Harassment and Misbehaviour	0.43%
22	Category Not Assigned	0.17%
23	Advertisement and Publicity Matters	0.02%
24	Sexual Harassment	0.00%





*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur presenting the awards at the inauguration of the first Himalayan Film Festival 2021 at Leh, in Ladakh on September 24, 2021. The Lieutenant Governor of Ladakh, Shri R.K. Mathur was also present.*



*Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur at the launch of the MyParkings App in New Delhi on October 14, 2021.*

# 14

## IMPLEMENTATION OF RIGHT TO INFORMATION ACT, 2005

The Right to Information (RTI) Act, 2005 provides freedom to every citizen to secure access to information under the control of public authorities, consistent with public interest, in order to promote openness, transparency and accountability in administration and in relation to matters connected therewith or incidental thereto. Right to Information means the right to information accessible under this Act, which is held by or under the control of any public authority and includes the right to-

1. Inspection of work, documents, records;
2. Taking notes, extracts or certified copies of documents or records;
3. Taking certified samples of material;
4. Obtaining information in the form of CDs or in any other electronic mode or through printouts where such information is stored in a computer or in any other device.

### Implementation of RTI Act in the Main Secretariat

Under the provisions of the Right to Information Act, 2005 (RTI Act), a nodal RTI Section was set up in Ministry of Information & Broadcasting to coordinate the RTI-related work. This Section collects, dispenses and transfers the applications seeking information under the RTI Act, 2005 to the Central Public Information Officers (CPIO)/Public Authorities concerned with the subject matter.

All applications, appeals and decisions of the Central Information Commission (CIC) under RTI Act, 2005 related to the Ministry, its attached offices, subordinate offices, PSUs and autonomous bodies are received in the RTI Cell. The Ministry of I&B has designated 24 CPIOs and 19 Appellate Authorities (AA) to provide information and to take decision on the appeals

filed. List of CPIOs and Appellate Authorities are available on the Ministry's website i.e. [mib.gov.in](http://mib.gov.in).

The year-wise RTI applications & appeals received and action taken are reflected below:

Year	No. of applications & appeals received and action taken
2018	1,580
2019	1,424
2020	1,673
2021	1,512

During 2021, a total of 1,334 RTI applications and 178 appeals have been received in RTI Cell out of which 958 applications and 122 appeals were received online. All applications and appeals were promptly transferred /forwarded to the concerned public authorities/CPIOs for providing information to the applicants. An amount of Rs.13,750 has been received as application fee/information charges/inspection charges during 2021. Apart from this, RTI Cell also attends to all RTI queries received from visitors.

### Mechanism to deal with RTI applications

All applications received under RTI Act are scrutinized and RTI applications which do not concern with this Ministry are transferred to the concerned public authority and the remaining applications are forwarded to the concerned CPIOs in the Ministry.

As a mechanism to follow up the pending applications, frequent reminders are sent to CPIOs so that there may not be any delay in providing information to the applicant.

RTI applications and appeals received through online RTI portal are forwarded online to concerned CPIOs/AAs of the Ministry. RTI

applications and appeals received in physical form are scanned, uploaded and forwarded to concerned CPIOs and FAAs of the Ministry for speedy and timely disposal. All the CPIOs and AAs have been provided usernames and passwords to check the status of the applications/appeals and send online replies.

#### **Implementation of Section 4 of the RTI Act, 2005**

The Ministry has already completed the obligations under Section 4(b)(i) and 4(b)(ii) which deals with suo-moto disclosure of all information held by the Public Authority. Information Manual under RTI Act, 2005 is

revised/updated by Ministry of Information & Broadcasting from time to time. Quarterly Report numbers of applications/appeals received, rejected, transferred are uploaded on the CIC's website regularly.

#### **Implementation of RTI Act in the Attached/Subordinate offices of the Ministry**

CPIOs and Appellate Authorities have been appointed by all the attached/subordinate/PSUs and autonomous bodies under this Ministry. They are working in accordance with the instructions issued in this regard by DoPT from time to time.

■■■



*Secretary, Ministry of Information and Broadcasting, Shri Apurva Chandra at the launch of the virtual photo exhibition on “Making of the Constitution” and Film Poster Exhibition “Chitranjali @ 75”, as a part of iconic Week of Azadi Ka Amrit Mahotsav, in New Delhi on August 27, 2021.*





*Minister of State for Information and Broadcasting and Fisheries, Animal Husbandry & Dairying, Dr. L. Murugan calling on the Prime Minister, Shri Narendra Modi, in New Delhi on October 4, 2021.*

**Accounting organization of Ministry of Information & Broadcasting**

The Secretary, as Chief Accounting Authority in the Ministry of Information & Broadcasting, discharges his functions with the assistance of Financial Adviser and Chief Controller of Accounts. The Chief Controller of Accounts, Ministry of Information & Broadcasting performs his duties with the assistance of Controller/Dy. Controller/ Assistant Controller of Accounts, three Pr. Accounts Officers at HQ and fourteen Pay and Accounts Offices including six attached to Prasar Bharati and their field formations for the purpose of GPF and Pension only. Zonal Internal Audit Parties are stationed at Chennai, Kolkata, Mumbai and New Delhi whose works are being monitored by Internal Audit Wing at HQ.

