

21 Mass Communication

IN a country like India, mass communication plays an important role in creating people's awareness about national policies and programmes by providing information and education, besides healthy entertainment. It helps people to be active partners in the nation-building endeavour. The Ministry of Information and Broadcasting is responsible for development and regulation of information, broadcasting and film sectors in the country. The Information Sector includes the Print Media which is regulated by the Press Council of India. In addition, the information sector includes the following media units of the Government viz. Press Information Bureau, Photo Division, Registrar of Newspapers for India, Research, Reference and Training Division, Directorate of Publications Division, Directorate of Advertising and Visual Publicity, Directorate of Field Publicity, Song and Drama Division. The Broadcasting sector consists of Prasar Bharti formed by an Act of 1997 by subsuming Doordarshan and All India Radio under it. In addition, the broadcasting sector has about 100 private channels and cable network all over the country. Film making is in the non-government sector. The Government presence in this sector consists of Films Division, Directorate of Film Festivals, National Film Development Corporation, the Central Board of Film Certification, National Film Archives of India, and Childrens Film Society. The Government has set-up two film and television institutes, one at Pune and the other at Kolkata.

The Government has reviewed the Print Media Policy and opened up the News Sector for FII's, NRI's and PIO's. Earlier only FDI up to 26 per cent in the sector was permitted. In the non-News Sector also the limit has been enhanced to 100 per cent from the previous limit of 74 per cent.

A new policy of expansion of FM Radio broadcasting service through private agencies (Phase-II) was approved on 30 June 2005 and was notified on 13 July 2005. The Government invited bids from Indian companies for 337 FM Radio channels in 91 cities out of which 280 were successfully bid.

The Government of India issued Policy Guidelines for downlink of television channels on 11 November 2005, which provide that no person/entity shall downlink a channel that has not been registered with the Ministry of Information and Broadcasting. Permission is required from the Ministry in accordance with the terms and conditions prescribed under these guidelines.

All programmes of satellite TV channels, transmitted/retransmitted through cable network service are required to adhere to the Programme Code and Advertising Code prescribed under the Cable TV Networks (Regulation) Act, 1995 and rules framed thereunder. To strengthen the content regulation mechanism, the Government has taken necessary steps.

In the competition section of International Film Festival of India (IFFI-2005), entries were extended to two more continents, Africa and Latin America besides Asia.

Inter-governmental co-production agreements are usually umbrella agreements, under which private; quasi-government or government agencies may enter into contracts to produce films together. Such films are treated as national

films in both countries. The Government of India has entered into an audio-visual co-production agreement with the Government of Italy in May 2005. India has also entered into film co-production agreements with Great Britain and Northern Ireland in December 2005. The agreement with Britain is finalised which could pave the way for many fruitful associations between the two countries.

PRASAR BHARATI

Prasar Bharati is the public service broadcaster in the country, with All India Radio and Doordarshan as its two constituents. It came into existence on 23 November 1997, with a mandate to organise and conduct public broadcasting services to inform, educate and entertain people and to ensure balanced development of broadcasting on radio and television.

The major objectives of the Prasar Bharati Corporation, as laid out in the Prasar Bharati Act, 1990, are as follows: i) Upholding the unity and integrity of the country and the values enshrined in the Constitution; ii) Promoting national integration, iii) Safeguarding citizen's rights and to be informed on all matters of public interest and presenting a fair and balanced flow of information; iv) Paying special attention to the fields of education and spread of literacy, agriculture, rural development. Health and family welfare and science and technology; v) Creating awareness about women's issues and taking special steps to protect the interests of children, the aged and other vulnerable sections of society; vi) Providing adequate coverage to the diverse cultures, sports and games and youth affairs; vii) Promoting social justice, safeguarding the rights of working classes, minorities and tribal communities; and viii) Expanding broadcasting facilities and promoting research and development in broadcast technology.

Headquartered in Delhi, the Corporation is governed by the Prasar Bharati Board, which comprises a Chairman/Executive Member (also known as Chief Executive Officer), a Member, a representative of the Ministry of Information and Broadcasting and Directors General of All India Radio and Doordarshan as ex-officio Members. The Chairman is a part-time member with a six-year tenure. The Executive Member, the Member (Finance) and the Member (Personnel) are whole-time members with a six-year tenure, subject to the age limit of sixty two years. The Prasar Bharati Board meets from time to time and deliberates on important policy issues and gives directions to the executive for implementation of policy guidelines.

ALL INDIA RADIO

Radio Broadcasting started in India in the early 1920's. The first programme was broadcast in 1923 by the Radio club of Bombay. This was followed by setting up Broadcasting Services in 1927 with two privately-owned transmitters at Bombay and Calcutta. The Government took over the transmitters in 1930 and started operating them under the name of Indian Broadcasting Service. It was changed to All India Radio (AIR) in 1936 and it came to be known as Akashvani from 1957.

ORGANISATIONAL SET UP

The Directorate General, All India Radio functions under the Prasar Bharati. The Prasar Bharati Board functions at the apex level ensuring formulation and implementation of the policies of the organisation and fulfillment of the mandate in terms of the Prasar Bharati. Act, 1990. The Executive Member functions as a Chief Executive Officer (CEO) of the Corporation subject to the control and supervision of the Board. The CEO, the Member (Finance) and the Member (Personnel) perform

their functions from Prasar Bharati headquarters at 2nd Floor, PTI Building - Parliament Street, New Delhi-110001.

All important policy matters relating to Finance, Administration and Personnel are submitted to CEO and the Board through the Member (Finance) and Member (Personnel) as required, for the purpose of advice, implementation of proposals and decisions thereon. Officers from different streams working in the Prasar Bharati Secretariat assist the CEO, Member (Finance) and Member (Personnel) in integrating action, operations, plans and policy implementation as well as to look after the budget, accounts and general financial matters of the Corporation.

Prasar Bharati also has a unified vigilance set up at the headquarters, headed by a Chief Vigilance Officer.

The Director General of All India Radio is headed by the Director General. He functions in close association with the Member (Finance) and Member (Personnel) and the CEO in carrying out the day to day affairs of AIR. In AIR there are broadly five different Wings responsible for distinct activities viz, Programme, Engineering, Administration, Finance and News.

PROGRAMME WING

The Director General is assisted by Deputy Directors General in the Headquarters and Deputy Directors General in the regions for a better supervision of the stations. The Headquarters of the Regional DDGs are situated at Kolkata (ER) Mumbai and Ahmedabad (WR), Lucknow (CR-I), Bhopal (CR-II), Guwahati (NER), Chennai SR-I), Bangaluru (SR-II), Delhi (NR-I) and Chandigarh (NR-II).

ENGINEERING WING

In respect of technical matters of All India Radio, The Director General is assisted by the Engineer-in-Chief and Chief Engineers posted in the headquarters and the zonal Chief Engineers. In addition, there is a Planning and Development Unit in the Headquarters to assist the Director General in respect of Development Plan Scheme of All India Radio. In respect of Civil Construction activities, the Director General is assisted by the Civil Construction Wing, which is headed by a Chief Engineer. CCW also caters to the needs of Doordarshan.

ADMINISTRATIVE WING

A Dy. Director General (Administration) assists the Director General on all matters of administration while Dy. Director General (Programme) assists DG in administration of Programme personnel. A Director looks after the Engineering Administration of All India Radio, while another Director (Admin. & Finance) assists DG in matters of administration and finance.

SECURITY WING

The Director General is assisted by a Deputy Director General (Security), Asstt. Director General (Security) and a Dy. Director (Security) on matters connected with the security and safety of AIR installations, transmitters, studios, offices etc.

AUDIENCE RESEARCH WING

There is a Director, Audience Research to assist the Director General in carrying out surveys of audience research on the programmes broadcast by various station of All India Radio.

ACTIVITIES OF SUBORDINATE OFFICES OF AIR

There are a number of subordinate offices of All India Radio performing distinct functions. Broad activities, in brief, are given below.

NEWS SERVICES DIVISION

News Services Division works round the clock and broadcasts over 500 news bulletins both in the home and external services. The bulletins are in Indian and Foreign languages. It is headed by Director General, News Service. There are 44 regional News Units. The bulletins vary from region to region according to news interest.

EXTERNAL SERVICE DIVISION

As a '*Voice of the Nation*'. External Services Division of All India Radio has been India's "Authentic Window to the World". With growing importance of India in the world, an increasingly important role is envisaged for External Broadcast for times to come. External Services Division of All India Radio broadcasts in 16 foreign and 11 Indian languages for approx. 72 hours in a day covering more than 100 countries.

TRANSCRIPTION & PROGRAMME EXCHANGE SERVICE

This service looks after exchange of programmes among the stations, building and maintenance of sound archives and commercial release of prestigious recordings of music maestros.

RESEARCH DEPARTMENT

The functions of the Research Department include Research and Development of equipment required by AIR and Doordarshan, investigation and studies relating to AIR and Doordarshan, development of prototype models of R&D equipment for limited use, field trials in the network of AIR and Doordarshan.

CENTRAL STORE OFFICE

The Central Store Office located at New Delhi performs functions relating to procurement, stocking and distribution of engineering stores required for the maintenance of technical equipment at All India Radio Stations.

STAFF TRAINING INSTITUTE (PROGRAMME)

The Staff Training Institute (Programme) started with Directorate since 1948 has presently two main branches functioning from Kingsway Camp, Delhi and Bhubaneswar. It imparts in-service training to programme personnel and administrative staff and induction course for the newly recruited staff and short duration refresher courses. It conducts examinations for administrative staff.

In addition, at present five Regional Training Institutes at Hyderabad, Shillong, Lucknow, Ahmedabad and Thiruvananthapuram are working.

STAFF TRAINING INSTITUTE (TECHNICAL)

The Staff Training Institute (Technical), part of the Directorate since 1985, now functions at Kingsway Camp, Delhi. The Institute organizes training courses for the engineering staff of All India Radio and Doordarshan from the level of Technician to the Superintending Engineer. It also conducts departmental qualifying and competitive examinations. There is one regional Staff Training Institute (Technical) at Bhubaneswar.

CBS CENTRES & VIVIDH BHARATI

There are 40 Vividh Bharati cum Commercial Broadcasting Service (CBS) Centres including 3 Exclusive VB Centres. The work relating to CBS is performed in two wings i.e., Sales and Production. A separate independent office known as Central Sales Unit along with 15 main CBS Centres looks after marketing of broadcasting time. There are two more Vividh Bharati Centres at Varanasi and Kochi.

RADIO STATIONS

There are at present 231 Radio Stations. Each of these radio stations functions as the subordinate office of All India Radio.

HIGH POWER TRANSMITTERS

The HP Transmitters are equipped with short wave/medium wave transmitters together with eight extensive aerial systems to serve the external, home and news services of All India Radio. The main function of these centres is to transmit the programmes produced at nearby studios and also from Delhi studios.

Growth of Network & Coverage

All India Radio, since Independence, has become one the largest broadcasting networks in the world. At the time of independence there were six radio stations and 18 transmitters, which covered 11% population and 2.5 % area of the country. Till December, 2007 the network comprises of 231 stations & 373 transmitters which provide radio coverage to 99.14% of the population and reaches 91.79% area of the country.

Activities undertaken during the year:

1. New stations with FM Transmitters have been commissioned at Dharmapuri (Tamilnadu), Macherla (Andhra Pradesh) and Aurangabad (Bihar).
2. FM Transmitters have been commissioned at existing stations at Itanagar (Arunachal Pradesh), Aizawl (Mizoram), Kohima (Nagaland), Baripada (Orissa), Varanasi (UP) and Puducherry.
3. Existing FM Transmitters at Chennai i.e. 5 KW FM Tr. of FM Gold and 10 KW Tr. of FM Rainbow have been replaced by 20 KW FM Transmitters.
4. Existing 5 KW FM Tr. of FM Gold service at Kolkata has been replaced by a 20 KW FM Transmitter.
5. New station with 1 KW MW Transmitters has been commissioned at Soro (Orissa).
6. Existing 100 KW MW Transmitters at Delhi & Raipur (Chattisgarh) have been replaced with new state of the art technology transmitters.
7. As a part of J & K special Package for boosting border coverage, new stations with 1 KW MW Transmitters at Nyoma & Diskit in Leh region have been commissioned.
8. Direct to Home (DTH) Service through the Ku Band of Prasar Bharati. 20 AIR Radio Channels in different regional languages from various state capitals are now available countrywide through the Kuband DTH platform of Prasar Bharati (DD Direct+) benefiting the listeners all over India.

9. *AIR News-on—Phone Service*

The listeners can listen AIR's News highlights on Telephone in Hindi and English by just dialing a specific telephone number of any time from anywhere in the world. AIR 'News on Phone Service' is presently operational at 14 places e.g. Delhi, Mumbai, Chennai, Patna, Hyderabad, Ahmedabad, Jaipur, Bangalore, Thiruvananthapuram, Imphal, Lucknow, Shimla, Gowahati and Raipur. It is also under implementation at Kolkata.

NEW INITIATIVES

Digitalisation

After having built an impressive engineering infrastructure, All India Radio is now laying thrust on modernization and technological up-gradation. It has undertaken a massive digitalization programme covering both production and transmission. The analog equipment in many radio stations has been replaced by state-of the art digital equipment.

- Computer Hard Disc based recording, editing and playback system has already been provided at 76 AIR Stations and is under implementation at 61 stations. Provision of Hard Disc based system at 48 major stations of All India Radio is also currently in progress. Requisition for 564 Nos. of workstations had already been placed on DGS&D and the systems are likely to be delivered and networked at these stations shortly.
- Digitalisation of uplink stations and programme production facilities has been undertaken to ensure good quality convergence-ready content, which will also support interactive radio services like News on Phone, Music on demand etc.
- New Digital Captive Earth Stations (Uplink) are under implementation at Leh, Varanasi, Rohtak, & Aurangabad. Installation at Leh is complete. Installation at Varanasi, Rohtak, & Aurangabad will also be completed during the current year.
- Downlinks facilities are being digitized in phases. 115 stations have been provided with the facility during the current year.

Existing 100 KW MW Transmitter at Najibabad is being replaced by a 200 KW state of the art technology transmitter and is under testing and commissioning.

NORTH EAST PACKAGE

Phase-I was approved in Jan, 2002 at a cost of Rs. 24.8 crore. This proposal included 6 projects i.e. 10 KW FM Transmitters at Port Blair, Itanagar and Kohima and upgradation of existing uplinking facilities to digital system at Itanagar, Kohima and Gowahati. These projects have been completed except 10 KW FM Transmitter project at Kohima where an interim set up with 1 KWFM Tr. has been commissioned. Installation of permanent set up at Kohima is also in progress. Staff sanction for operation and maintenance of FM Trs. is however, still awaited.

Phase-II of NE Package was approved at a total cost of Rs. 143.32 crore in May, 2006. States of AIR Projects approved under Phase-II is as follows:

(I) I KW FM station - 19 Nos.