**Responsibilities**

The overall responsibilities of Departmental Accounting Organizations in respect of Ministry of Information & Broadcasting are:

- Consolidation of monthly accounts of Ministry and its submission to the CGA.
- Annual Appropriation Accounts.
- Statement of Central Transactions.
- Preparation of “Accounts at a Glance”.
- Union Finance accounts which are submitted to the CGA, Ministry of Finance and Principal Director of Audit.
- Payments of grants-in-aid to Grantee Institutions/Autonomous Bodies etc.
- Rendering technical advice to all PAOs and Ministry; if necessary in consultation with other organizations like DoPT, Ministry of Finance and CGA etc.
- Preparation of Receipt Budget.
- Preparation of Pension Budget.
- Procuring and supplying of cheque books for and on behalf of PAOs/Cheque Drawing DDOs.
- To maintain necessary liaison with Controller General of Accounts office and to effect overall co-ordination and control in accounting matters and the accredited Bank.
- To verify and reconcile all receipts and payments made on behalf of Ministry of Information & Broadcasting through the accredited Bank i.e. State Bank of India.
- To maintain accounts with Reserve Bank of India relating to Ministry of Information & Broadcasting and to reconcile the cash balances.
- To ensure prompt payments.
- Speedy settlement of Pension/Provident fund and other retirement benefits.
- Internal Audit of the Ministry, subordinate and attached offices under Ministry of Information & Broadcasting and its Grantee institutions, Autonomous Bodies etc.
- To make available accounting information to all concerned Authorities/Divisions.
- Budget co-ordination works of Ministry of Information & Broadcasting.
- Monitoring of New Pension Scheme and revision of pension cases from time to time.
- Computerization of Accounts and e-payment.
- Administrative and co-ordination function of the accounting organization.
- Roll out of PFMS under Central Sector Schemes in Grantee Institutions/Autonomous Bodies.
- Non-Tax Receipt Portal (NTRP) in Ministry of Information & Broadcasting.

## Pay and Accounts Office

The Pay and Accounts Office is the basic Unit of Departmentalized Accounting Organization. Its main function includes:

- Pre-check and payment of all bills, including those of loans and grants-in-aid, submitted by Non-Cheque Drawing DDOs.
- Accurate and timely payments in conformity with prescribed rules and regulations.
- Timely realization of receipts.
- Issue of quarterly letter of credit to Cheque Drawing DDOs and post check of their Vouchers/bills.
- Compilation of monthly accounts of receipts and expenditures made by them and incorporating them with the accounts of the cheque Drawing DDOs.
- Maintenance of GPF accounts other than merged DDO and authorization of retirement benefits.
- Maintenance of all DDR Heads.
- Efficient service delivery to the Ministry/ Department through banking arrangement by way of e-payment.
- Adherence to the prescribed Accounting Standards, rules and principles.
- Timely, accurate, comprehensive, relevant and useful financial reporting.

Accounting information and data are also provided to the Financial Advisor and Chief Accounting Authority i.e. Secretary to facilitate effective budgetary and financial control. Monthly and progressive expenditure figures under various sub-heads/object-heads of the grant of the Ministry of Information & Broadcasting are furnished to Budget Section of the Ministry including Jt. Secretary of the Media Division. Progress of expenditure against budget provisions are also submitted weekly to the Secretary and Addl. Secretary & Financial Adviser as well as Heads of Divisions of the

Ministry, controlling the grant for purposes of better monitoring of expenditure in last quarter of the financial year.

The Accounting organization also maintains accounts of long-term advances such as House Building Advance and GPF accounts of employees of the Ministry.

The verification and authorization of pensionary entitlement of officers and staff members is done by the Pay & Accounts Offices on the basis of service particulars and pension papers furnished by Heads of Offices. All retirement benefits and payments like gratuity, cash equivalent to leave salary as well as payments under Central Government Employees Group Insurance Scheme; General Provident Fund etc. are released by Pay & Accounts Offices on receipt of relevant information/bills from DDOs.

## Internal Audit Wing

The Internal Audit Wing carries out audit of accounts of various offices of the Ministry to ensure that rules, regulations and procedures prescribed by the government are adhered to by these offices in their day-to-day functioning. The Internal Audit Wing, working under the overall guidance of Chief Accounting Authority and Financial Advisor, has focused on strengthening governance structures, capacity building and leveraging technology in appropriate manner to ensure an efficient and effective Internal Audit practice. There are 531 units (Prasar Bharati-459 and Non-Prasar Bharati-72) located all over India under various media units of the Ministry spread throughout the length and breadth of the country, which fall within the preview of Internal Audit. During the financial year 2020-21, Audit of 30 offices under Ministry of Information and Broadcasting was undertaken.

Status of Outstanding Internal Audit paras in Ministry of Information & Broadcasting and Prasar Bharati as on March 31, 2021 and December 1, 2021.

<b>I. PRASAR BHARATI</b>					
<b>Zone</b>	<b>Outstanding Paras upto 31.03.2021</b>	<b>Paras Raised from 01.04.2021 to 30.11.21</b>	<b>Total Paras Outstanding as on 30.11.21</b>	<b>Paras Dropped from 01.04.21 to 30.11.21</b>	<b>Total Outstanding Paras as on 01.12.2021</b>
South Zone (Chennai)	625	62	687	130	557
West Zone (Mumbai)	191	62	253	51	202
North Zone (Delhi)	200	50	250	43	207
East Zone (Kolkata)	448	72	520	69	451
<b>Total (I)</b>	<b>1,464</b>	<b>246</b>	<b>1,710</b>	<b>293</b>	<b>1,417</b>
<b>II. NON-PRASAR BHARATI</b>					
<b>Zone</b>	<b>Outstanding Paras upto 31.03.2021</b>	<b>Paras Raised from 01.04.2021 to 30.11.21</b>	<b>Total Paras Outstanding as on 30.11.21</b>	<b>Paras Dropped from 01.04.21 to 30.11.21</b>	<b>Total Outstanding Paras as on 01.12.2021</b>
South Zone (Chennai)	400	11	411	84	327
West Zone (Mumbai)	599	11	610	47	563
North Zone (Delhi)	377	115	492	80	412
East Zone (Kolkata)	326	15	341	47	294
<b>Total (II)</b>	<b>1,702</b>	<b>152</b>	<b>1,854</b>	<b>258</b>	<b>1,596</b>
<b>Grand Total ( I + II )</b>	<b>3,166</b>	<b>398</b>	<b>3,564</b>	<b>551</b>	<b>3,013</b>

### **Individual Running Ledger Accounting System (IRLA):**

Pay & Accounts Office (IRLA) came into existence along with other departmentalized PAOs of other Ministries. The idea of IRLA system (Individual Running Ledger Accounts for Group – A officers) originated to keep all service and payment detail in a centralized system so that officers of Media Units of the Ministry of Information and Broadcasting and Prasar Bharati, who have an all India transfer liability can draw their Salary conveniently. Pay & Accounts Office (IRLA) is maintaining service and salary records of Media Units of the Ministry of Information and Broadcasting

and offices of Prasar Bharati (Doordarshan & All India Radio) located in various cities all over the country. PAO (IRLA) has been on-board on Digital Platform with launch of a new website ([iis.mib.gov.in/irla/](http://iis.mib.gov.in/irla/)) developed in consultation with the NIC cell of M/o Information and Broadcasting. It facilitates Group-A officers in getting online services viz. salary slip, Income tax Form-16 and GPF statement etc.

### **Banking Arrangements**

State Bank of India is the accredited bank for PAOs and its field offices in the Ministry of Information & Broadcasting. E-payments processed by the PAOs/CDDOs are settled

through CMP, SBI, Hyderabad in favor of the bank account of vendors/beneficiaries. In some cases, Cheques issued by the PAOs/CDDOs are presented to the nominated branch of the accredited bank for payment. The receipts are also remitted to the accredited banks by the respective PAOs/CDDOs apart from Non-Tax-Receipt Portal (NTRP). Any change in accredited bank requires specific approval of Controller General of Accounts, Department of Expenditure, Ministry of Finance.

Principal Accounts Office has 14 Pay & Accounts Offices, including of 6 PAOs attached with Prasar Bharati. Five PAOs are located in New Delhi, two each in Mumbai, Chennai, Kolkata and one each in Nagpur, Lucknow and Guwahati. All payments pertaining to the Department/Ministry are made through PAOs/CDDOs attached with respective PAOs. Drawing and Disbursing Officers present their claims/bills to the designated PAOs/CDDOs, who issue cheques/releases e-payment after exercising the necessary scrutiny as per provisions contained in Civil Accounts Manual, Receipt and Payment Rules and other orders issued by Government from time to time. All payments are routed through PFMS and e-payments being directly credited into the beneficiary's bank account.

### **Computerization of Accounts**

The process of computerization of accounts in the Departmentalized Accounting Organization of M/o Information and Broadcasting started with computerization of accounting function by the O/o Controller General of Accounts, Ministry of Finance. The software titled CONTACT had been used in the Pr. Accounts Offices for consolidation of monthly accounts. In this Ministry, all PAOs used voucher level computerization IMPROVE. From November 2008 onwards, the monthly account has been submitted to the O/o CGA after PAO-wise adjustment of Put through Statement with online acceptance by the Principal Accounts Office. Window-based applications like Microsoft Word and Excel

are also used for preparation of Head-wise Appropriation accounts, Material of Union Government Finance Account (Civil) and monthly expenditure and receipt statements for submission to Ministry and for other MIS purposes.

### **Initiatives on e-payment**

The e-payment system in all Pay & Accounts Offices of Ministry of Information & Broadcasting had been successfully implemented from 2011 onwards.

### **e- Payment System**

Since the IT Act, 2000 recognizes digitally-signed documents or electronic records digitally authenticated by means of an electronic method or procedure in accordance with the provisions of section 3 of the Act, the Controller General of Accounts had developed a facility in COMPACT for electronic payment (e-payment) through digitally signed electronic advices. This had replaced the existing system of payment through cheque while leveraging the COMPACT application running in all Pay & Accounts Offices in all Ministries/Departments of Central Government.

The e-payment system developed was a fully secured web-based system of electronic payment services which introduces transparency in government payment system. Payment of dues from the government under this system were made by credit of money directly in to the bank account of payee through a digitally signed e-advices generated from COMPACT through the 'Government e-payment Gateway (GePG)' on a secured communication channel. Necessary functional and security certification were obtained from STQC Directorate for its roll out. The system was implemented in all Central Government Civil Ministries/Departments in a phased manner.

GePG has further been upgraded to PFMS system, which is an integrated Financial Management System of Controller General

of Accounts, for sanction preparation, bill processing, payment, receipt management, Direct Benefit Transfer, fund flow management and financial reporting.

### **Registration of Digital Signatures**

The Pay & Accounts Officer obtains digital signature from the NIC Certifying Authority. The digital signatures obtained from the NIC Certifying Authority are stored in a USB Token called i-Key. The PAO registers the digital signatures with PFMS portal through the Principal Accounts Office of the concerned Ministry/Department. The concerned banks download the PAOs digital signatures from the PFMS portal. Digital signatures of the authorized signatory of the concerned banks are also uploaded on PFMS portal for authentication of e-payment scrolls provided to PAOs by the banks.

### **Submission of Bill**

The Drawing and Disbursing Officers (DDOs) submit bills for e-payment along with mandate form and details of payee viz. IFSC Code of Bank Branch, A/C Number, Name, Address, etc., to the Pay & Accounts Officer (PAO). A token number is generated from COMPACT and communicated to DDO.

### **Bill Processing**

The bills are processed in the Pay & Accounts office in COMPACT System.

### **Digital Signatures**

Once the bill is passed by the PAO, it is digitally signed using the secure i-Key and e-payment authorization is generated by the system.

### **Uploading authorization on PFMS**

The e-payment authorization file (e-advice) is uploaded on the PFMS in a secure environment. Concerned banks download the e-advice from PFMS and after necessary verification of digital signature etc, the bank would credit the beneficiaries' account using CBS/NEFT/RTGS as applicable.

### **e-Scrolls**

A digitally signed electronic scroll is generated and uploaded by the bank on PFMS for all successful e-payments. e-Scrolls are downloaded by the PAOs and incorporated in the COMPACT system for reconciliation and other MIS purposes.

#### **Advantages of e-payment:**

- Saves time and effort due to online fund transfer using digitally signed unique e-authorization ID.
- Secure mode of payment.
- Transparency in payment procedure.
- Elimination of physical cheques and their manual processing.
- Elimination of constraints of manual deposit of cheque by the payee into his bank account.
- Enhancement of overall payment processing efficiency.
- Online auto-reconciliation of payments.
- Efficient compilation of accounts.
- Complete audit trail of transactions at all levels.