- | | |
|------------------------|---|
| 1. Arunachal Pradesh : | Daporjio, Anini, Bomdila, Changlang, Khonsa |
| 2. Assam: | Karimganj, Lumding, Goalpara |
| 3. Manipur: | Ukhral, Tamenglong |
| 4. Meghalaya: | Dawki |
| 5. Mizoram: | Tuipang, Chemphai, Kolasib |
| 6. Nagaland: | Wokha, Zunheboto, Phek |
| 7. Tripura : | Udaipur, Nutan Bazar |

- Sites have been taken over at four places at Changlang, Goalpara, Tuipang and Udaipur. Layout plans for buildings at these places have been finalized and preliminary estimate for civil works is under submission by Civil Construction Wing.
- Taking over of site at Tamenglong has got hampered as the site is having DC's residence and it is likely to take some time for shifting. The residence building is an old structure and local public wants to retain it. The matter is being pursued by CE (NEZ) with the state government and DC Tamenglong has assured to sort out the matter shortly.
- Transferring of site at Bomdila, Kolasib and Nutan Bazar is also under process and the sites are expected to be handed over to AIR shortly.
- Payment for cost of site at Karimganj has also been made in October 2007, and at Daporija payment is being made very shortly.
- Demand note for Khonsa is under sanction with Finance wing.
- Demand notes for Chempgai, Lamding & Ukhral are awaited from the state governments.
- Sites for Anini has been identified recently with help of the state government and the details are under scrutiny for suitability.
- Sites for remaining places at Phek, Zunheboto, Dawki & Wokha are to be identified.
- Purchase proposal of 19 Nos. of 1 KW FM Transmitters for these places is under process.

5 KW FM Tr. at Silchar: Estimate for civil work was sanctioned on 3.12.2007. Tender action is being taken to award work. Technical Evaluation of tenders is complete and from have been apply etc for installing these Transmitters. A proposal to install these transmitters at Community Information Centers (CIC) being operated by NIC in some of the locations in the North East is also being explored. Nagaland has cleared all the four sites of CIC.

Order Placed for procurement of transmitters. Field Trial for 100 Watt FM Tr. is being carried out.

Chinsura-1000 KW MW Tr. (Replacement of 1000 KW)

Estimate for Civil works sanctioned. Tender action by civil Construction Wing is under process for awarding the works.

Purchase proposal for Transmitter is under process.

Kavaratti-10 KW MW Tr. (replacement of 1 KW) - purchase proposal for Transmitter is under process. State government is to allot additional land there.

Implementation of Phase II is likely to be completed by 2009-10

J & K Special Package:

Phase-I of special Plan for improvement and expansion of radio coverage in the state of Jammu & Kashmir was approved by the Govt. in 1999-2000 at a cost of about Rs. 73.32 Crore. Installation of all the 12 projects included in the Special Plan has been completed.

As indicated below 11 projects have already been commissioned and the remaining project at Padum in Kargil region will be commissioned in next summer as during winter these places are inaccessible by man.

Projects commissioned - (11)

1. Kathua - 10 KW FM Tr. (Replacement of 6 KW)
2. Srinagar - 300 KW MW Tr. (Replacement of 200 KW)
3. Khalsi - 1 KW MW Tr. (Relay)
4. Kupwara - 20 KW MW Tr. (Relay)
5. Naushera - 20 KW MW Tr. (Relay)
6. Rajauri - 10 KW FM Tr. (Relay)
7. Drass - 1 KW MW Tr. (Relay)
8. Tiesar - 1 KW MW Tr. (Relay)
9. Kargil - 200 KW MW Tr. (Relay)
10. Nyomara - 1 KW MW Tr. (Relay)
11. Diskit - 1 KW MW Tr. (Relay)

Projects Technically ready - (1)

1. Padum - 1 KW MW Tr. (Relay)

Phase-II of J & K special Plan was approved by the Government in Sept. 07 at a cost of Rs. 5.70 crore for improvement of AIR services in J & K. Project approved includes Purchase of UPS for FM Transmitters and additional diesel generators for the existing stations of AIR. The scheme is under implementation and is expected to be completed during 2008-09.

Computerization of AIR stations and offices is in progress to facilitate online exchange of information and improvement of efficiency.

Permanent Studios with digital equipment & Computerised hard disc based work stations for recording, dubbing - editing & playback facilities etc. are being provided at AIR Leh, Dehradun, Mysore, Jaipur & Tawang.

Activities of AIR Resources

AIR has started "AIR Resources" as one of its commercial arm to provide consultancy and turnkey solutions in the field of broadcasting. Its present activities include the following:

It is providing turn-key solutions to IGNOU in setting up FM Transmitters for their Gyan-Vani stations at 40 place in the country. Infrastructure like land, building and tower has also been leased out to Gyan-Vani stations.

26 Gyan-vani stations are already operational. Operation & maintenance of all the Gyan-vani stations commissioned so far has also been undertaken.

Infrastructure i.e. land, building & tower has also been given on rental license fee basis to private broadcasters at 4 cities for 10 FM Channels as part of Phase-I scheme of the Ministry of I & B. Agreement for sharing of this infrastructure under Phase -II of scheme proposed in 87 cities for 245 FM channels has been signed with all the private broadcasters. Agreement has also been signed with private broadcasters for setting up of Interim set ups in six cities i.e. Delhi, Kolkata, Bangalore, Chennai, Hyderabad & Jaipur. Infrastructure has also been rented out to Mobile Service Operators.

AIR Resources' has earned a revenue of about Rs. 35.50 crores during the year 2006-07.

MUSIC PROGRAMMES

Akashvani Sangeet Sammelan concerts were organized at 24 Stations of AIR across the country on 20th and 21st October 2007 featuring artists of both Hindustani and Carnatic music. AIR introduced regional Folk & Light Music Festival at par with Akashvani Sangeet Sammelan. The purpose of this regional folk & Light Music Akashvani Sangeet Sammelan is to project, promote & propagate the rich folk cultural heritage of our country. To scout new talent, All India Radio organizes All India Music Competition. AIR music competition is a regular feature of AIR to reach & hunt new talent among youth. This year a number of new talents in the category of Hindustani/Karnatic Music have been added.

NEWS SERVICES DIVISION

The News Services Division of All India Radio plays a significant role in disseminating information thus meeting the information needs of the people and promoting national integration. This is not only a powerful tool for bringing the issues affecting the society and the country to the fore but also for creating awareness amongst the people and bringing about social change.

The output of NSD can be broadly divided into news bulletins and current affairs programmes. It puts out over 500 news bulletins daily in 82 languages/ dialects (Indian and foreign) for a duration of over 52 hours from its headquarters in New Delhi and 44 Regional News Units (RNUs) across the country. The news bulletins are broadcast on the Primary, FM and DTH channels of All India Radio. The news broadcast includes broadcast in all the 22 official languages included in the Eighth Schedule of the Constitution of India, and in 18 foreign languages besides other languages/ dialects. In the Home Service, 89 news bulletins are broadcast from Delhi. News bulletins on the hour are being broadcast on FM Gold. The RNUs put out over 355 bulletins daily in 67 languages/ dialects on Primary Channel, FM Channels and External Service. NSD and its RNUs broadcast 66 news bulletins in 26 languages (Indian and foreign) for a total duration of nine hours and 13 minutes in the External Service.

Besides the news bulletins, a number of Current Affairs programmes on topical subjects are broadcast on a daily and weekly basis by NSD and its RNUs.

These programmes have varying formats such as discussions, interviews, talks news magazines, analysis and commentaries. Newsmakers, experts and the general people analyze and debate on burning issues for various fields. Some of the very popular programmes include Characha Ka Vishai Hai, Samayaki, Spotlight, Market Mantra (Business Magazine), Sports Scan (Sports Magazine), Samvaad Countrywide, Money Talk, Surkhiyon Se Pare and Human face.

NEWS ON INTERNET AND INTRA-NSD

News lovers can also get the latest news and listen to our bulletins from NSD's official website www.newsonair.com and www.newsonair.nic.in. The website was relaunched on NIC platform in November 2007 with additional features like 'Archiving and Search' along with Feedback and host of other features which will meet the latest requirements of internet users in India and abroad.

News bulletins script from regional News units like Mumbai, Dharwad, Chennai, Patna, Bhopal, and Trichy are available in Marathi, Kannada, Tamil Fonts besides Hindi and English. News listeners can log on to the website to listen to regional bulletins in 11 languages and also national bulletins in languages like Sanskrit and Nepali besides English and Hindi. Internet users can also get all information regarding NSD, various broadcast details. "Regional Units", its functions, names of its part Time Correspondents and various other data besides News and Current affairs programmes.

Now, the weekly and daily news based programmes are available on the website in the audio format. Audio of special programmes mounted by NSD AIR to mark events unit important days are also available in the website.

An intra network has been created for NSD and its RNUs and Non-RNUs. The 'INTRA NSD' will help in free and fast flow of news and information between NSD Headquarters and its Regional Units. Audio file transfer is also possible through 'INTRA-NSD' and will help our Correspondents to file their audio dispatches through Internet.

EXPANSION MEASURES

The News Services Division of AIR achieved another milestone by introducing a Bhutia language of 5 minutes duration from RNU Gangtok. This is a major step in fulfilling the aspirations of the people and broadening the news operation on AIR network in the country. News reel programme has been revamped and another weekly programme Human face was introduced. Steps are being taken to introduce hourly bulletin from more FM Stations and also on AIR's Vividh Bharati stations.

EXPANDING THE CORRESPONDENTS, NETWORK

No other broadcast organization has such a vast network of news bureaus correspondents and editors as NSD: AIR. It has 44 Regional News Units (RNUs) across the country with 110 full time Correspondents/Editors working in these Units. Besides the RNUs, NSD has its Correspondents at 13 other important news centers in the country. It has five foreign Correspondents based at Dubai, Kabul, Dhaka, Kathmandu and Colombo. There is a proposal to appoint stringers at important news centre across the world to cater to the needs of both AIR and DD News. Realising the importance of local news/news from the grass-root level, NSD is appointing Part-Time Correspondents (PTC) at every district headquarter in the country. At present, 455 PTCs are working for AIR. The PTCs also meet the requirements of Doordashan News.

UPGRADING OF SKILLS

NSD believes in upgrading the skills of its human resources — editors and correspondents. Keeping in view the importance of Hindi as a National language a three day Hindi language workshop for correspondents was conducted by the NSD, AIR. The main objective of the workshops was to enhance the Hindi pronunciation

and verbal skills of correspondents belonging to Non Hindi speaking Regions. An orientation workshop was also organized for improving the skills of Production Assistants and NF editors.

Part-Time Correspondents (PTCs) are the news source at the grass-root level for All India Radio. The need to train them so as to get the best results, was felt for long. This year orientation workshops were conducted by NSD AIR at seven Regional news units - Kolkata, Bhopal, Cuttack, Ahmedabad, Mumbai, Chandigarh and Patna. Six more PTC, orientation workshops are going to be held in the coming months in Jaipur, Hyderabad, Jammu, Lucknow, Chennai and Bangalore.

STRENGTHENING REGIONAL NEWS

This year NSD has taken initiative to automate the newsroom of RNUs. News automation system has been installed at RNU Guwahati, Shillong, Trichy, Simla, Jaipur and Imphal. This is a endeavour towards fully digitised, paperless office. In order to further smoothen the work of news room, all the RNUs are in the process of shifting from teleprinter line based news wires to World space/V-Sat based news wires for receiving news from agencies. Efforts are being made to create another award for News readers cum Translators to recognize their contribution in smooth and effective presentation of the news bulletins and news based programmes.

NEWS COVERAGE

The focus of the NSD's coverage this year was the common man. The Division did a vast coverage on the issues affecting the common man and how the various schemes of the Central government including the ones for the welfare of SC/ST, OBCs, minorities, formers, unorganized workers, women and youth have fared. Flagship programmes of the government such as National Rural Employment Guarantee Scheme, Bharat Nirman and Sarva Siksha Abhiyan etc. were given special coverage.

The Right to Information Act was given top priority in its news bulletins and programmes. Special featurised programme was mounted on economic issues such as WTO talks, government's efforts to contain price rise and relief packages to farmers and National employment Guarantee Scheme and its implementation. News based programmes on Indo-Pak relation were broadcast especially in the context of containing cross-border terrorism.

The News Services Division has given extensive coverage of Prime Minister's visit to various countries. The visits of foreign dignitaries and the important and strategic agreements signed between them were covered at length. AIR's Special Correspondents in Colombo, Kathmandu, Dhaka and Kabul provided detailed coverage to the fluid political and security related development in the neighbourhood.

Sports was the flavour of this year's coverage. International sports mega events such as World Cup of Cricket. T-20 Cricket World Cup. Asia Cup Hockey, Military World Games held in Hyderabad, kept the sports desk busy throughout the year.

PARLIAMENT COVERAGE

During the Parliament Session, 'Sansad Sameeksha' in Hindi and 'Today in Parliament' in English, reviewing the proceedings of both Houses of parliament are broadcast. Similarly, reviews of the proceedings of the State Legislatures, whenever

they are in Session, are broadcast by the respective Regional News Units of NSD, AIR

EXTERNAL SERVICES DIVISION

External Services Division of All India Radio rank high among the External Radio Network in the World both in reach and range covering about 100 countries in 27 languages, 16 of them Foreign and 11 Indian, with an enormous Programme output of about 70 hrs. 30 mts. everyday. All India Radio through its external broadcast keeps the overseas listeners in touch with the Ethos of India and things that are Indian, reflecting the ideas and achievements of India as an open society.

The Foreign languages are Arabic (3 hrs. 15 mts) Baluchi (1 hr) Burmese (1 hr. Mtrs.) Chinese (1 hr. 30 mts) Dari (i hr 45 mts). French (45 Mts) Indonesian (1 hrs) Nepali (4 hrs) Persian (1 hr. 45 mts.) (Pushtu (2 hrs) Russian (1 hrs) Sinhala (2 hrs 30 mts. Swahill (1 hr.) Thai (45 Mts.) Tibetan (1 hr. 15 mts.) and English (GOS) (8 hrs. 15 Mts.)

The Indian Languages are Hindi (5 hrs. 15 Mts.) Tamil (5 hrs. 30 Mts). Telegu (30 Mts.) Bengali (6 hs. 30 mts.) Gujarati (30 Mts.) Punjabi (2 hrs.) Sindhi (3 hrs. 36 Mts.) Urdu (12 hrs. 15 Mts.) Saraiki (30 mts) Malayalam (1 hrs.) kannada (1 hr.)

The broadcasts follow a composite partners and generally comprise of News Bulletin, commentaries, current Events and Review of the Indian Press. Besides Newsreel Magazine programme on sports and literature, talks and discussions on social economic, political, historical, scientific and cultural subjects, features on development activities, important events and institutions, classical, folk and modern music of India's diverse regions, form a major part of total programme output.

External Services Division projects the Indian view on matters of national and international importance and stimulates interest in the culture, heritage and socio-economic milieu of India through its broadcast.

The dominant theme of all programmes in External Services Division continue to present the reality of India as a strong Secular Democratic Republic, vibrant, forward looking and engaged in the task of rapid economic, industrial and technological progress. The facts of India's large technical manpower and its achievements and ecological balance, its commitment to restoration of human rights and international peace and its contribution to the creation of a new world economic order are frequently discussed.

External Services Division continues to supply recordings of music, spoken word and composite programmes to about 24 foreign broadcasting organizations under the existing Cultural Exchange programme.

External Services Division's transmission directed to SAARC countries, West Asia, Gulf and South East Asian countries continue to carry the 9.00 p.m. National bulletin in English, originally meant for Home Services. This apart, External Services Division continues to beam all across the globe commentaries on contemporary and relevant issues and press reviews in all its transmissions.

DIGITAL BROADCASTING

The External Services Division has started digital transmission from its new setup installed in the New Broadcasting House. All modern gadgets and equipments are being used to attract as many listeners as possible. Introduction of international broadcasting by All India Radio has enabled its listeners in parts of the world like

USA, Canada, West and South Africa to avail of AIR's Services on internet, 24 hrs. Urdu Service of External Services Division is also available on air through DTH.

NATIONAL CHANNEL

All India Radio offers a 3 tier system of broadcasting, namely National, Regional and Local. Started on 18th May 1988, the National channel of All India Radio works as a night service from 6.50 p.m. to 6.10 am the next morning. It covers 64% area and about 76% population of the country, through its 3 MW Transmitters at Nagpur (191.6 M-1566 kHz), Delhi (246.9 M-1215 kHz) and Kolkata (264.5 M-1134 kHz from 2300 hrs) with shortwave support on 31 Meter Band 9425 kHz & 9470 kHz) which covers the entire country.

Having the whole of India as its zone, the programme complexion of the channel has been designed to make it representative of the varied cultural morale and ethos of the Nation as a whole.

MARKETING DIVISION

In the recent years, Prasar Bharat while fulfilling its mandate of a Public Service Broadcaster has also been making concrete efforts to augment its revenue generation by way of considerable and aggressive Marketing of its in-house programmes and also producing customized programmes. Setting up of Marketing Division in Mumbai, Chennai, Bangalore, Hyderabad, Delhi, Kolkata, Guwahati, Kochi & Thiruvananthapuram is a step in this direction.

A single window facility for all the channels of All India Radio and Doordarshan, Marketing Divisions cater to all the needs of advertising. Reaching out to clients preparing media plans recording to their budget and requirements executing their publicity campaigns and producing sports jingles and sponsored programme whenever the need be are some of the important functions of marketing division.

With the continuous and concrete efforts of these divisions, All India Radio has been able to break its previous records by earning overall revenue of Rs. 289.21 crore in the financial year 2007-08.

TRANSCRIPTION & PROGRAMME EXCHANGE SERVICE

Digitalisation of AIR Archive

A special project launched in 2001, to digitalize the archival recording preserved in the Central Archives of All India Radio, was completed by 2005 in which approximately 15,900 hours of programme was transferred into digital medium. Akashvani has now become one of the major digital libraries in the broadcasting network with modern tape numbering system in tune with the internationally accepted norms. In the Second Phase of this Digitalisation Project, it is proposed to digitalize 10,000 hours of programme preserved in the Central Archives of All India Radio.

Release from AIR Archive "Akashvani Sangeet": AIR archive has started releasing from its precious music collections from the year 2003 under the banner "Akashvani Sangeet". So far the Archive has released 54 albums. South Archive has also released more than 25 albums of regional value.

SPORTS CELL

During the period from 1st April to 30th Sept. 2008 AIR has provided appropriate and effective coverage to various National and International sporting events held

in India and abroad. The most important was the coverage of 29th Summer Olympics-2008 in Beijing.

During the period April 2007 to December 2007 AIR has provided appropriate and effective coverage to various National and International sporting events held in India and abroad.

FARM & HOME BROADCASTS

The commitment of All India Radio to the rural audience dates back to more than 50 years. All stations of All India Radio broadcast Farm & Home programmes directed at rural audience. In fact, special programmes have been designed to cater to the day to day seasonal needs of the farming community. To broadcast the latest technology and information for agricultural output is a continuous process of its Farm & Home programme. These programmes not only provide information about agriculture but also create awareness about the ways and means to improve the quality of their lives. The programmes are broadcast daily in the morning, noon and evening. The average duration of Farm & Home broadcast is 60 to 100 minutes per day. Farm & Home programmes also include programmes for Rural women, Rural children and Rural Youth.

All India Radio provides extensive programmes on land and water conservation, sustainable agriculture, biotechnology, integrated pest management in crops, crop insurance schemes, environment protection, disaster management and role of punchayats in rural development etc. These programmes are produced with the help of subject matter experts..

All India Radio maintains a very close liaison with the Ministries and Departments of agriculture & rural development of central and state governments. The programmes are mounted in local and dialect from different stations. Local Radio Stations also broadcast regular programmes on rural development in different formats. Dialogues, discussions, talks, interviews, features, serials, dramas, slogans, jingles, phone-in-programmes, musical features and farm school on AIR etc. are used to convey the message through radio.

AIR has stepped up its activities of Agriculture Broadcast with the launch of exclusive project Mass Media Support to Agriculture Extension with the title Kisan Vani for AIR from 15th February, 2004 in collaboration with Ministry of Agriculture to inform local farmers the daily market rates, weather reports and day to day activities in their area at micro level. Presently, "Kisan Vani" is being broadcast from 96 FM stations of AIR.

ENVIRONMENT PROGRAMMES

Keeping in view the importance of the subject, all the AIR stations are broadcasting daily programmes on Environment for 5 to 7 minutes duration and weekly programmes of longer duration for more than a decade. The importance of protecting environment is being discussed in our other programmes i.e. health/ women/ rural women/ youth and children programmes also for making people aware of this serious issue. The AIR stations are broadcasting programmes on the subject on the basis of instructions and guidelines issues by the Directorate. In order to inform and educate the listeners, living both in urban and rural areas, for creating environmental consciousness among them on preservation of environment through development of forest, afforestation, social forestry, far forestry etc., these programmes

are mounted in interesting and imaginative way. All AIR stations in their local languages are broadcasting these programmes in different formats like talks, discussions, features, news, items, sports, serials etc. AIR Stations have been advised and reminded from time to time to intensify and include the programmes on Environment in their schedules.

FAMILY WELFARE UNIT

AIR, with its vast network of about 225 Radio Stations, broadcast programmes on health and family welfare. All AIR Stations broadcast family welfare programmes in the regional languages/ dialects of our country.

AIR Stations broadcast maximum number of programmes on health and family welfare. The programme cover general topics as well as special audience programmes in various formats like talks, discussions, features, quiz, jingles, spots, short stories, drama, success-stories, phone in programmes etc. Apart from this rest of AIR stations, including local Radio Stations are also mounting programmes on the theme regularly.

National communication strategy has been sent to all major stations as a resource material to highlight the new communication strategy. Fresh instructions have been issued to all AIR stations to concentrate more on importance of small family size, methods of prevention of pregnancy, sterilization, broadcast of field based programmes (interviews with beneficiaries of family planning), importance of nutrition in food, child care, immunization, breast feeding and raising the age of marriage etc.

WOMEN'S PROGRAMMES

All Stations broadcast programmes for rural women as well as urban women at the timings convenient for listening by the respective target groups. The programme directed to women listeners cover subjects related to socio- economic development of women, health and family welfare, food and nutrition, scientific home management, women entrepreneurship, education, including adult education, gender issues etc. These Programmes also aim at creating wide social awareness about rights and privileges of women through the propagation of legal literacy.

All India Radio strives, through its programmes, to seek to raise the social consciousness of the country in regard to attitude towards women. Different traditional folk forms are used to communicate specially with the rural women audience.

Besides the issue of women forming the main part of the women's programmes, the problems in general faced by women and the need for change in social attitude towards women also forms an integral part of the general broadcast. Special programmes as well as general audience programmes are being broadcast focussing on the issue to change social attitude and behavioural practices towards women.

CHILDREN'S PROGRAMMES

All AIR Stations broadcast programmes for children on regular basis. In the programmes addressed to women and general audiences, stress has been laid on programmes regarding health and care of mother and the child. Programmes dealing with immunization and primary health education form a regular part of our broadcasts.

Programmes are planned keeping in mind the following action points:-

1. Protection of rights of children, specially, regarding child labour
2. Care and support to disabled children.
3. Care and support to children under difficult circumstances.
4. Equal status of girls and equal rights to women.
5. Universal access to basic education to children and more attention to girl's education.
6. Safe motherhood, planning of family size,
7. Providing safe and supportive environment to children.
8. Improvement in the economic condition of family and self reliant society.
9. National and international cooperation for better future of a child.
10. Safe drinking water facility and sanitary means of excreta disposal.

Special programmes focussing on the status and importance of the girl child in various formats such as discussion, comparing, talks, short stories, jingles, spots etc. are being broadcast during the transmission on a continuous basis at regular intervals throughout the year to create social awareness.

AIR broadcast programmes from almost all its stations for children of three categories, viz. programmes for children between the age of five to seven years & eight to fourteen years and special programmes for Rural children. Some of the programmes are broadcast on weekly basis. Plays, short stories, features, choral songs, interviews, stories from epics etc. are part of these broadcasts.

AKASHVANI ANNUAL AWARDS

Akashvani Annual Awards in different categories of Programme Broadcast by stations of AIR are awarded every year. Public Service Broadcasting and Gandhian Philosophy Awards are also given to commemorate the first visit of mahatma Gandhi to the studio of AIR, Broadcasting House, New Delhi on 12th November, 1947.

ADMINISTRATION

SERVICE CONDITIONS OF WOMEN EMPLOYEES

Prasar Bharati is making all possible efforts to empower its women employees. In Prasar Bharati, women employees are holding key positions in all streams.

In All India Radio the percentage of the women in Group 'A' & 'B' is about 25.4%. Programme Wing, Administrative Wing and Marketing Division, of DG: AIR New Delhi are headed by Women Officers. At senior level there are three women officer working in the post of the level of SAG i.e. Joint Secretary level. In addition, 4 women officers of the grade of Director have been given additional charge of DDGs. The Marketing Division of Prasar Bharati at Hyderabad and Kolkata are headed by women officers who are responsible for revenue generation through commercials for AIR & Doordarshan. Staff Training Institute (Programme) at Delhi and RTI (P) at Bhubaneshwar are headed by Women Programme Officers. AIR Bhopal, Gangtok, Jaipur, Lucknow, Mumbai, Patna, Puducherry & Srinagar are headed by Women Programme Officers. The External Service Division of AIR is also headed by a Woman Programme officer. Besides this, there are a large number of

Dy. Directors (Programme) and Dy. Directors (Engineering). Thus, in AIR women are playing a crucial role in every field of activities shoulder to shoulder with men the holding key positions.

Both in terms of efficiency and quality of work women are equally good and are at par with men. There has been no complaint from any quarter regarding the working efficiency of women. On the other hand there are specialized fields for women such as announcement, news production, music and programme production etc.

In fact AIR could serve as a role model for other organization with regard to employment of women.

INTERNATIONAL RELATIONS UNIT

International Relations Unit of DG; AIR remained quite active during 2008 in carrying out and coordinating international activities and commitments concerning All India Radio. A number of AIR official participated in the international events abroad.

IR Unit also coordinates exchange of radio programmes with other broadcasting organizations of different countries under CEP Agreements signed between Govt. of India and other countries. There are 41 countries at present with whom Government of India has ongoing 'Cultural Exchange Programmes Agreements' figuring cooperation in the field of Radio' broadcasting.

Many high level delegations from many countries visited AIR during the period with the aim to explore avenues for better cooperation with AIR /prasar Bharati. Many organisations in other countries have also shown interest in AIR 's broadcast content to use the same in their networks.

AUDIENCE RESEARCH UNIT

Largest Feedback and Research Support Network

In the era of market driven b'casting, it may not be possible for any media organization to survive without feeling the pulse of their audience and knowing the market. This compelled the media organisation, particularly electronic media, to get the syndicated media research done to know the viewership/listenership of their programmes & market potential for them. No b'casting agency can afford to move faster without the viewership/listenership data in hand.

The case of radio b'casting is not different, the competition is intensifying day by day due to opening of more and more private radio stations but none of the upcoming radio b'casting agencies across the country, other than All India Radio, has such a large in house audience feedback and research support network. The Audience Research Units of All India Radio provide instant feedback and research support not only to the in house programme planners & producers but also to the sponsors, advertisers & marketers.

With the changing mass communication scenario particularly market oriented b'casting, Audience Research Unit of AIR has also reoriented itself. Efforts are on to create the ripple of changes & to carve a niche for itself among the sponsors, advertiser & marketers. This is evident from the studies assigned to the Audience Research Units in the recent past by the various agencies.

Besides the sponsored studies, the network of audience research continuously conducts radio listenership survey (RPL) in order to provide updated data to the programmers as well as the advertisers interested in mounting advertisements on AIR.

STAFF TRAINING INSTITUTE (TECHNICAL)

Staff Training Institute (Tech.) at Delhi caters to the training needs of engineering personnel. Regional training institutes have also been set up at Bhubaneswar, Shillong and Mumbai to augment the training facilities.

The Institute at Delhi was established in 1948 and has since grown into a center of excellence for technical training in electronic media. A well-organised Library and a Computer Centre with advanced multimedia equipment are available as part of the Institute.

The Institute conducts training courses for departmental candidates well as for candidates for similar foreign organizations. Workshops at different field offices are also held. The Institute conducts recruitment examination for direct recruit engineering assistants and also holds departmental competitive examinations for promotions in the subordinate engineering cadres. The regional institutes conduct training courses like use of computerized hard disc based recording, editing and playback system.

STAFF TRAINING INSTITUTE PROGRAMME

Staff Training Institute (Programme) was established in 1948 at Delhi as an attached office of DG, AIR New Delhi. It was declared as a subordinate office with effect from 01.01.1990. Staff Training Institute (Programme) at Delhi and Bhubaneswar alongwith five other Regional Training Institutes (Programme) at Ahmedabad, Hyderabad, Lucknow, Shillong and Thiruvananthapuram imparts training to all the Programme and Administrative cadres of AIR and Doordarshan.

Thrust areas for in house training this year are Sports Programmes, Managing the Change, Marketing management, Corporate Work Culture, Digital Broadcast, Modern Presentation techniques, Voice Culture, Broadcast Management. Innovative Programmes, Programme packaging & promotion, Interactive and Participatory programmes, Development programmes and Radio jockeying & TV Anchoring.

By now STI (P) has established itself as a professional trainer for outside agencies. The institute provides Programme Production and Voice Culture training to IGNOU and Indian Airlines respectively. Besides, professional attachments are also open to recognised Institutes and Universities teaching Broadcast Journalism. Specific courses on programme format were designed for Maulana Azad National Urdu University Hyderabad.

STI (P) during the April 07 to March, 08 earned net Revenue of over one crore rupees from all sources.

During the period April 07 to March, 2008 STI(P), Delhi conducted 08 courses co-ordinated with Staff Training Institute (Technical), AIR & doordarshan. Delhi on Hard Disc Based Recording Systems, Programme Production Technique and Digital Program Library for the programme officers of AIR and trained 120 programme officers of AIR in these specialised fields.

DOORDARSHAN

Doordarshan, a Public Service Broadcaster, is among the largest terrestrial television network in the world. The service was started in New Delhi on 15 September 1959 to transmit educational and development programmes on an experimental basis with half-an-hour programming.

Commencement of regular television service as part of All India Radio commenced in Delhi (1965); Mumbai (1972); Kolkata (1975), Chennai (1975).

Doordarshan was established on 15 September 1976. A major landmark thereafter was the introduction of colour television in 1982 coinciding with the 9th Asian Games held in New Delhi that ushered in a major revolution in broadcasting in the country. This was followed by a phase of rapid expansion of Doordarshan when, in 1984 more or less every day saw the installation of a transmitter in the country.