## **PUBLIC FINANCIAL MANAGEMENT SYSTEM (PFMS)**

Public Financial Management System (PFMS) is a web-based online software application developed and implemented by the Controller General of Accounts (CGA), Department of Expenditure, Ministry of Finance, Government of India. The outputs/deliverables for the various modes/functions of PFMS include (but are not limited to):

- Payment & Exchequer Control
- Accounting of Receipts (Tax & Non-Tax)
- Compilation of Accounts and Preparation of Fiscal Reports
- Integration with Financial Management Systems of States

The primary function of PFMS today is to facilitate sound Public Financial Management System for Government of India by establishing an efficient fund flow system as well as a payment cum accounting network.

PFMS is also the channel for payment, accounting and reporting under Direct Benefit Transfer. As such, every Department/Ministry of Government of India transfers funds electronically to beneficiary (individual or institution) through PFMS.

At present, all 14 Pay & Accounts Offices of M/o Information & Broadcasting (including six PAOs attached with Prasar Bharati for GPF & Pension) are functioning successfully on PFMS.

### **Various Modules of PFMS:**

#### **I. Employees Information System (EIS)**

**Module of PFMS:** This Module has been implemented in all Drawing & Disbursing Offices of Ministry of information & Broadcasting.

#### **II. CDDO Module of PFMS:** CDDO module of PFMS has been rolled out in all Cheque Drawing and Disbursing Offices of Ministry of Information and Broadcasting.

### **III. Online Portal (Bharatkosh) for collection of Non-Tax Revenue in the Ministry:**

- NTR Portal has been functional in Ministry of Information and Broadcasting from November 01, 2016.
- The objective of Non-Tax Receipt Portal (NTRP) is to provide a one-stop window to Citizens/Corporate/Other users for making online payment of Non-Tax Revenue payable to Government of India (GoI).
- Non-Tax Revenue of Government of India comprise of a large bouquet of receipts, collected by individual departments/ministries. Primarily these receipts come from Dividends, Interest receipts, Spectrum charges, RTI application fee, purchase of forms/magazines by students and many other such payments by citizens/corporate/other users.
- The online electronic payment in a completely secured IT environment, helps common users/citizen from the hassle of going to banks for making drafts and then to Government offices to deposit the instrument for availing the services. It also helps avoidable delays in the remittance of these instruments into Government account as well as eliminates undesirable practices in the delayed deposit of these instruments into bank accounts.
- NTRP facilitates instant payment in a transparent environment using online payment technologies such as Internet Banking, Credit/Debit Cards.
- The collection of Non-tax Revenue of the Ministry in the current financial year (2021-22) for the period from April 1, 2021 to December 13, 2021 is Rs. 1469.00 crores and out of this

Rs. 1464.13 crores (**i.e. more than 99.70%**) have been collected through Bharatkosh on NTR e-portal.

**IV. Expenditure, Advance and Transfer (EAT) Module of PFMS:** All six (06) Autonomous Bodies of Ministry of Information & Broadcasting have been on-board on Expenditure Advance Transfer (EAT) module of PFMS.

#### **New developments in the Ministry:**

##### **A. Treasury Single Accounts (TSA)**

Department of Economic Affairs, Ministry of Finance vide its O.M. No. F.No.1(18)-B(AC)/2017 dated May 12, 2020 rolled out Treasury Single Accounts (TSA) in Autonomous Bodies in order to minimize the cost of Government borrowings, to enhance the efficiency in fund flows to Autonomous Bodies (ABs), for better cash management and to avoid parking of funds released by the Government to Autonomous Bodies (ABs) in their bank Accounts. In compliance to above, the Ministry of Information and Broadcasting has also operationalized TSA in Prasar Bharati since October 1, 2020. Four hundred and fifty nine (459) Assignment Accounts have been opened with Reserve Bank of India (RBI) pertaining to various Units/Sub-units of Prasar Bharati. The Ministry has made a reference before Department of Economic Affairs, M/o Finance

and O/o Controller general of Accounts, Department of Expenditure, M/o Finance in order to implement TSA module in 04 more ABs viz. Press Council of India (PCI), Indian Institute of Mass Communication (IIMC), Film and television Institute of India, Pune (FTII) and Satyajit Ray Film and Television Institute, Kolkata (SRFTI).