Other significant milestones that followed thereafter were :

- Launch of second channel
- Delhi (9 August 1984), Mumbai (1 May 1985), Chennai (19 November 1987), Kolkata (1 July 1988)
- Networking of second channels to launch the Metro Channel (26 January 1993)
- Launch of International channel—DD India (14 March 1995)
- Formation of Prasar Bharati (Broadcasting Corporation of India) (23 November 1997)
- Launch of sports channel—DD Sports (18 March 1999)
- Launch of enrichment/cultural channel—DD Bharati (26 January 2002)
- Launch of 24 hours news channel—DD News (3 November 2002)
- Launch of free to air Direct-to-Home Service—DD Direct + (16 December 2004)

Doordarshan has contributed significantly towards the acceleration of socio-economic change, promotion of national integration and stimulation of scientific temper in the country. Being a Public Service Broadcaster, its mandate is to carry through its programmes messages on population control and family welfare, preservation of environment and ecological balance, highlighting the need for social welfare measures for women, children and the less privileged. It is also mandated to promote games and sports, and the artistic and cultural heritage of the country.

DOORDARSHAN TODAY

Doordarshan network consists of 64 Doordarshan Kendras/Production Centres, 24 Regional News Units, 126 Doordarshan Maintenance Centres, 202 High Power transmitters, 828 Low Power Transmitters, 351 Very Low Power Transmitters, 18 Transposers, 30 Channels and DTH Service and has a sanctioned strength of 21708 officers and staff of various categories.

DD's Transmitters

Channel	HPT	LPT	VLPT	Transposer	Total
National (DD1)	128	747	346	18	1239
DD News	70	81	5	-	156
Others	4	-	-	-	4
Total	202	828	351	18	1399

DOORDARSHAN CHANNELS

National Channel (5) : DD1, DD News, DD Bharati, DD Sports and DD Urdu. **Regional Language Satellite Channel (11)** : DD North-East, DD Bengali, DD Gujarati, DD Kannada, DD Kashir, Dd Malayalam, Dd Sahyadri, DD Oriya, DD Punjabi, DD Podhigai, and DD Saptagiri. **Regional State Network (11)** : Bihar, Jharkhand, Chhattisgarh, Madhya Pradesh, Uttar Pradesh, Haryana, Uttrakhand, Himachal Pradesh, Rajasthan, Mizoram and Tripura. **International Channel (1)** : DD India.

Doordarshan has a three-tier programme service - National, Regional and Local.

- The emphasis in the programmes in the National service is on events and issues of interest to the entire nation.
- The programmes in the regional service focus on events and issues of interest to the people of that particular State.
- The local service caters to the needs of the populace living in the areas falling within the reach of a particular transmitter through area specific programmes in the local languages and dialects.

In addition, the programmes in the national and regional services are also available in satellite mode to the viewers all over the country.

Programme sourcing : Programmes for different channels of Doordarshan are sourced from :

- **In-house production**

Programmes produced by Doordarshan professionals utilising Doordarshan infrastructure, including coverage of events 'live' by Doordarshan.

- **Commissioned programmes**

Programmes produced by persons of proven merit with funds provided by Doordarshan.

- **Sponsored programmes**

Privately produced programmes telecast by Doordarshan on payment of a fee in exchange for Free Commercial Time.

- **Royalty programmes**

Programmes acquired by Doordarshan from outside producers on payment of royalty for single or multiple telecasts.

- **Acquired Programmes**

Programmes/events acquired from foreign companies on payment of rights fee.

- **Educational/Development programmes**

Educational and Development programmes produced by different agencies of the Government.

- **Self Financed Commissioning**

The initial production cost of these programmes is met by the private producer. Doordarshan reimburses the production cost to the producer after commencement of telecast. The programme is marketed by Doordarshan. The scheme also has provisions for payment of bonus on approved production cost on attainment of

high TRPs, and for reduction of production cost in case of poor performance of programme.

Terrestrial Coverage of Doordarshan : The coverage of the two terrestrial channels of Doordarshan is shown below :

Channel	Coverage (%) National average (As on 30.6.2006)	
	By Area	By Population
DDI	79.4	9.4
DD News	24.4	48.5

DD Direct + : Doordarshan's free-to-air Direct-to-Home service DD Direct + was launched by the Prime Minister on 16 December 2004. Starting with 33 TV channels (Doordarshan/Private) and 12 Radio (AIR) channels, the capacity of the service was increased 36 TV channels and 20 Radio channels. The signal of this service can be received all over India, except A&N Islands, with the help of a receiver system. The subscriber base of this service is in excess of 5 million.

DD-NATIONAL CHANNEL

DD-I CHANNEL (NATIONAL)

Doordarshan DD-I Channel continues to make significant contributions to accelerate socio-economic changes, promote national integration, stimulate scientific temperament, disseminate knowledge, educational programmes, public awareness, means of population control, messages on family welfare, preservation of environment and ecological balance, measures for women welfare, children and under-privileged, etc. It also promoted sports, and artistic and cultural heritage of the country.

Apart from Public Service Broadcasts, it also telecasts entertainment programmes, including serials on different subjects of social relevance as sponsored/commissioned/Self Financed Commissioned programmes, films, etc.

The service of National Channel is available in terrestrial mode as well as satellite mode from 5.30 AM to 00.00 (mid-night) and thereafter in satellite mode till next morning up to 5.30 AM.

Regional Language Satellite Service : The eleven regional Language Satellite Services are :

DD-Malayalam	DD-Saptagiri (Telugu)
DD-Bengali	DD-Chandana (Kannada)
DD-Oriya	DD-Sahyadri (Marathi)
DD-Gujarati	DD-Kashir (Kashmiri)
DD-Punjabi	DD-North-East
DD-Podhigai (Tamil)	

The Regional Language Satellite Services and Regional State Networks broadcast a wide spectrum of programmes covering developmental news, serials, documentaries, news and current affairs programmes to communicate with the

people in their own language. General infotainment programmes, social programmes and film programmes as other major genres are also telecast.

Regional State Network : The Regional State networks cater to the people living in Hindi Belt comprising U.P., Bihar, Jharkhand, Chhattisgarh, M.P. Rajasthan, Haryana and H.P. The programmes of this service are produced and broadcast from the capital Kendras of the respective states between 3.00 and 8.00 pm and are relayed by all the ground transmitters of the state.

DD-News : The DD-News channel the country's only 24 hours terrestrial news channel telecasts over 16 hours of live news bulletins daily in Hindi and English. News Headlines, News updates, breaking news on the scroller are regular features on this channel. A daily bulletin in Sanskrit and Urdu is also telecast. Besides, the Regional News Units attached to different Doordarshan Kendras also telecast daily news bulletins in regional languages of varying duration and frequency. The DD News headlines can now be accessed through the SMS.

DD News also carries Stock and Commodities indices throughout the day in an automated delivery mode, accessing information from NSE & BSE and leading commodity exchanges like NCDEX, MCX, etc.

DD Sports : DD Sports remains the country's only free-to-air sports channel. It continues to provide coverage to international and domestic games, including cricket, football, hockey, tennis, kabaddi, Archery, Athletics and other indigenous games, etc.

A cash outflow system was introduced to cover non-Olympic and traditional sports on DD Sports. The channel continued to cover sporting events organised by the different Sports Federations and Association.

DD Bharati : DD-Bharati Channel was launched on 26 January 2002. Besides programmes on adventure, quiz contests, fine arts/paintings, crafts and designs, cartoons, talent hunts, etc., it also telecasts "MERI BAAT" an hour-long phone-in 'live' show with young people.

Programmes emphasising on a healthy life style and focusing on prevention rather than cure, both in our traditional and modern forms of medicine are also being telecast.

Classical dance/music performances by top class artists of national and international fame are also featured on this channel are programmes on theatre, literature, music, paintings, sculpture and architecture.

The channel also telecast programmes in collaboration with organisations like IGNC, CEC, IGNOU, PSBT, NCERT and Sahitya Akademi. The channel also provides extensive coverage to the AIR sangeet sammelans. Contributions made by the Regional Doordarshan Kendra's are regularly telecast live/recorded.

DD India : The programming on this channel continues to be done in a manner to enable it to meet its primary objective of providing a window to the world especially for the Indian diaspora to witness the Indian social, cultural, political and economic scene. The Channel continues to carry news bulletins in Hindi, English, Urdu, Sanskrit, Gujarati, Malayalam and Telugu, features on topical events and discussions on issues of international significance. It also beams many entertainment programmes, serials, theatre, music and dance besides feature films.

Programmes in regional languages such as Punjabi, Urdu, Telugu, Tamil, Bengali, Kannada, Malayalam, Gujarati and Marathi form an essential ingredient of this channel. Live Coverage of national events like Independence Day, Republic Day Celebrations, the Budget presentation and other happenings of national and international importance are regularly carried on this channel.

PRESS AND PRINT MEDIA

REGISTRAR OF NEWSPAPERS FOR INDIA

The Office of the Registrar of Newspapers for India (RNI) came into existence on 1 July 1956, on the recommendation of the First Press Commission in 1953 and by amending the Press and Registration of Books Act, 1867. The Registrar of Newspapers for India, commonly known as the Press Registrar, is required, inter alia to submit an Annual Report to the Government by 31 December every year on the status of newspapers. The period for which the annual statements were to be furnished, was changed from the calendar to financial year in 2002. Earlier the Annual Report was compiled on financial year basis. [The total number of registered Newspapers/Periodical was 65,032 as on 31 March 2007. These were 7,131 dailies, 374 tri/bi-weeklies, 22,116 weeklies, 8,547 fortnightlies, 19,456 monthlies 4,470 quarterlies 605 annuals, and 2,333 of the other periodicity. (The figures have been updated only for the registered newspapers for the year 2006-07)].

According to the report submitted by the Press Registrar for the year 2005-06, Newspapers were registered in 123 languages and dialects. Apart from English and 22 other principal languages listed in the Eighth Schedule of the Constitution, newspapers were registered in 100 other languages and dialects mostly Indian but also in a few foreign languages too. Orissa had the distinction of publishing newspapers in 18 out of 23 principle languages. Maharashtra came next with publication in 17 languages followed by Delhi with publications in 16 principle languages.

Of the 62,483 newspapers registered as on 31 March 2006, only 8,512 submitted Annual Statements during 2005-06. The total circulation of these 8,512 newspapers was 18,07,38,611. The largest number of newspapers and periodicals registered in any Indian language is in Hindi (24,927). The second largest number of newspapers and periodicals registered in any language is in English (9,064). The state with the largest number of registered newspapers is Uttar Pradesh (9,885). The state with the second largest number of registered newspapers is Delhi (8,545).

PRESS INFORMATION BUREAU

The Press Information Bureau (PIB) is the nodal agency of the Central Government to disseminate information to the print and electronic media on government policies, programme initiatives and achievements. The Bureau disseminates information through Press Releases, Press Notes, Feature Articles, Backgrounders, Press Briefings, Photographs, Press Conferences, Interviews, Database available on Bureau's website, Press tours, etc.

At its headquarters, the Bureau has Departmental Publicity Officers who are attached to various ministries and departments for the purpose of assisting them in disseminating information to the media through press releases and press conferences, etc., and advise on all matters pertaining to publicity activities. They also provide feedback to their respective ministries and departments. As part of the Special

Services, the Feedback Cell in the PIB prepares a daily digest and special digests based on news stories and editorials from national as well as regional dailies and periodicals.

The Feature Unit of the Bureau provides backgrounders, updates, info-suggests, features and graphics which are circulated on the National Network, Internet and also sent to the Regional/Branch offices for translation and circulation to the local press. The unit releases special features for highlighting policies and programmes of the Government. This unit has been producing on an average over 200 features annually including photo features and backgrounders.

PIB arranges photo coverage of various Government functions throughout the year and photographs are supplied to dailies and periodicals.

PIB provides accreditation to Media representatives including foreign media at the Headquarters. This facilitates them to access information from the Government sources. About 1425 correspondents and 430 cameramen/photographers are accredited. Besides 150 technicians and about 76 Editors and Media critics have also been granted accreditation.

The Feedback cell of the Bureau prepares a Daily Digest of News & Views based on news items, as well as editorial comment, as reflected in the print media. This digest is prepared on each working day.

The website of PIB which is an important source of information to small & medium newspapers of India, was reviewed to make it more attractive and incorporate new features. Some design changes suggested by senior officers of PIB were incorporated. PIB also has 6 sister websites in 6 different languages viz. Tamil, Malayalam, Kannada, Telugu, Bengali and in Mizo languages.

Intra PIB, an Intranet web portal for PIB has been upgraded with the new features like. PIB Clipping Service, providing links to in-house applications viz. Hardware Complaints, Monthly Progress Report. Payslips, Notices, download forms.

EDITORS CONFERENCE ON SOCIAL ISSUES

PIB organised an Editors Conference on Social issues in Srinagar (J&K) on the 17-18th October 2007. The Conference was jointly inaugurated by Shri Raghuvansh Prasad Singh, Union Rural Development Minister and Shri Ghulam Nabi Azad, Hon'ble Chief Minister of J & K. The media delegates were addressed by Shri M.A.A. Fatimi, Hon'ble MOS for HRD, Shri R. Velu, MOS for Railway, Shri Mangat Ram Sharma and Shri Mohd. Dilawer Mir, Ministers in the J & K Government. The Conference provided an excellent platform for journalists to interact with Union Ministers and familiarise themselves with the development initiative of the Central govt. with special focus on J & K. The two day Conference was attended by more than 150 journalists. 45 editors from all over the country representing regional media and about 120 journalists from J & K State attended the Conference. The Conference was widely covered and reported in the media. In all, PIB received about 700 press clippings reporting the event.

ECONOMIC EDITORS' CONFERENCE

Economic Editors' Conference was organized from 12-14 November, 2007 at New Delhi in which around 350 journalist including 63 economic editors from all parts

of the country participated. The Ministries participated are Finance, Agriculture, Consumer Affairs, Food & Public Distribution, Petroleum & Natural Gas, civil Aviation, Steel, chemical & Fertilizers and Labour. It gave a good platform for interaction on the Government Policies, programmes and achievements with the editors and also got the feed back on these policies. This created a clear understanding among the media of the various economic & infrastructure issues. The Conference sensitises editors on various economic aspects of the country.

SOME STATISTICS

(April, 2007 To March, 2008)

1.	No. of assignments covered by Headquarters	1863
2.	No of photos released by PIB	3969
3.	Total Press Releases	61166
4.	Total Features:	3101
5.	Total Press Conf./Press Briefings	5837

NEWS AGENCIES

PRESS TRUST OF INDIA

India's largest news agency, Press Trust of India (PTI) is a non-profit sharing cooperative owned by the country's newspapers with a mandate to provide efficient and unbiased news to all subscribers. Founded on 27 August 1947, PTI began functioning from 1 February 1949.

The PTI offers its news services in English and Hindi languages. *Bhasha* is the Hindi language news service of the agency. PTI subscribers include 500 newspapers in India and scores abroad. All major TV/radio channels in India and several abroad, including BBC in London, receive PTI service.

The PTI now has its own satellite delivery system through a transponder on an INSAT satellite for reaching its services directly to subscribers anywhere in the country. Increasingly more and more subscribers are opting for satellite reception. Photo service is delivered by satellite as well as accessed by dial-up. PTI has also now begun satellite transmission by Ku band which offers subscribers the option of receiving news through a cheaper and small size satellite receiver.

PTI is on the Internet too. The agency's news services have been showcased on its website <http://www.ptinews.com>. Clients also have the option of taking any of PTI's services through Internet. PTI news is also available through World Space radio broadcast reception.

The Photo service is delivered by satellite as well as accessed through dial-up. The agency is now engaged in archiving its photos. Once launched the on-line photo archives will help access photos from the agency's old files dating from 1986 when the Photo service was launched.

With a staff of about 1300 including 350 journalists, PTI has 80 bureaux across the country and foreign correspondents in major cities of the world including Beijing, Colombo, Dhaka, Dubai, Islamabad, Kathmandu, Kuala Lumpur, London, Moscow, New York and Washington. In addition, about 350 stringers contribute to the news

file at home while 20 PTCs bring news from rest of the world. The agency has also a networks of photo stringers across the country numbering about 200.

Besides the news and photo services, the other services of the agency include mailer packages of Feature, Science service, Economic service and Data India, and screen-based services as News-scan and stock scan. A television wing, PTI-TV, does features and undertakes corporate documentaries on assignment basis.

The PTI has arrangements with the Associated Press (AP) and agency France Press (AFP) for distribution of their news in India. AP's photo and international commercial information are also distributed in the country through PTI.

The PTI is a partner in Asia Pulse International, a Singapore-registered company, formed by PTI and five other Asian media organisations to provide an on-line data bank on economic developments and business opportunities in Asian countries. PTI is also a participant in Asianet, a cooperative arrangement among 12 news agencies of the Asia-Pacific region, for distribution of corporate and government press releases.

The PTI is a leading participant in the NAM News Network, the Internet-based news exchange arrangement of the Non-Aligned Countries, and the Organisation of Asia-Pacific News Agencies. It also has bilateral news exchange arrangements with several news agencies belonging to the countries of Asia, Africa, Europe and Latin America.

UNITED NEWS OF INDIA

United News of India (UNI) was incorporated under the Companies Act, 1956 on 19 December 1959 and started functioning effective 21 March 1961.

In the past four decades, UNI has grown into a major news organisation in India and, with its vibrant presence, provided the much-needed spirit of competition in the vital areas of news gathering and dissemination.

UNI's innovative spirit was evident when it became the first news agency in India to launch a full-fledged Hindi wire service 'UNIVARTA' in 1982 and a Photo Service and a Graphics Service in the same decade. In the early 90s, it launched the first-ever wire service in URDU.

UNI today has about 719 subscribers. It also has 71 offices in India and an employee strength of more than 975 persons, including 391 journalists. Apart from its own correspondents in all major cities of the country, it also has about 305 stringers who report from all the important towns. This countrywide network has enabled UNI to provide coverage of events from all the regions of the country.

Further, UNI has Correspondents in Washington, New York, London, Moscow, Dubai, Islamabad, Kathmandu, Colombo, Dhaka, Singapore, Toronto (Canada), Sydney (Australia), Bangkok (Thailand) and Kabul (Afghanistan).

UNI distributes world news from Reuters, the world's largest information company. Besides, it has news exchange arrangements with Xinhua of China, RIA Novosti of Russia, UNB of Bangladesh, Anadolu of Turkey, WAM of the United Arab Emirates, GNA of Bahrain, KUNA of Kuwait, ONA of Oman and QNA of Qatar and CNA of Taiwan.

UNI's Photo Service distributes about 200 pictures every day, including sixty international photographs from EPA, the European Pressphoto Agency and Reuters. Its Graphics Service distributes five or six graphics every day. UNI today has a

countrywide network of 27 photographers and an equal number of photo stringers who contribute round-the-clock for UNI's daily photo report of about 200 pictures.

In the 46-odd years of its existence, UNI has acquired an enviable reputation for its fast and accurate coverage of news events.

UNI has always been in the vanguard in adapting modern technology to suit its requirements in news gathering and dissemination. As part of its modernisation drive, UNI has computerised nearly all its offices in India. It was a quantum jump for UNI when it upgraded its nationwide teleprinter network, extending to over 10,00,000 km. From 50 baud to 300 baud Data circuits. This again was a temporary changeover as UNI further advanced to 1,200 baud speed Data Circuits and then to the state-of-the-art satellite technology for its nationwide distribution of news at a speed of 56 kbps. Switching over to VSAT technology has meant that all our subscribers across the country would get our stories simultaneously without any loss of time. Further, we would also be able to deliver our pictures through this system.

UNI is already the first Indian news agency to deliver its entire news services in English and Hindi as well as its Photo Service through the Internet. Subscribers can download the stories and pictures from the UNI and UNIVARTA websites. The respective addresses of UNI and UNIVARTA websites are: UNI : www.uniindia.com and UNIVARTA : www.univarta.com

NAM NEWS NETWORK

NAM News Network (NNN) is the new Internet-based news and photo exchange arrangement of the news agencies belonging to member countries of the non-aligned movement. News and photo contributions of NAM news agencies including Press Trust of India are uploaded onto the NNN website <http://www.namnewsnetwork.org> for on-line access by all. Malaysian news agency Bernama is at present handling the operation of the website from Kuala Lumpur.

Operational from April 2006, NNN was formally launched by the Malaysian Information Minister Mr Zainuddin Maidin in Kuala Lumpur on 27 June 2006. NNN replaces the Non-aligned News Agencies Pool (NANAP) which had acted as the news exchange mechanism among non-aligned countries for the last 30 years. With internet a cheap and reliable mode of communication, NNN is expected to contribute to sustained flow of information in the 116 member non-aligned world.

The decision to replace NANAP with NNN was taken at the Sixth Conference of Ministers of Information of Non-Aligned Countries (COMINAC VI) held in Kuala Lumpur in November 2005. The meeting felt that NANAP had lost its momentum due to declining support from member countries and that it "should be revitalised through a new workable mechanism, if necessary in a new form, to move forward." The meeting endorsed a Malaysian proposal for NANAP's replacement by the Internet-based NNN.

NANAP, set up in 1976, was the first attempt of the non-aligned movement to provide for exchange of news among its member countries. During its 30 years of operation, it played a significant role in improving the flow of communication in the non-aligned world. At a time when communication costs were very high, NANAP provided for sharing of communication channels of member news agencies

to ensure a common network for exchange of news among all countries of the non-aligned movement. News was exchanged under the arrangement in four international languages - English, French, Spanish and Arabic.

PRESS COUNCIL OF INDIA

Press Council is a statutory quasi-judicial authority mandated by the Parliament to preserve the freedom of the press and maintain and improve the standards of newspapers and the news agencies in India. It is an autonomous body with equal quasi-judicial authority over the authorities and the press persons. For the discharge of the above objects, the Council comprises of a Chairman and 28 members. While the Chairman handed convention been a sitting or retired judge of the Supreme Court of India, of the 28 members, 20 represent various segments of the Press and eight, overseeing the readers' interests are representatives of the two Houses of Parliament and premier literary and legal bodies of the country i.e. University Grants Commission, Bar Council of India and Sahitya Academy. The council has its own funds for performance of its functions under Act that comprises of the fee collected by it from newspapers and other receipts and grants from the Central Government. The Press Council of India has been reconstituted ___ to term w.e.f. January 7, 2008. The Council is presently chaired by Hon'ble Mr. Justice GN Ray.

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

During the year under review, a total of 678 complaints were instituted in the Council. of these 120 complaints were by the Press against authorities of the Government for violation of press freedom and 558 complaints were directed against the press for breach of journalistic ethics. With 665 matters pending from the last year, there were a total of 1343 matters for disposal by the Council. Of these 584 matters were disposed of during the year, 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 inquires or non-prosecution, withdrawal or on account of matters having become sub-judice. In all 759 matters were being processed at the close of the year..

In its advisory capacity the Council provided the Government and other authorities with its views on:-

1. Publication of report or photograph of juveniles in newspapers;
2. Obscenity in Print & Electronic media;
3. Campaign of Products by the liquor companies in newspapers;

4. Implementation of the recommendations contained in the Fourth Report of the Second Administrative Reforms Commission (ARC) titled 'Ethics in Governance';
5. Petition regarding misuse of Right to Freedom of Speech and Expression by the print and electronic media and the need to restrict under Article 19 (2) of the Constitution;
6. Committee on Empowerment of Women-Selection of subject for examination during the year 2007-2008 Status of Women in Print Media;
7. O.M. of the Ministry of Home Affairs seeking suggestion on "Communal Violence (Prevention, control and Rehabilitation of Victims) Bill, 2005";
8. Private Member's Bill 2007 on the Consumer's goods (publication of price with advertisements) introduced in Rajya Sabha and
9. Draft National Policy on Criminal Justice.

The Council noted and discussed contempt proceedings against Mid-Day before High Court of Delhi and the conviction of its journalists. The Council observed that even though the entire facts considered by the Hon'ble High Court were not before the Council and specific issue of Mid Day was also pending before the Hon'ble Supreme Court of India and thus sub-judice, without entering into the merits of the case, it felt that the courts were expected to be more sensitive to the duties and functions of the press and before taking any view the courts were expected to consider whether the criticism per se had undermined the functioning of the court in the estimation of the public by demeaning the judges presiding in the law courts. It also observed that in a democratic set up all institutions were open to bonafide critical evaluation of their functioning and such bonafide criticism in public interest would only strengthen the quality of functioning. Eminent judges and jurists had indicated that dignity of the court would be maintained more by restraint and magnanimity. The Council recalled that it had only recently supported before the Parliamentary committee the proposal to accept truth as a defence in any contempt proceedings against the Media and truth forming the basis of the media information had now been protected under the amended provisions of the contempt of courts Act. Therefore, media information based on truth and published in the public interest would constitute defense in a contempt proceedings. It however, felt that such publication should not be accompanied by publicity, which was excessive.

The Council had been continuously facing the question as to why it was not taking steps to restrain the electronic media from its aberrations from the guidelines laid down by the council. The Council discussed the matter at length. It felt that the print media of the country was by and large more responsible than a large number of channels of electronic media. There was no doubt that the electronic media needed a regulator. The Press council of India functioning under the mandate of its statute, has successfully guided the print media of the country in promoting ethical conduct, even though a lot of ground was yet to be covered. The Council reiterated that the flexible code built up by it under Section 13 (2) of the Press Council Act, 1978, was as much applicable to the electronic media as to the print media, and that the

principles of ethics and morality could not be different for the print and electronic media. It, therefore, resolved that its proposal for entrusting the regulation of print and electronic media to a common body, by conversion of the Press Council of India into Media Monitoring Commission of India, was the mechanism most effective and acceptable to the media. The Council decided that its proposal be pursued with the Government of India.

The Council also initiated a process of consultation and dialogue with press/media councils and similar bodies in different parts of the world for active encouragement to preservation of the press freedom and promotion of its standards and ethics worldwide.

The Council came out with the studies and the reports on important matters which have nexus with the preservation of the freedom of the Press and maintenance of its standards.

- Study Report on Working Journalist Act vis-a-vis Appointment of Journalists on Contract (27.7.2007).
- Report on the Problems of Small and Medium Newspapers (October 4-5, 2007)
- Report of the Assessment Committee on Violation of the Freedom of Press in North-East (October 4-5 2007)

The Council successfully published its quarterly house journals in Hindi and English that chronicle the Activities/important developments of the press world.

The website of the Council was enriched with the latest adjudications of the Council and other developments and in an efforts to garner greater revenue from fee levied on newspapers, the list of defaulting newspaper has been put on the website for general access and information. The Council also benefited from the augmentation of its hardware capacity.

The Press Council of India has been entrusted, by the Parliament with the additional responsibility of functioning as an Appellate Authority under Section 8 (c) under the PRB Act 1867 and the Appellate Board comprising of the Chairman of the Council and another member met regularly to hear the appeals before it.

RESEARCH, REFERENCE AND TRAINING DIVISION

Set up in 1945, the Research, Reference and Training Division functions as an information-serving agency for the Ministry of Information and Broadcasting, its media units and their field offices. It serves as an information bank as well as an information feeder service to the media units to help their programming and publicity campaigns. It also studies trends in Mass Communication Media and maintains a reference and documentation service on Mass Communication. The Division provides background, reference and research material and other facilities for the use of the Ministry, its media units and others engaged in mass communication. The Division also looks after the training aspect of the Indian Information Service (IIS) officers in collaboration with the Indian Institute of Mass Communication (IIMC).

Apart from its regular service, the 'Diary of Events', brought out every fortnight, the Division compiles two annual reference works, one titled INDIA, an authentic work of reference on India, and the other, MASS MEDIA IN INDIA, a

comprehensive publication on mass communication in the country. INDIA is simultaneously released in Hindi language under the title—BHARAT.

Reference Library : The Division has a well-stocked library with a large collection of documents on various subjects; bound volumes of select periodicals and various reports of the Ministries, Committees and Commissions. Its collection includes specialised books on subjects pertaining to journalism, public relations, advertising and audio-visual media, all prominent encyclopedia series, yearbooks and contemporary articles. The library facilities are available to accredited correspondents from both Indian and foreign Press and to government officials.

National Documentation Centre on Mass Communication: The National Documentation Centre on Mass Communication (NDCMC) was created in 1976 as a part of the Division on the recommendation of an Expert Committee set up by the Ministry, for collecting, interpreting and disseminating information about the events and trends in Mass Media through its periodical services. The NDCMC documents all news items, articles and other information material available on mass communication. The current activities of the Centre range from collecting and documenting information, to dissemination, not only for the development of cross-country mass communication but also for participation in the international information flow.

The information collected is maintained and disseminated through services like 'Current Awareness Service'—annotated index of select articles; 'Bibliography Service' - annotated subject index of articles; 'Bulletin on Films' - abstract of various developments in the film industry; 'Reference Information Service', 'Who's Who in Mass Media' - biographies of eminent media personalities; 'Honours Conferred on Mass Communicators' - details of awards conferred on Mass Communicators and 'Media Update' - diary of national and international media events.

The NDCMC also compiles and edits a reference annual Mass Media in India. It was first published in 1978. The Annual contains articles on various aspects of the mass media, information on the status of media organisations in Central Government, States and Union Territories. It also includes the general information on print and electronic media. The annual serves as a reference compendium for media practitioners, policy makers, researchers, teachers and students of journalism.

PHOTO DIVISION

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

The Division is responsible for visual documentation and the preparing photographs both in Black & White and Colour initially, for both of internal and external publicity on behalf of the Government of India.

The major function of the Photo Division is to document photographically, the growth, Development and the political, economical and social changes in the country and to provide visuals (still) to the media units of the Ministry of Information & Broadcasting and other Central and State Government Agencies, Ministries/ Departments including President Secretariat, Vice-President Secretariat, Prime

Minister's Office, Lok Sabha & Rajya Sabha Secretariats and Indian Missions abroad through XP Division of the Ministry of External Affairs.

External Publicity Division of the Ministry of External Affairs, DAVP and the PIB gets the major support and services provided by the Photo Division External Publicity Division of the Ministry of External Affairs takes the major chunk of its production for the external publicity of the Government of India. This includes extensive documentation of the visit of all the Heads of States/Government of Foreign countries and presentation of the albums of the documentation of these visits on the departure of VVIP's. On the other hand PIB now get the major routine coverage of the local VIP's and uses the picture taken by the Division for the day-to day feeding to the Press through Internet. Where as DAVP depends on the complete visual support from the archives of the Division, which is developed during the last five decades for the preparation/production of various kind of Exhibition/ advertising materials to the circulated amongst the large population of the country.

The Division also supplies photographs on payment both in Black & White and Colour to the non-publicity organizations and general public through its Pricing Scheme.