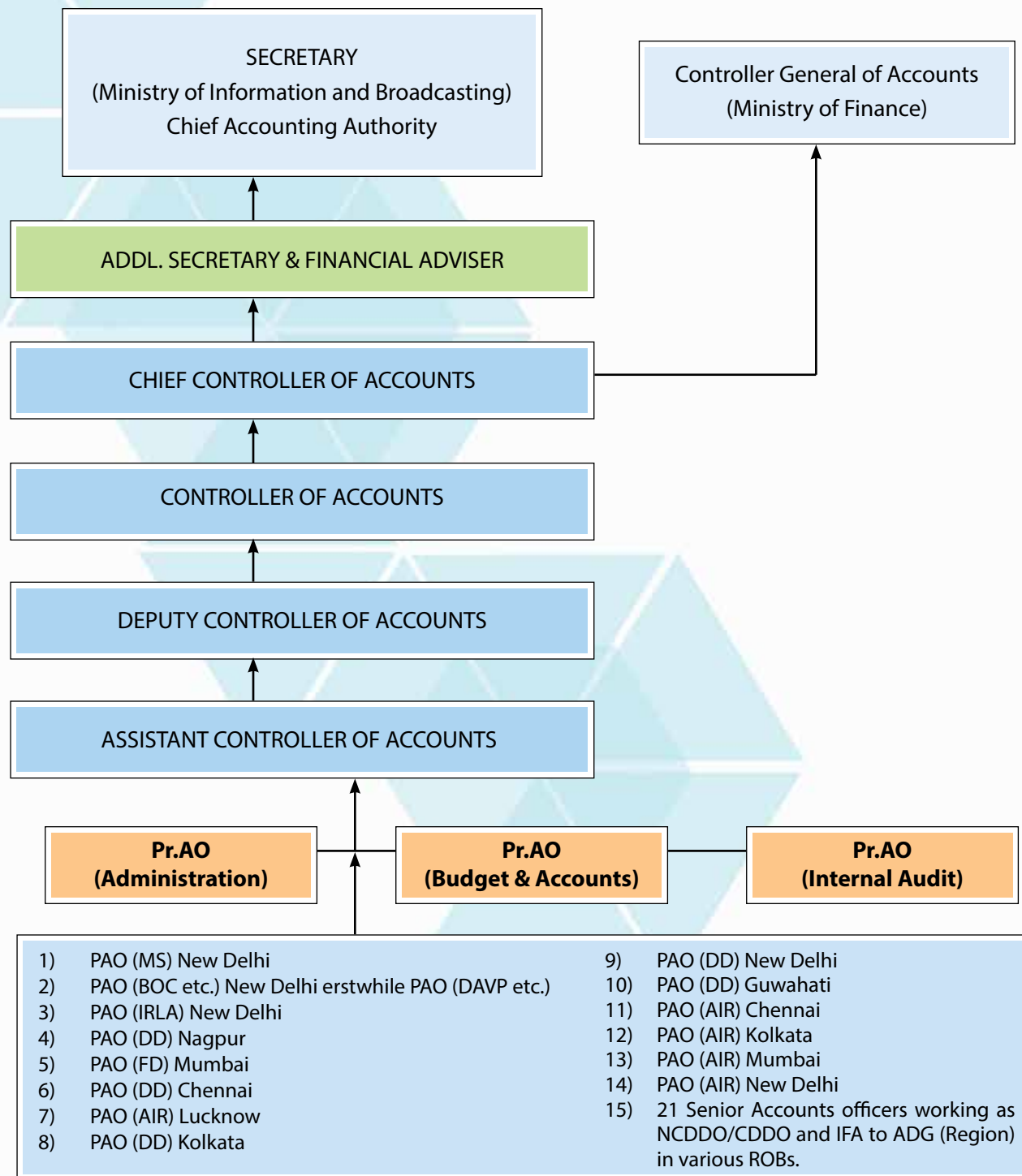
##### **B. Enforcement of enhanced security layers in online payment process in Public Financial Management System (PFMS)**

In order to ensure safety measures on PFMS platform, the following features are being enforced for treasury operations:

- a) Verification of each payment request with physical bill without fail before putting the digital signature by Pay & Accounts Offices (PAOs).
- b) Use of NIC/GOV domain e-mail IDs for user registration by the officials dealing with PAO and DDO module of PFMS.
- c) Immediate deactivation of user(s) found to be no longer active
- d) Deactivation of user ID/Digital key of PAO/AAO user type at the time permanent transfer/superannuation).
- e) Implementation of OTP based log in system on PFMS in phased manner.



**ACCOUNTING ORGANIZATION SETUP IN  
MINISTRY OF INFORMATION AND BROADCASTING**





*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur holding a press conference on Cabinet Decisions, in New Delhi on November 10, 2021.*



*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur addressing at the closing ceremony of the 52<sup>nd</sup> International Film Festival of India (IFFI-2021), in Panaji, Goa on November 28, 2021.*

**[A] C&AG Paras****List of C&AG Paras received for FY 2021-22**

Sl. No.	Report No. & Year	Para No.	Details of Subject	Action Taken
1.	2 of 2021	9.1	<b>Satyajit Ray Film &amp; Television Institute, Kolkata (SRFTI) – Excess payment to Employees provident Fund]</b> - In contravention of the Employees' Provident Fund and Miscellaneous Provisions Scheme, 1952, the Satyajit Ray Film & Television Institute, Kolkata deposited excess Provident Fund contribution of 1.89 crores in respect of its 89 employees.	<b>Final Action Taken Report has been sent to Monitoring Cell, M/o Finance on October 14, 2021.</b>

**[B] PUBLIC ACCOUNTS COMMITTEE (PAC)'S RECOMMENDATIONS**

Ministry of Information & Broadcasting has not received any C&AG/PAC paras during the current FY 2021-22 till December 31, 2021.

■■■



*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur at the 'Kashi Film Festival', at International Cooperation and Convention Center, in Varanasi on December 28, 2021.*

# 17 IMPLEMENTATION OF THE JUDGEMENTS/ORDERS OF CATS

Information on Implementation of the Judgements/Orders of CAT Cases of various Media Units and Main Secretariat of the Ministry for the year 2020-21 is as follows:

Sr. No.	Media Units	No. of Orders received from CAT for the year 2020-21	No. of the Judgements/Orders implemented 2020-21
1	CBC (erstwhile BOC)	5	5
2	CBFC	2	2
3	IIMC	1	1
4	IIS Section	1	0
5	Prasar Bharati	2	0
6	Doordarshan News	2	2
7	DG: AIR	39	31
8	DG: DD	37	29
	<b>TOTAL</b>	<b>89</b>	<b>70</b>





*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur felicitates the winners of 75 young creative minds, during the 52<sup>nd</sup> International Film Festival of India (IFFI-2021), in Panaji, Goa on November 21, 2021.*

**Budget Estimate (2021-22):**

**The Central Sector Scheme (Tentative) outlay for 2021-22 in respect of Ministry of Information & Broadcasting**

(Rs. In Crore)

S.No.	Name of the Sector/ Scheme/ Media Unit	BE (2021-22)
1	Information Sector (Development Communication & Information Dissemination - DCID)	188.00 (169.00 Cr - Normal & 19.00 Cr - NER)
2	Film Sector (Development, Communication & Dissemination of Filmic Content - DCDFC)	124.21 (115.21 Cr - Normal & 9.00 Cr - NER)
3	Broadcasting Sector (Main Sectt.)	
a	Supporting Community Radio Movement in India (CRS)	3.84 (3.60 Cr - Normal & 0.24 Cr - NER)
b	Prasar Bharati (Broadcasting Infrastructure and Network Development - BIND)	316.00 (281.00 Cr - Normal & 35.00 Cr - NER)
	<b>Total Broadcasting Sector</b>	<b>319.84</b> <b>(284.6 Cr - Normal &amp; 35.24 Cr - NER)</b>
	<b>GRAND TOTAL</b>	<b>632.05</b> <b>(568.81 Cr - Normal &amp; 63.24 Cr - NER)</b>

**SCHEME OUTLAY****Budget Estimate (2021-22):**

The Central Sector Scheme outlay for 2021-22 in respect of the Ministry of Information & Broadcasting is Rs. 632.05 crores.