The Division has substantially updated its laboratories and equipment for handling different kind of photographic production and assignments in Black & White and Colour both in conventional system as well as the state of art Digital technology. News Photo Network for transmission of images has been installed at the office of Photo Division, at Sochna Bhawan, New Delhi and the network could be linked from all corners for photo publicity of the Government activities.

Division established a Digital Photo Library at its Headquarter at Sochna Bhawan for digital storing of the conventional images acquired by the Division time to time. Processing of the transfer of the images from the conventional photo images to the digital form and placing it to Digital Photo Library is also in progress. Images acquired by the Digital System of Photography are available *off line* at the moment. However, it would be available online very soon.

During the Tenth Plan Division has also acquired a high capacity server (pending trial run. Approximate one lakh images is needed in it will be connected to its website which is likely to be launched very soon.

Till date Division has been able to convert a total number of six lakhs thirtyfour thousand four hundred and twenty two (636422) images (cumulative figure) till December 2006 and placed in the Cumulus System as a part of its Digitalisation, Cataloguing and Archiving of images.

To keep a synergy between the other Media Units, Division has taken up various measures. To avoid the delay in sending photographs to newspaper through network, Division is now equipped to send picture to the PIB desk without much delay. It has been now using V Data System to use wireless internet facility particularly for sending images of the Prime Minister from outside Delhi. To produce excellent publicity materials, director Photo Division took various steps to take up updated documentation be it for the printing of calendar or for thematic exhibitions etc. To disseminate its expertise it also took measures to organise Workshop etc. in collaboration with Media Units and also with State Government.

IMPORTANT TRAINING PROGRAMME/WORKSHOP ETC. CONDUCTED

TRAINING PROGRAMME ON DIGITALISATION TO B.N.A. GOVT. OF AFGHANISTAN

As a part of the MOU signed on co-operation in the field of Information and Broadcasting between Govt. of India and Afghanistan it was decided that India would assist Afghanistan in digitizing the conventional photo images (negatives) available in Bakhtar News Agency, Kabul and help in setting up a Digital Photo Archive. Accordingly, a two member team under the leadership of Director, Photo Division, Ministry of Information and Broadcasting, Debatosh Sengupta with a Senior Photo Officer Mahesh Shankar of Photo Division, visited Kabul from 28th October 2006 to 6th November 2006 to conduct the training programme on the digital management of conventional photo images, and initiated in beginning of the Digital Photo Archive in Afghanistan with setting up the necessary imputes along with placing one hundred and seventy important images from the archive of the Photo Division of the different visits of the Heads of the Government of Afghanistan to India since 1959 including that of the last state visit of the President of Afghanistan H.E. Hamid Karzai in 2005.

During this 8 days training programme before handling over the minimum required equipments for the setting up of the Digital Photo Achieve, the Photo Division has conducted a well designed programme for the training of 11 officials of Bakhtar News Agency. Among the participant there were six Photo Reporters and five Reporters of the agency including two women report of BNA.

MEDIA COMMUNICATION AND ROLE OF DIGITAL PHOTOGRAPHY

Photo Division conducted a workshop on "Media Communication and the role of Digital Photography" at Agartala in collaboration with the Department of the Information, Culture & Tourism, Govt. of Tripura and PIB Agartala 30 Photo Journalist working for the News Agency, News Papers published from Agartala, two representative of electronic media and the state government's information department were participated in the workshop.

MEDIA COMMUNICATION, THE ROLE OF DIGITAL PHOTOGRAPHY AND DIGITAL MANAGEMENT OF VISUAL IMAGES

Photo Division has designed a workshop, proposed to be held on and from 19th to 23rd February 2007, at New Delhi on the "Media Communication, the role of Digital Photography and the Digital Management of Visual images" for the photographers working with the Department of Information and publicity of the State Governments and some Government establishment handling with digital photography. Invitations are being sent to the state governments and other institutions. A special emphasis has been given for the states of the North East region, Jammu & Kashmir and the Union Territory like Andaman & Nicobar Islands and Lakshadweep, requesting the respective state governments to nominate the photojournalists working in the state also.

NATIONAL PHOTO CONTEST

Photo Division organised successfully its 18th National Photo Contest on a very interesting theme "Life and Water". A tremendous response was received both from

the participants as well as the viewers of the Exhibition. A high level jury comprising of Shri D. Krishnan, Photo Editor, the Hindu, Chennai, Shri S.N. Sinha, Photo Editor, Hindustan Times, New Delhi, Smt. Chitragada Sharma, a noted Photo Artist and Shri Debatosh Sengupta, Director, Photo Division selected the award winning entries. Exhibition was held in New Delhi, Kolkata and Siliguri.

The Division organized its 19th National Photo Contest on the theme "Happiness". The prize distribution ceremony and the Exhibition of the award winning and selected photographs was held at New Delhi from 24th April to 30th April 2007. Secretary, Ministry of Information and Broadcasting has distributed the awards to the winners.

The Division was involved in working for main Calendar of the Govt. of India. Many photographs from the archives were used for preparing the outlines of the calendar. Later Division took some special drive in getting documented some important paintings, murals in the different institutions and establishment etc. for the final shape of the calendar. In addition the Division was involved in working for two more major calendar and one table calendar produced for the Ministry of the Road Transport and Highways and the Ministry for the Development of the North East Region.

As part of the initiative to upgrade the Archival record Division has collected and documented a large number of important images of Dr. Bidhan Chandra Roy, former Chief Minister of West Bengal and Mahajati Sadan, an organization of cultural Standing of the Govt. of West Bengal and some other sources. In addition during the search the division was able to get some important images of Netaji, Gandhi, freedom movement etc. from Mahajati Sadan.

The Division has mounted an exhibition title "A Tribute to late Smt. Indira Gandhi former Prime Minister of India". Exhibition was inaugurated by Shri Priyaranjan Das Munshi, Minister for Information & Broadcasting and the Parliamentary Affairs on 19th November 2006 at Kolkata.

Photo Division bought out a book entitle 100 Years of Satyagraha, a pictorial album of Mahatma Gandhi.

Though Division is not directly involved in the process of the public information campaign however it has been active in supporting the exhibition out up by the DAVP/PIB by supplying photographs for different sets of exhibitions.

The number of assignments both of Black & White and Colour covered, and prints/albums prepared produced by the Photo Division during the year 2006-2007 (up to march 2007) are as under :-

1.	News and Features assignments covered (both in B&W and Colour)	3971
2.	Digital images acquired in house	76441
3.	Digital images short listed for archive	10,521
4.	Total Black & White and Colour print supplied	138790
5.	Total Photo Albums/Wallets produced/prepared	112
6.	Digitalisation Pilot Project (out source)	392604
7.	Total number of images digitized (progressive fig.)	760000

PUBLICATIONS DIVISION

The Publications Division is a repository of books and journals highlighting national importance and India's rich cultural heritage. It is publishing books in English and Hindi as well as in all major Indian languages at affordable prices. The subjects range from art, history, culture, biographies of eminent persons, land and people, flora and fauna, children's literature, science and technology and Gandhian literature to works of references like India-A Reference Annual. The Division also brings out selected speeches of the Presidents and the Prime Ministers.

With headquarters at Delhi the Division functions through its various field units—Sales Emporia at New Delhi, Mumbai, Chennai, Kolkata, Patna, Lucknow, Hyderabad, Thiruvananthapuram and Yojana Offices at New Delhi, Mumbai, Kolkata, Chennai, Ahmedabad, Guwahati, Hyderabad and Bangalore. The offices of Employment News and Journals Unit are located in New Delhi.

Books: The Division brings out 120-150 titles every year. More than 7700 titles have been published so far. During the year from April 2006 to March 2007, 109 titles have been released in Hindi, English and other regional languages. Some of the important publications released during the period are: Dr. Zakir Hussain, Selected Speeches of Subhash Chandra Bose Selected Speeches of Prime Minister Manmohan Singh (Vol II), Indian Navy, Tales from Tavi, Selected Speeches of Lal Bahadur Shastri, Gopal Bhand, Amir Khasrui (English), Sanskrit ke Padav, Nanddas, Bharatiya Vesh Bhusha, Vigyan Hamare Aaspas, Ayurveda - Samanya Rog Aur Upchar (Hindi), Kalpana Chawla, Sulabh Panchatantra, Ancient India, The story of Telecommunications, Great men and women of India (Regional Languages). List of books published by the Publications Division is available at www.publicationsdivision.nic.in.

Journals: Apart from the books, the Division publishes 18 monthly journals, which are 'Bal Bharati', 'Ajkal' in Hindi and Urdu, 'Kurukshetra' in Hindi and English and 'Yojana' in Hindi, English, Urdu, Punjabi, Oriya, Bengali, Assamese, Gujarati, Marathi, Tamil, Telugu, Malayalam and Kannada.

Bal Bharati, the popular children's monthly in Hindi, is being published regularly since 1948. Its objective is to provide healthy entertainment to children while educating them and inculcating human values and scientific temper through short stories, poems, picture stories and informative articles. An essay competition was organised in which a large number of children from the schools of Delhi participated.

Ajkal, the prestigious literary magazine in Hindi and Urdu, brought out a number of special issues and covered different aspects of Indian culture and literature. The magazine entered its 60th year of publication in May 2004.

Yojana, the flagship journal of the Division seek to carry the message of planned development to all sections of society and serves as a forum to promote a healthy discussion representing a cross-section of views on socio-economic aspects of development. Published in 13 languages, Yojana presents an All India perspective while highlighting regional development, innovations and initiatives. For the series 'Shodh Yatra' Yojana has received 'Gian Media Award' 2006.

Kurukshetra, the journal on rural development is serving as a forum for exchange of ideas on programmes, policies and implementation status of development efforts in the rural sector. The journal is published on behalf of Ministry of Rural Development. Eminent authors are contributing to these columns.

Apart from this, the Division also publishing the 'India Reference Annual' and 'Bharat'. For the first time, oth the documents have been put on the Website. CDs on the same have also been made available for sale.

Besides its own publications and journal, the Division also handles marketing of publications brought out by other Government Departments, State Governments and Autonomous Organisations such as National Book Trust, Sahitya Academy, CSIR, ICAR, ICCR etc. The official website of the Division is <http://publicationsdivision.nic.in>

Employment News: The Division also brings out the weekly Employment News/ Rozgar Samachar in English, Hindi and Urdu focussed on employment opportunities in the Government and Semi-Government Organisations/Departments, Public Sector Undertakings, Autonomous Bodies, Banks and Universities. The journal commands a weekly circulation of about 7 lakh copies. It has a network of about 300 sales agents and 4000 direct distributors spread all over the country. The circulation and revenue of the journal have shown sustained growth over the years. During the first half of 2005-06 the revenue crossed Rs 23.31 crore.

The illustrated career weekly of the Govt. add another eathings to its cap by launching an inter active career oriented website under the domain www.employmentnews.gov.in.

Bharatendu Harishchandra Awards: The Bharatendu Harishchandra Awards, originally instituted to encourage original creative writing in Hindi on mass communication, are also given for children's literature, women's problems and national integration.

FILMS DIVISION

The Films Division was constituted in January 1948 by rechristening the erstwhile Information Films of India and the Indian New Parade set up in 1943, primarily for war coverage. The Cinematograph Act of 1918 was Indianised in 1952 which made the screening of documentary films compulsory throughout the country.

Since 1949, Films Division has been releasing a documentary or news-based or an animation film every single Friday for the theatres spread across the country, in 15 national languages. Over the decades, the Division has virtually recorded the country's entire post-independence history. With headquarters in Mumbai, Films Division is equipped with all facilities of production studios, recording theatres, editing rooms, animation unit, cameras, video set-up and preview theatres. Dubbing of films in 15 Indian languages is also done in-house.

The story of the Films Division is synchronous with the eventful years of the country since Independence and over the last 60 years. The Division has been motivating the broadest spectrum of the Indian Public with a view to enlisting their active participation in nation building activities. The aims and objectives of the Division, focused on national perspectives, are to educate and motivate people in the implementation of national programmes and to project the image of the land and the heritage of the country to Indian and foreign audiences. The Division also aims at fostering the growth of the documentary film movement, which is of immense significance to India in the field of national information, communication and integration.

The Division produces documentaries, short films, animation films and news magazines from its headquarters at Mumbai, films on Defence and family welfare from Delhi unit and short fiction films for rural audience from the regional production centers at Kolkata and Bangalore. The Division caters to nearly 8500 cinema theatres all over the country and to the non theatrical circuits like units of the Directorate of Field Publicity, mobile units of the State Governments, Doordarshan, field units of the Department of Family Welfare, educational institutions, film societies and voluntary organisations. The documentaries and newsreels of State Government are also featured in the Division's release on the theatrical circuit. This Division also sell prints, stock shots, video cassettes and distribution rights of documentaries and feature films in India and abroad. Apart from production of films, Films Division also gives on hire, its studio, recording theatre, Editing Rooms & other Cine Equipments to private film makers.

Ministry of Information & Broadcasting, Govt of India has entrusted the task of organizing the Mumbai International Films Festival (MIFF) for Documentary, Short and Animation Films to Films Division.

The aim of MIFF contest is the dissemination of images contributing to wider knowledge and close knit fraternity among the nations of the world. This event provides a unique opportunity and platform to filmmakers, film producers, distributors, exhibitors and film critics from different countries to meet and interact during festival. Over the year, MIFF has become a preferred and much awaited event for the filmmakers to showcase their work, internet and exchange ideas. MIFF began in historic journey way back in 1990 and since then it has grown in size and stature as one of the promise international events of the documentary film movement. The biennial MIFF is attended by a large number of prominent documentary and short filmmakers and intellectuals, students from India and other parts of the world. Nearly, 35-40 countries with more than 500 entries participate in every edition of the festival. The 10th edition of Mumbai International film Festival (MIFF) for Documentary, short and Animation was held from 3- February; 2008 at National Centre for the Performing Arts (NCPA), Mumbai in co-operation with the Govt. of Maharashtra.

The organisation of the Division is broadly divided into four wings viz. (1) Production, (2) Distribution, (3) International documentary, Short and Animation Film Festival and (4) Administration

PRODUCTION WING

The production wing is responsible for production of films such as (1) Documentary Films (2) short Feature films specially designed for rural audience (3) Animation films and (4) Video films. In addition to the headquarters at Mumbai, three production centres of the Division are located at Bangalore, Kolkata and New Delhi.

The documentaries range in theme and topic from agriculture to art and architecture, from industry to the international scenes, from food to festivals, from health care to housing, from science and technology to sports, from trade and commerce to transport, from tribal welfare to community development etc. Normally, the division reserves about 40 percent of its production schedule for allotment to independent film makers from all over the country with a view to encouraging individual talent and thus promoting the documentary movement in the country.

In addition to its normal production programme, the Division provides assistance to all the Ministries and Departments of Government including public sector organisations in producing documentary films.

Newsreel Wing of films Division encompasses a network spread over main cities and towns including State and Union Territory capital engaged in covering of major events, VVIP visits, etc to the different parts of the country and abroad and other events like natural calamities etc. These coverages are used for making the fortnightly news magazines and also in compilation of archival material.

Famed Cartoon Film Unit of Films Division has also become high-tech with computer animation replacing cell or classical animation. Equipped with the state of the art technology both in hardware and software, the Unit now can churn out productions in U.S. animation, 2-D and 3-D animation with advanced software including Opus, Concerto, High-end and Maya.