(Rs. in crore)

S.No.	Sector	GBS
1.	Information Sector	188.00
2.	Films Sector	124.21
3.	Broadcasting Sector	319.84
	<b>Total</b>	<b>632.05</b>

Represent 10% of the total Central Sector Schemes outlay (GBS) of Rs. 632.05 crores. The break-up of North-East component is as under:

(Rs . in crore)

S.No.	Sector	GBS
1.	Information Sector	19.00
2.	Films Sector	9.00
3.	Broadcasting Sector	35.24
	<b>Total</b>	<b>63.24</b>

The North East Component at Rs. 63.24 crores.

■■■





*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur at the inauguration of the high power transmitters at world's highest radio station at Humbuting La, in Kargil, Ladakh on September 25, 2021.*

## 19

## MEDIA UNIT WISE BUDGET

<b>Media Unit-wise Budget</b>			
<b>Demand No. 61- Ministry of Information &amp; Broadcasting</b>			
<b>(Rs. in thousands)</b>			
<b>Name of Media Unit/Activity</b>	<b>BE 2021-22</b>	<b>RE 2021-22</b>	<b>BE 2022-23</b>
<b>Revenue Section</b>			
<b>CAT. I ESTABLISHMENT EXPENDITURE OF THE CENTRE (Non-Scheme Expenditure)</b>			
Main Sectt. (including PAO)	<b>8,91,800</b>	<b>8,72,000</b>	<b>9,75,900</b>
Film Certification Appellate Tribunal	4,900	3,900	0
Central Board of Film Certification	1,33,300	1,16,500	1,32,000
Films Division	5,24,000	5,05,000	5,68,900
National Film Archive of India	1,05,800	69,321	92,000
Directorate of Film Festivals	1,41,000	1,29,694	1,20,000
New Media Wing	16,700	18,800	20,800
Bureau of Outreach and Communication (BOC)	18,85,300	17,98,700	20,25,700
Press Information Bureau (PIB)	10,29,900	10,34,100	10,74,800
Registrar of Newspapers for India	85,200	82,150	79,500
Publications Division	4,15,000	4,08,410	5,08,100
Employment News	1,41,800	76,025	600
Electronic Media Monitoring Centre (EMMC)	2,31,100	1,83,100	2,03,200
Payment of Annual Membership Subscription to International Programme for the Development of Communication (IPDC)	2,100	2,100	2,100
Contribution to Asia Pacific Institute for Broadcasting Development (AIBD)	3,000	3,100	3,100
Payment of annual membership subscription to Association of Moving Images Archivists (AMIA)	40	40	40
Contribution to membership of International Organizations by NFAI	260	260	260
Private FM Radio Station	26,500	1,500	21,700
<b>Total: Establishment Expenditure of the Centre</b>	<b>56,37,700</b>	<b>53,04,700</b>	<b>58,28,700</b>

(Rs. in thousands)			
Name of the Schemes	BE 2021-22	RE 2021-22	BE 2022-23
<b><i>Cat. II CENTRAL SECTOR SCHEMES (Scheme Expenditure)</i></b>			
<b>INFORMATION SECTOR</b>			
Development Communication & Information Dissemination (DCID)	18,80,000	18,80,000	18,40,000
<b>Total (Information Sector)</b>	<b>18,80,000</b>	<b>18,80,000</b>	<b>18,40,000</b>
<b>FILMS SECTOR</b>			
Development Communication and Dissemination of Filmic Content	12,26,200	8,45,000	12,71,600
Champion Service Sector Schemes	15,900	0	0
<b>Total (Film Sector)</b>	<b>12,42,100</b>	<b>8,45,000</b>	<b>12,71,600</b>
<b>BROADCASTING SECTOR</b>			
Supporting Community Radio Movement in India	38,400	25,000	38,400
Broadcasting Infrastructure Network Development	31,60,000	17,50,000	31,50,000
<b>Total (Broadcasting Sector)</b>	<b>31,98,400</b>	<b>17,75,000</b>	<b>31,88,400</b>
<b>Total - CENTRAL SECTOR SCHEMES</b>	<b>63,20,500</b>	<b>45,00,000</b>	<b>63,00,000</b>
<b><i>OUT OF WHICH NER ALLOCATION</i></b>	<b>6,32,400</b>	<b>4,50,000</b>	<b>6,30,000</b>
<b><i>ALLOCATION UNDER CAPITAL</i></b>	<b>1,26,200</b>	<b>2,11,000</b>	<b>2,56,500</b>
(Rs. in thousands)			
Name of the Schemes	BE 2021-22	RE 2021-22	BE 2022-23
<b><i>Cat. III OTHER CENTRAL EXPENDITURE (Autonomous Bodies) (Non-Scheme Expenditures)</i></b>			
Grants-in-aid to Indian Institute of Mass Communication (IIMC)	6,50,000	3,00,000	5,20,000
Grants-in-aid to Press Council of India (PCI)	2,00,000	1,57,000	2,71,800
Grants-in-aid to Children's Film Society, India (CFSI)	39,000	35,200	37,400
Grants-in-aid to Film & Television Institute of India, Pune (FTII)	5,84,800	4,50,900	5,53,900
Grants-in-aid to Satyajit Ray Film & Television Institute, Kolkata (SRFTI)	8,79,200	6,08,800	7,43,000
Grants to Prasar Bharati	2,64,01,100	2,62,90,300	2,55,52,900
<b>Total - OTHER CENTRAL EXPENDITURE (Autonomous Bodies)</b>	<b>2,87,54,100</b>	<b>2,78,42,200</b>	<b>2,76,79,000</b>
<b>Total - Demand No. 61</b>	<b>4,07,12,300</b>	<b>3,76,46,900</b>	<b>3,98,07,700</b>



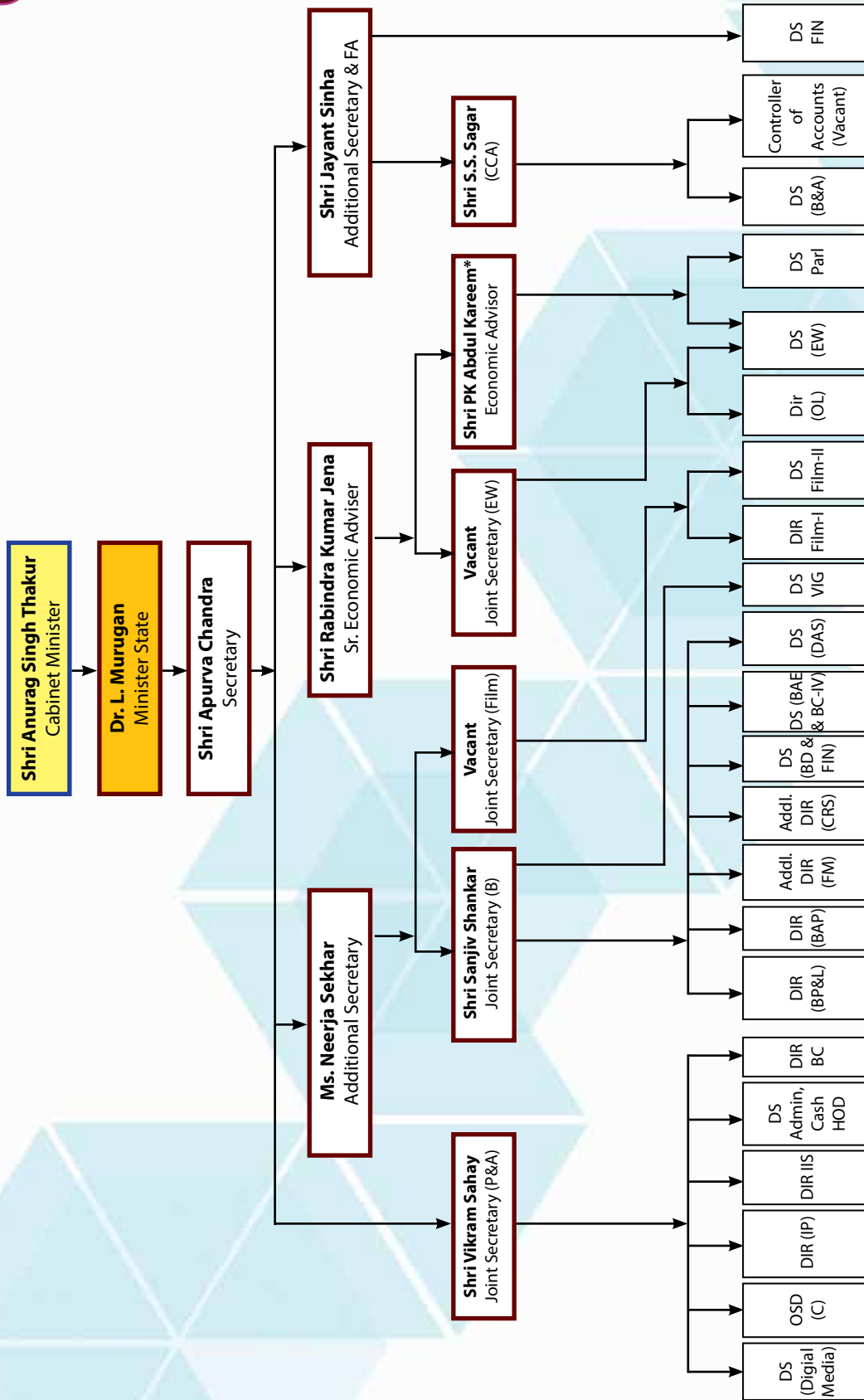


*Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur inaugurating the road connecting Bonibagh to Bonibagh Bala under Pradhan Mantri Gram Sadak Yojna in Ganderbal, Jammu and Kashmir on September 26, 2021.*



*Minister of State for Fisheries, Animal Husbandry & Dairying, Information and Broadcasting, Dr. L. Murugan addressing at the National Seminar on National Education Policy-2020, at Sri Padmavathi Mahila University, in Tirupati on March 23, 2022.*

## ORGANIZATION CHART OF MINISTRY OF INFORMATION AND BROADCASTING



\*Additional Charge of Joint Secretary (EW)

**DESIGNATION IN THE MINISTRY OF INFORMATION AND BROADCASTING (2021-22)**

<b>Secretary</b>	<b>Secretary</b>
AS	Additional Secretary
AS & FA	Additional Secretary & Financial Advisor
Sr. EA	Senior Economic Adviser (Economic Wing)
JS (P&A)	Joint Secretary (Policy & Administration)
JS (B)	Joint Secretary (Broadcasting)
JS (F)	Joint Secretary (Films)
JS (EW)	Joint Secretary (Economic Wing)
Economic Adviser	Economic Adviser
CCA	Chief Controller of Accounts
OSD (C & PPC & IP&MC)	Officer on Special duty (Co-ordination, Policy Planning Cell, Information Policy & Media Coordination)
Director (Films) -I	Director (Films-I)
Director (IP)	Director (Information Policy)
Director (BC)	Director (Broadcasting Content)
Director/Director (OL)	Director/Director (Official Language)
Director (BP&L)	Director (Broadcasting Policy & Legislation)
Director (BAP)	Director (Broadcasting Administration Programme)
Deputy Secretary (Fin.)	Deputy Secretary (Finance)
Deputy Secretary (Films) –II	Deputy Secretary (Films-II)
DS (B & A)	Deputy Secretary (Budget & Account)
DS (Cash, Admn. & HoD)	Deputy Secretary (Cash, Administration & Head of Department)
DS (DAS)	Deputy Secretary (Digital Addressable System)
DS (EW)	Deputy Secretary (Economic Wing)
DS (Vig. & Parl.)	Deputy Secretary (Vigilance & Parliament)
DS (BAE & BC-IV)	Deputy Secretary (Broadcasting Administration Engineering & Broadcasting Content-IV)
Addl. Dir (FM)	Additional Director (Frequency Modulation)
CA	Controller of Accounts
US (Admn. I, II, III, IV & HOO)	Under Secretary (Administration I,II,III & Head of Office)
US (IIS)	Under Secretary (Indian Information Service)
US (MUC-I)	Under Secretary (Media Unit Coordination-I)
US (MUC-II)	Under Secretary (Media Unit Coordination-II)
US (Press)	Under Secretary (Press)
US (Vigilance)	Under Secretary (Vigilance)
US (Cash & Parl.)	Under Secretary (Cash & Parliament)