The Commentary Section looks after the dubbing of films and news magazines into 14 Indian languages and foreign languages from the basic version (English/Hindi).

The Delhi based Unit of the Division has the responsibility of production of instructional and motivational films for the Ministry of Defense and the Department of Family Welfare and other Ministries/Deptts. With a view to adapting to the changing scenario, the unit has lately been equipped with video film making facilities.

The regional centres of the Division at Kolkata and Bangalore also produce social and educational documentaries to spread the message of social and national issues such as family welfare, communal harmony, dowry, bonded labour, untouchability. etc.

DISTRIBUTION WING

The Distribution Wing (DHO) is headed by the Officer-in-charge of Distribution and control 10 Distribution Branch Offices situated in Kolkata, Lucknow, Nagpur, Mumbai, Hyderabad, Vijayawada, Bangaluru, Chennai, Madurai and Thiruvananthapuram. These branches are headed by either Sr. Branch Manager or Branch Manager who function as Head of Office as well as DDO of the Branches concerned and are responsible for the supply of approved films to all the cinema theatres (required under the Central Cinematograph Act, 1952), execution of Agreement, issue of films Division Certificate as well as collection of 1% rent from the exhibitors.

Films Division has released 262 prints of 52 Approved films (Total; 13676) in lock with 8 film of NFDC (total: 2024 prints) every week to 8410 cinema houses through out the country and has earned Rs. 6,01,42,481/- as rent revenue up to March,2008.

The distribution Wing has redefined itself and has made Film Festivals a regular activity at State and district levels, independently as well as in collaboration with NGOs, film societies, educational institutions etc; to reach out to the masses and to promote and encourage documentary movement. The Distribution Branch Offices have conducted 50 film festivals till March 2008 reaching out to even the remotest places in India. These festivals were appreciated by the audiences from all walks of life.

FILM LIBRARY SECTION

The Film Library of films Division is treasure of valuable archival material of India's contemporary history and its rich heritage and artistic traditions. It is in great demand by the Film makers throughout the world. It contributes vital footage for the production of films by rendering services besides bringing out revenue through the stock footage sale. The total collection of film Library is about 1.9 lakhs items of 8200 titles which include original picture negatives, depu/inter negatives, sound negatives, master inter positives, saturated prints, pre dub sound negatives, 16 mm prints, library prints and answer prints etc. The films are categorized based on the archival value as Most Precious, Precious and Normal films. 1102 film of Most Precious category have been restored digitally in high definition format, and 4213 titles have been transferred on Standard Defination Format. This library has user friendly computerized information system. The details of Film Library are also available in the web site.

ADMINISTRATING WING

The Administration Wing provides the necessary facilities like Finance, Personnel, Stores, Accounts, Factory Management and General Administration. This Wing is directly under the control of Senior Administrative Officer who is assisted by the following officers :

1. Assistant Administrative Officers in the matters relating to personnel Management, Purchase, General Administration, Vigilance and Security.
2. Accounts Officer in consultation with Internal Festival Adviser in the matters of Finance and Accounts.

CENTRAL BOARD OF FILM CERTIFICATION

The Central Board of Film Certification (CBFC), set up under the Cinematograph Act, 1952, certifies films for public exhibition in India. It consists of a Chairperson and twenty-five other non-official members. The Board has its headquarters at Mumbai and nine regional offices located at Bangalore, Kolkata, Chennai, Cuttack, Guwahati, Hyderabad, Mumbai, New Delhi and Thiruvananthapuram. The regional offices are assisted in the examination of films by advisory panels consisting of persons from different walks of life. Smt. Sharmila Tagore, a well-known film personality, is presently working as Chairperson of the Board.

A total of 43 Indian Feature Films and 16 Foreign Feature Films were refused certificates as they were found to violate one or more of the statutory guidelines issued by the Central Government under section 5B(2) of the Cinematograph Act, 1952. Some of them were subsequently certified in their revised versions.

The 108th meeting of the members of the Central Board of Film Certification was held on 27th March, 2006 at Hyderabad. The 109th meeting of the members of the Central Board of Film Certification was held on 31st July, 2006 at Bangalore. The 110th meting of the members of the Central Board of Film Certification was held-on 17th December, 2006 at Pondicherry. All the meetings were presided over by Ms Sharmila Tagore, the Chairperson of the Board.

Workshops were held for Advisory Panel Members for censoring of films. As in the last year, workshops were arranged at various regional centres for the benefit of the members of the Advisory Panels and Examining Officers. Various issues

involved in the examination of the films were discussed at the workshops and cut portions from some selected films were screened to illustrate the various guidelines for certification of films. The need for observing a code of conduct and discipline was also emphasised.

Under the Cinematograph Act, neither the Board nor the Central Government has power to enforce the Board's decisions at the time of public exhibition of films. The authority rests with the State Governments and Union Territory Administrations. The Board has, from time to time, sought to systematise the detection of interpolations in films.

During the period January to December 2006, 46 cases of interpolations in films were detected at various places and the verification reports were sent to the concerned Judicial Magistrates for necessary action.

The workload of CBFC has increased considerably due to the certification of film various channels as per the Mumbai High Court Judgment. The increase in certification of video films has increased from 4188 in 2005 to 7129 in 2006. In order to speed up the certification work meet the target and timelimit CBFC has distributed the work of different satellite channels to different regions of CBFC Additional Examining Officers have been taken on deputation from other Central Government Offices to dispose off the films.

NATIONAL FILM DEVELOPMENT CORPORATION LIMITED

The National Film Development Corporation Limited (NFDC) was incorporated in 1975. It got restructured in 1980 after amalgamation of Indian Motion Pictures Export Corporation (IMPEC) and Film Finance Corporation (FFC). The primary objective of NFDC is to foster excellence in cinema and to develop state-of-the-art technology in audio-visual and related fields. The main activities of the Corporation includes financing and producing of films with creative and artistic excellence, on socially relevant themes and experimental in form. The NFDC arranges distribution and dissemination of films through various channels. NFDC provides essential pre-production and post-production infrastructure to the film industry, keeping pace with the latest technology. The NFDC also endeavours to promote culture and understanding of cinema by organising Film Weeks, Indian Panaroma and Film Festivals in collaboration with Film Societies, National Film Circle and other Agencies representing Indian and Foreign Films.

The NFDC encourages the concept of low-budget films which are high in quality, content and social values.

NFDC's film PARINAAMAM (Malayalam) directed by Venu, has won international award for best screen play in ASHDOD International Film Festival, Israel.

The corporation in collaboration with CII has organised Film Bazaar at Goa during the IFFI.

The Cine Artistes Welfare Fund of India set-up by NFDC, is the biggest ever trust in the Indian Film Industry with a corpus fund of Rs 4.48 crore.

DIRECTORATE OF FILM FESTIVALS

The Directorate of Film Festivals was set up under the Ministry of Information and Broadcasting in 1973 with the prime objective of promoting good cinema. This is undertaken by organising a range of activities under these broad categories.

- (a) The International Film Festival of India.
- (b) The National Film Awards and the Dada Saheb Phalke Award.
- (c) Cultural Exchange Programme and organising screening of Indian films through the missions abroad.
- (d) The selection of Indian Panorama.
- (e) Participation in international film festivals abroad.
- (f) Special film expositions on behalf of the Government of India.
- (g) Print collection and documentation.

These activities provide a unique platform for exchange of ideas, culture and experiences between India and other countries in the field of cinema. It also provides a powerful platform for Indian cinema and fosters commercial opportunities for Indian films. Within the country, the latest trends in global cinema are made accessible to the general public, film industry and students.

NATIONAL FILM ARCHIVE OF INDIA

The National Film Archive of India was established in February 1964 as a media unit under the Ministry of Information and Broadcasting. The primary charter of NFAI is to safeguard the heritage of Indian Cinema for posterity and act as a centre for dissemination of a healthy film culture in the country. Promotion of film scholarship and research on various aspects of Cinema also form part of its objectives. Familiarising foreign audiences with Indian Cinema and to make it more visible across the globe is another declared function of the Archive.

NFAI has been a member of the International Federation of Film Archives since May 1969, which enables it to get expert advice and material on preservation techniques, documentation, etc. The archive has its own film vaults designed according to international film preservation standards. The construction of specialised vaults for preserving colour films is underway. The well-stocked library of over 25,000 books on Cinema published across the globe is a boon to serious students of Cinema. More than 100 Indian and foreign journals on Cinema are received in the library. Over 30,000 filmscripts both Indian and foreign received from the Central Boards of Film Certification are also preserved in the Archive.

It is an ongoing job at the Archive to trace and acquire national and international films to enrich its collection. The well-stocked library of about 30,000 books on Cinema published across the globe is a reservoir of information to serious students of Cinema. More than 100 Indian and foreign journals on Cinema are received in the library. Over 30,000 filmscripts both Indian and foreign received from the Central Boards of Film Certification are also preserved in the Archive.

The Research and Documentation Centre has a large collection of ancillary material on Indian Cinema. This Centre attempts to collect photographs/stills, songbooklets, wallposters, pamphlets and other publicity material of films certified by the various Film Certification Boards in the country.

The NFAI encourages and promotes research and academic activities on every aspect of Cinema. It assigns monographs on eminent Indian filmmakers and pioneering film personalities, research fellowships on themes related to Indian cinema, and aural history recordings of senior artists and technicians. The Archive has published 12 such projects so far. As a part of its activities of disseminating film

culture, NFAI has a Distribution Library of films which supplies films to film societies, educational institutions and cultural organisations in the country. It also conducts joint-screening programmes at centres like Mumbai, Kolkata, Bangalore, Chennai, Hyderabad, Thiruvananthapuram, Cochin, Jamshedpur, Pune and Delhi. It is a major source of films for international film festivals in India and abroad.

NFAI has been conducting its Annual Film Appreciation Course of four weeks duration at Pune in collaboration with Film and Television Institute of India for the last three decades. Participants from different professions from all over India are exposed to the best of Indian and World Cinema. Among the major topics taught are the Basics of the Film Medium, Cinema as an Art, Film History, Film Theory, Relationship of Cinema with other Arts and so on. The Archive also coordinates short-term courses on similar lines in collaboration with educational institutions and cultural organisations outside Pune.

A large number of scholars and researchers on Cinema from within the country and abroad look forward to NFAI as a major resource Centre where they have easy access to the largest repository of Indian Cinema and perhaps the best library of books on Cinema and related arts in the country. The website of NFAI can be visited at <http://www.nfaipune.gov.in>.

CHILDREN'S FILM SOCIETY, INDIA

Children's Film Society, India (CFSI) was established in 1955 to provide value-based entertainment to children through the medium of films. CFSI is engaged in production, acquisition, distribution/exhibition and promotion of children's films. The Head Office of the CFSI is located in Mumbai with branch/zonal offices in New Delhi and Chennai. Films produced/procured by the Society are exhibited through State/Districtwise Children's Film Festivals as well as through theatrical, non-theatrical exhibition in schools through Distributors, NGOs, etc. Children's Film Festivals (both State and District level) were conducted in North East Region during April-May 2006. These were in Meghalaya, Assam, Tripura where a total of more than 206 shows were organised for approximately 97000 children. CFSI also markets its films on video cassettes and CDs. CFSI films are telecast regularly on television channels. The films produced by CFSI were screened in various National and International Film Festivals and have won many awards. CFSI participated in many International Film Festivals during the year 2006-07. CFSI holds its own International Children's Film Festival every alternate year. To commemorate 50 years of its meaningful existences the CFSI organised a Golden Jubilee Film Festival during 14 to 18 November 2006 at Sirifort Auditorium, New Delhi.

DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY

The Directorate of Advertising and Visual Publicity (DAVP) is the nodal multi-media agency of the Government to meet the publicity requirements of various Ministries and Departments in a cost-effective manner. It provides single window service for publicising Government Policies and Programmes from conception to design and execution through various media formats including press advertisements, print publicity (Folders, Posters, Brochures, Kits, Booklets, Calendars and Diaries), outdoor publicity (Hoardings, Bus-Back Panels, Banners, Kiosks, Computer Animation displays, etc.), audio-visual publicity (Audio-Video spots, short films, docu-dramas, jingles, sponsored programmes, etc.) and exhibitions. DAVP with its headquarters

in New Delhi, has two Regional Offices at Bangalore and Guwahati, besides 32 Field Exhibition Units across the country.

Press Advertisements : DAVP has on its panel over 3000 newspapers and periodicals in 22 languages covering all states for release of advertisements. Empanelment of publications is done as per the guidelines and procedures of the Advertisement Policy of the Government of India. The primary objective is to secure the widest possible coverage through advertisement keeping in view the message, target and the budget, 19,010 advertisements were released by the Directorate in the financial year 2006-2007.

Audio Visual Publicity : The Audio Visual Cell of DAVP produces and broadcasts/telecasts programmes and spots on social themes for Ministries/Departments. DAVP arranges telecast/broadcast of Audio/Video spots on AIR, Doordarshan and private radio/television channels. The audio/video programmes are produced through empanelled producers. These programmes include audio and video spots/jingles, sponsored and folk music based radio programmes, promotional tele-films which are dubbed in Hindi, English and regional languages for national telecast/broadcast. 1,34,380 audio-video programmes including radio spots/jingles, 467 video spots/films and sponsored radio/video programmes were also produced in different languages during 2006-2007.

Printed Publicity : Different kinds of publicity materials like posters, folders, booklets, brochures, calendars, diaries, wall hangers, stickers, etc., are designed and produced by DAVP in Hindi, English and various Indian languages to take socially relevant messages of the Government of India to the masses. During the year 2006-2007, DAVP brought out publicity items in various languages worth Rs. 570.35 Lakh.

Exhibitions : Photo exhibitions are important means of propagating messages of national development and other issues of social relevance. DAVP conceptualises, designs, develops and mounts exhibition material, montages and artefacts for exhibitions on specific themes. In the year 2006-2007, 704 photo exhibitions were held all over the country, over a period of 2,860 exhibition days.

Outdoor Publicity : Publicity through various outdoor formats like hoardings, wall paintings, cinema slides, computerized animation displays, kiosks, bus queue shelters, bus-back panels, etc., are utilised by DAVP to display messages on policies/programmes of Ministries/Departments of the Central Government. It is a conventional but an effective means of spreading any message and the displays serve as a constant reminder to passers by and viewers. In 2006-2007, a total number of 7870 displays worth Rs 449.38 Lakh were executed by the Directorate.

Mass Mailing : The Mass Mailing Wing of DAVP has over 16.5 lakh addresses to reach out to a wide spectrum of people across the country. Over 1.18 crore copies of printed material were dispatched to various mailing address during 2006-2007.

Studio : DAVP has a full-fledged Studio with qualified artists for designing of publicity material required for different campaigns. The designs are mostly prepared in-house, keeping in mind the special publicity requirements of the region where the publicity campaign is to be launched. The Studio is equipped with DTP facility for making designs for Print Publicity, Press Advertisements, Outdoor Publicity, etc.