<b>Secretary</b>	<b>Secretary</b>
US (NMC & NMW)	Under Secretary (New Media Cell & New Media Wing)
US (PPC & IP&MC)	Under Secretary (Policy Planning Cell & Information Policy & Media Coordination)
US (BC-I,II & III)	Under Secretary (Broadcasting Content-I, II & III)
US (INSAT – TV)	Under Secretary (Indian Satellite Television)
US (DAS)	Under Secretary (Digital Addressable System)
US (BP&L)	Under Secretary (Broadcasting Policy & Legislation)
US (BD & B Fin.)	Under Secretary (Broadcasting Development & Broadcasting Finance)
US (BAP-I)	Under Secretary (Broadcasting Administration Programme-I)
US (BAP-II)	Under Secretary (Broadcasting Administration Programme-II)
US (BA-E)	Under Secretary (Broadcasting Administration Engineering)
US (BS-IV)	Under Secretary (Broadcasting Content-IV)
US (F-I & III)	Under Secretary (Finance-I & Finance-III)
US (Fin-II)	Under Secretary (Finance-II)
US (B&A)	Under Secretary (Budget & Accounts)
US (EW)	Under Secretary (Economic Wing)
US [F(C), F(F), & F(I)]	Under Secretary (Films Certification, Film Festival and Film Industry)
US [F(A), F(FTI) & F(PSU)]	Under Secretary ( Films Administration, Film & Television Institute & Film Public Finance Undertaking)
DD(OL)	Deputy Director (Official Language)
DD(CRS)	Deputy Director (Community Radio Station)
DCA	Deputy Controller of Accounts
AD(OL-1)	Assistant Director (Official Language-1)
AD(OL-2)	Assistant Director (Official Language-2)
S.O. (Admn-I)	Section Officer (Administration-I)
S.O. (Admn-II)	Section Officer (Administration-II)
S.O. (Admn-III)	Section Officer (Administration-III)
S.O. (Admn-IV)	Section Officer (Administration-IV)
S.O. (Cash)	Section Officer (Cash)
S.O. (Parliament Cell)	Section Officer (Parliament Cell)
S.O. (MUC-I)	Section Officer (Media Unit Cell-I)
S.O. (MUC-II)	Section Officer (Media Unit Cell-II)
S.O. (Vigilance-I & II)	Section Officer (Vigilance-I)Section Officer (Vigilance-II)
S.O. (IP&MC)	Section Officer (Information Policy & Media Coordination)
S.O. (PP Cell)	Section Officer (Policy Planning Cell)



<b>Secretary</b>	<b>Secretary</b>
S.O. (Press)	Section Officer (Press)
S.O. (IIS-I)	Section Officer (Indian Information Service)-I
S.O. (IIS-II)	Section Officer (Indian Information Service)-II
S.O. [F(F)]	Section Officer (Films Festivals)
S.O. [F(FTI)]	Section Officer [Films (Film & Television Institute)]
S.O. [F(A) Desk]	Section Officer [Films (Administration)]
S.O. [F(C) Desk]	Section Officer [Films (Certification)]
S.O. [F(I) Desk]	Section Officer Films (Industry) Desk]
S.O. [F(PSU) Desk]	Section Officer [Film(Public Sector Undertaking) Desk]
S.O. (BC-I)	Section Officer (Broadcasting Content-I)
S.O. (BC-II)	Section Officer (Broadcasting Content-II)
S.O. (BC-III)	Section Officer (Broadcasting Content –III)
S.O. (BC-IV)	Section Officer (Broadcasting Content – IV)
S.O. [B(D)]	Section Officer [Broadcasting (Development)]
S.O. [B(Fin)]	Section Officer [Broadcasting (Finance)]
S.O. (BP&L)	Section Officer (Broadcasting Policy & Legislation)-I Section Officer (Broadcasting Policy & Legislation)
S.O. (BA-P)-I	Section Officer (Broadcasting Administration- Programme)-I
S.O. (BA-P)-II	Section Officer (Broadcasting Administration- Programme)-II
S.O. (BAE-I)	Section Officer (Broadcasting Administration Engineering)-I
S.O. (BAE-II)	Section Officer (Broadcasting Administration Engineering)-II
S.O. (FM Cell)	Section Officer (Frequency Modulation Cell)
S.O. (CRS Cell)	Section Officer (Community Radio Stations Cell)
S.O. (INSAT-TV I&II)	Section Officer (Indian Satellite Television)-I Section Officer (Indian Satellite Television)-II
S.O. (Fin-I & III)	Section Officer (Finance I & III)
S.O. (Fin-II)	Section Officer (Finance II)
S.O. (PC Cell)	Section Officer (Plan Coordination Cell)
S.O. (B&A)	Section Officer (Budget & Accounts)
S.O. (PMS)	Section Officer (Performance Management Section)
S.O. (NMC & NMW)	Section Officer (New Media Cell & New Media Wing)
S.O. (RTI Cell)	Section Officer (Right to Information Cell)
S.O. (CPGRAMS)	Section Officer (Centralized Public Grievance Redress and Monitoring System)
P&AO	Pay & Accounts Officer





# Celebrating Azadi Ka Amrit Mahotsav

Iconic week of Ministry of Information & Broadcasting