DIRECTORATE OF FIELD PUBLICITY

The Directorate of Field Publicity with its headquarters in New Delhi is the largest rural oriented interpersonal communication medium in the country. It operates as a two-way channel for dissemination of information among masses and gathering feed back for the Government. It acts as a bridge between the people and the Government. Established in 1953 as 'Five Year Plan Publicity Organisation' with sole objective of publicity of Five Year Plans, the Directorate assumed its present format and role in 1959 with its publicity scope widened and made all inclusive. Over the years, its area of operation as also its aims and objectives have diversified. These in brief are: (a) to inform, educate, motivate and involve the people of India, especially at the grassroot level, in the process of development so that the vision of the framers of the constitution as outlined in its preamble is realised. (b) to generate public opinion for the implementation of developmental programmes and mobilise popular participation in the process of nation building. (c) to keep the public, especially the weak, the marginal and the remotely placed, informed about the policies and the programmes of the Government and generate awareness on several national and social issues of relevance. (d) to keep the Government informed of the people's reactions to its programmes and policies and their implementation at the field level thereby facilitating corrective measures as and where required.

DFP communicates with the people through various mode of communication inter personal communication is the basic of essence of all its programme activities. The Directorate resorts largely to interactive medium like Group Discussions, Seminars/Symposia, Public Meetings, Elocution Contest, Question-Answer sessions, etc., to convey its message to the masses. It also resorts to visual and live entertainment programmes like Film shows, Photo Exhibitions, Song & Drama, etc., to communicate with the people. The Directorate also conducts competitions like quiz, essay, drawing and painting, slogan writing and rural sports, etc., to disseminate message on the chosen themes. Providing feed back of public perception to the authorities is also major function of DFP.

During the year the Directorate conducted massive awareness campaign on National Rural Health Mission, AIDS Awareness, Iodine Deficiency Disorders Control, Non-Conventional Energy Sources. Legal Literacy and Free Legal Aid Programmes for the poor, Common Minimum Programme of UPA Govt., etc. Public Information Campaign was a new and important feature of the publicity activities of the Directorate. DFP participated in about 100 PIB led PICs on Bharat Nirman in different parts of the country. In every PIC four Field Publicity Units were deployed for five days of pre PIC phase and five days of main PIC. In all the PICs DFP put up a stall where information on a variety of topics of public interest was disseminated. DFP ensured that people in large numbers participated in the PICs across the country.

Observance of Days and Weeks of National Importance is yet another way DFP whereby help generate public participation in nation building process by instilling nationalism and communal harmony among the people. During the year DFP observed all the important Days and Weeks of national importance in a befitting manner.

Covering of Fairs, Festivals and Crowd Points is DFP's yet another important way of interacting with the people. During the year DFP covered important states level and National level Fairs and Festivals and disseminated messages. During the year 2006-07, DFP organized 37824 Films shows, 2997 Song & Drama, 10333

Special Programmes, 5422 Oral communications, 31896 Photo Exhibitions, 60440 Group Discussion and gathered 7382 Public reaction reports on various policies and programmes of the Government from all parts of the country.

SONG AND DRAMA DIVISION

The Song and Drama Division was set up in 1954 as a unit of All India Radio and was given the status of an Independent media unit in 1956 with the mandate of development communication. This is the largest organization in the country using performing arts as a medium of communication. The Division uses a wide range of art forms such as drama, ballets, operas, dance-dramas, folk and traditional recitals, puppetry. In addition, the Division organizes theatrical shows on national themes such as communal harmony, national integration, secularism, promotion of cultural heritage, health, environment, education, etc., through Sound and Light Programmes.

ORGANIZATIONAL SET UP

Functioning from Headquarters at Delhi the Division has the following field offices : (a) Ten Regional Centres at Bangalore, Bhopal, Chandigarh, Chennai, Delhi, Guwahati, Kolkata, Lucknow, Pune, and Ranchi; (b) Seven Border Centres at Imphal, Jammu, Shimla, Nainital, Darbhanga, Jodhpur and Guwahati; (c) Six Drama troupes at Bhubaneswar, Delhi, Hyderabad, Patna, Pune and Srinagar; (d) Nine troupes of Armed Forces Entertainment Wing at Delhi and Chennai; (e) Two Sound and Light Units at Bangalore and Delhi and (f) A Tribal Pilot Project at Ranchi. Division has also reopened its Dehradun unit in Uttarakhand w.e.f. 1.8.2008. With the help of about 380 departmental staff artists, approximately 810 registered troupes and about 1200 empanelled artistes, the Division organized 21,539 programmes during 2007-08.

ARMED FORCES ENTERTAINMENT WING

The Division caters to the entertainment requirements of the Armed Forces in most inhospitable, remote, border and forward areas. The Armed Forces Entertainment Wing troupes are very popular for presenting folk dances from all the states in original and attractive forms, colour and costume, thereby highlighting the cultural integration of the country. The areas visited by these tropes include Leh, Ladakh, Chamathang, Thoyas, Partapur, Mokok Chung, Lung Talai, Alon Samdhu, Pang, Port Blair, Indo-China and Burma, Pak, Bangla borders, interior parts of J&K and North East Region.

TRIBAL PUBLICITY

Ranchi Tribal Centre was established in 1980 to enhance awareness activities by involving more tribal artistes in the developmental process. 419 Programmes were presented by the Troupes in Tribal Areas of Bihar, Chattisgarh, Jharkhand, Madhya Pradesh & Orissa to educate the people about various developmental schemes designed for them during 2007-08.

BORDER PUBLICITY TROUPES

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

SSB, BSF and other Government agencies. The troupes present programme on National Importance in local dialects and Hindi touching Indo China, Pak, Myanmar and Banga borders.

DEPARTMENTAL DRAMA TROUPES

During the year, the Departmental Drama Troupes situated at Delhi, Pune, Patna, Hyderabad, Bhubaneshwar, Jammu/Srinagar and Delhi presented plays on various themes like Family Welfare, AIDS, Drug Abuse, National Integration, Communal Harmony, Environmental Issues etc. These troupes presented shows especially in local fairs and festivals and during the India International Trade Fair where large number of people congregate. Various issues on Health and family Welfare were presented in styles of plays.

PLAN SCHEME

Under the Plan schemes, the Division covers up ICT activities in Hilly/Tribal/Desert/Sensitive and Border Areas and Impact Assessment and Modernization of Song and Drama Division. During 2007-08 under the scheme about 6048 programmes were presented.

During 2007-08 the following are the special components of the approved plan scheme of the Division :

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

ICT ACTIVITIES IN HILLY/TRIBAL/DESERT/SENSITIVE & BORDER AREAS

The Division also presents Programmes in Tribal, Hilly and Desert areas with the view to create awareness among the isolated tribes living in the hilly and desert areas regarding the developmental activities initiated for their welfare. These Programmes aim at promoting amongst them a sense of belonging to the country and to encourage them for their participation in the on-going developmental activities around them by devising programmes which are intelligible to them. Performing troupes are created from amongst the local people in their respective dialects and idioms.

ACTIVITIES IN 76 IDENTIFIED DISTRICTS

Under plan schemes Activities in 76 identified districts during the year 2007-08 the Division presented Programmes in the specially identified districts all over the India. National Integration, communal Harmony, Anti Terrorism and Patriotism are the themes being highlighted through these Programmes. 875 Programmes were presented during 2007-08 in all the 76 identified districts.

PUBLICITY ON COMMON MINIMUM PROGRAMME

Under the Plan scheme for Publicity on Common Minimum Programme, this Division presented 620 Programmes highlighting the salient features of CMP during 2007-08.

SPECIAL ACTIVITIES IN J&K AND NORTH EAST REGIONS

During the year 2007-08, this Division presented 541 Programmes providing special coverage for North-East, Jammu & Kashmir and other identified districts.

PRESENTATION OF THEATRICAL SHOWS ON NATIONAL THEMES

With the objective of educating the people in general and youth in particular about the rich cultural and historical heritage of the country, the Sound & Light Units of the Division mount Sound and Light Programmes in various parts of the country. The Bangalore unit presented "Karnataka Vaibhav" at Mysore and Bangalore, "Vijayanagara Vaibhava" at Hampi in Karnataka and "Neneyo Aa Danruva" in Bangalore. During the year 2007-08, Shatroopa a special sound and light show on women through ages was presented at Jammu and Madhuvani in Bihar.

HEALTH & FAMILY WELFARE

The Division presented about 230 Programmes for the Ministry of Health & Family Welfare on different themes on health awareness. During India International Trade Fair the Division presented colourful programmes in the pavilion of Health & Family Welfare in the form of drama, composite programmes, magic, puppetry and traditional folk recitals, etc. The Division presented programmes on the occasion of health mela at Lalganj in Raibareilly district of U.P. In New Delhi also weeklong Health Mela of the MTNL was presented before huge gathering in which variety of cultural programme were staged.

SPECIAL CAMPAIGN ON PREVENTION OF AIDS

All the fields units presented programmes on prevention of AIDS. Prior to presentation of Programmes in the field, the participation troupes were given orientation on the theme of HIV and AIDS. The Bangalore Centre presented 120 Programmes on AIDs in coordination with Karnataka State Aids Prevention Society. Total 1254 Programmes were presented on prevention of AIDS in the high prevalence districts all over the country during 2007-08.

RED RIBBON EXPRESS—PUBLICITY ON AIDS

In order to provide wide and effective publicity NACO has flagged off a special train "Red Ribbon Express" from 1st Dec. 2007. In all its 71 halting places upto 31st March 2008 the Division presented 253 programmes covering Rajasthan, Madhya Pradesh, Maharashtra, Chattisgarh, Uttar Pradesh, Uttrakhand, Bihar, Jharkhand, West Bengal and Assam.

BHARAT NIRMAN-PUBLIC INFORMATION CAMPAIGN

During 2007-08, the Division participated in all the Public Information Campaigns organized by the Min. of Information & Broadcasting in which all the media units played remarkable role in giving publicity on themes like National Rural Employment Guarantee scheme, National Rural Health Mission, Sarvshiksha Abhiyan, Universal Mid-day meal programme, Jawaharlal Nehru Urban Renewal Mission, Right to Information Act, Prime Minister's 15 point programme on minorities etc. In addition to presenting colorful programmes at the place of the campaign, the Division also presented pre and post publicity programmes for five days before and after the campaign in the surrounding villages thereby creating awareness on the developmental schemes under the Common Minimum Programmes.

TRAINING

FILM AND TELEVISION INSTITUTE OF INDIA

The FTII, Pune, is a premiere institution for imparting training in the art and craft of filmmaking and television production. It conducts three-year post-graduate diploma courses in film and television and one-year certificate course in television. Now, it has also started a one-year certificate course in feature film screenplay writing and a two-year diploma course in Acting. From the academic year 2005-06, the Institute has launched a two-year post-graduate diploma course in art direction in which 12 candidates were admitted and 1½-year certificate course in animation and computer graphics. The Institute conducts in-service training courses for Doordarshan personnel in television production and technical operations, and has completed training of more than five thousand trainees of till now. The Institute also conducts short-term courses in various media-related professional subjects.

The Institute regularly enters its student films in national and international festivals in both competitive and non-competitive sections to ensure greater exposure and visibility of its works. Several of these films have gone on to win national and international awards. The Institute is also involved in strengthening ties with other leading film schools in the world by way of exchange programmes for its students as well as faculty members.

One of the important annual features of the FTII is conducting of four-week summer course in film appreciation in collaboration with National Film Archive of India, Pune.

SATYAJIT RAY FILM AND TELEVISION INSTITUTE

Satyajit Ray Film and Television Institute (SRFTI), Kolkata, an autonomous academic institution under the Ministry of Information and Broadcasting, was registered in 1995 under the West Bengal Societies Registration Act, 1961. The Institute is a National Centre offering 3 year post-graduate diploma courses in: (i) Film Direction and Screenplay Writing; (ii) Motion Picture Photography; (iii) Editing (Film and Video) and (iv) Sound Recording. The Institute holds an all India basis competitive examination each year, to select prospective students for its different streams. Documentary Films titled 'Chen Pao-Chinese Chilly Sauce', 'Here is my Nocturne' and 'Flights of Distress' have got the official entry in the Mumbai Film Festival 2006. It is a matter of rare distinction that the documentary 'Here is My Nocturne' has been selected for screening at the Cannes Film Festival-2006. Many of the Institute's productions got invitations of many national and international film festivals both in India and abroad. The efforts of the Institute's students always garner wide appreciation from the cine lovers across the globe. The Institute regularly organises Seminars/Conferences/Exhibitions on Films and visual arts/media, sometimes jointly with some reputed organisations. The Institute has organised 'Doccedge-2005'—an International Workshop for script development, pitching and co-production was organised in the Institute in the month of December 2005. The event registered a grand success. Besides the Institute organised special training programme for IIS-Probationers/Officers and numerous other educational organisation like Kendriya Vidyalaya.

INDIAN INSTITUTE OF MASS COMMUNICATION

The Indian Institute of Mass Communication (IIMC) which was set up in response to a need felt to evolve a methodology and effective use of communication resources as a part of the country's overall development strategy, made a small beginning on 17 August 1965, as a department of the Ministry of Information and Broadcasting, Government of India. Later it was registered as an autonomous organisation under the Societies Registration Act (XXI) of 1860 on 22 January 1966. The Institute which receives funds for its recurring and non-recurring expenditure as grant-in-aid from the Government of India through the Ministry of Information and Broadcasting, is today recognised as a "Centre of Excellence" in the field of communication teaching, training and research. It provides knowledge and skills to young communicators in a variety of disciplines including print, photography, radio and television, as also development communication, communication research, advertising and public relations.

The Institute also collaborates with national and international agencies in conducting training, seminars and workshops as well as in undertaking joint research projects. It also conducts short courses addressed to the specific needs of the industry, government and public sector organisations.

During the year 2005-06, the IIMC conducted the following long-term training programmes and Diploma Courses: (a) Orientation Course for Officers of the Indian Information Service (Group-A); (b) Post-Graduate Diploma Course in Journalism (English) at New Delhi and Dhenkanal (Orissa); (c) Post-graduate Diploma Course in Journalism (Hindi); (d) Post-graduate Diploma Course in Advertising and Public Relations; (e) Post-graduate Diploma Course in Radio & TV Journalism; (f) Post-graduate Diploma Course in Oriya Journalism; and (g) Diploma Course in Development Journalism.

In addition, the Institute runs short-term academic programmes for middle and senior level officers of the Indian Information Service and the personnel of different media units.

The Institute also provides consultancy services on request to Central and State Government Departments and Public Sector Undertakings, and helps in designing and organising training and research programmes related to Development Communication.

Continuing the tradition of the non-aligned movement's efforts to improve journalistic skills in developing countries as well as to evolve a third world perspective, the Institute offers a Diploma Course in Development Journalism. Two such courses are held every year, each of four months' duration. The 45th course in the series (Aug-Nov) commenced on 1 August 2005.

During the Ninth Five Year Plan, in order to meet the growing demand for quality education in the field of mass communication and develop communication education in remote areas, IIMC Centres were set up in Dhenkanal (Orissa), Dimapur (Nagaland), Kottayam (Kerala) and Jhabua (Madhya Pradesh).

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

As part of the initiative in the Northeast and under the Plan Scheme "Collaboration with Regional Centres of Learning" IIMC has entered into a collaboration with Nagaland University for organising Post-Graduate Diploma Course in Journalism and Mass Communication. The MoU between Indian Institute of Mass Communication and Nagaland University in this regard was signed on 17 September 2004. The first such course with 14 students commenced from 20 January 2005.

The IIMC has established a Community Radio Station "Apna Radio FM 96.9 MHz." Inaugurated on 9 September 2005 it provides hands-on experience to the students in public service broadcasting.