



GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
STRATEGIC PLAN
2011-17



TABLE OF CONTENT

Chapter Number	Name of Chapter	Page Number
Chapter-I	Overview of the Strategic Plan	2
Chapter-II	An overview of the Ministry and its Mandate	3-8
Chapter-III	Defining Aspirations and Assessment of Current Situation	9-16
Chapter-IV	Developing the Strategy	17-23
Chapter-V	Implementation of Strategic Plan	24-63

* * * * *

CHAPTER ONE

OVERVIEW OF THE STRATEGIC PLAN

The free flow of information to citizens through the mass communication media is both important and necessary in a democratic polity. Disseminating information, knowledge and entertainment using appropriate technology and at the least cost to reach all sections of the people is a key component of the Government's overall policy of socio-economic development. It is in this context that this Strategic Plan has been formulated by the Ministry of Information and Broadcasting as a roadmap to attain certain key objectives during the next six years (2011-17).

Methodology

2. In preparing the Strategic Plan, wide consultations have been held with key media units and the related stakeholders. Some of the main documents, which have been used for preparation of the Strategic plan include:

- a) Mandate of the Ministry entrusted through Government of India (Allocation of Business) Rules, 1961;
- b) Outcome budget of the Ministry for the past few years;
- c) Trends of Plan allocation to various schemes and expenditure thereof;
- d) Available data pertaining to services delivered by the Responsibility Centres;
- e) Acts and Guidelines administered by the Ministry;
- f) Various studies conducted by the Ministry through independent agencies, to name a few:
 - (i) Penetration and impact of media in North East and Jammu & Kashmir Region by IIMC;
 - (ii) Cross Media Ownership in India by ASCI, Hyderabad;
 - (iii) Evaluation studies on Plan Schemes:
 - (a) "Export Promotion through Film Festivals"
 - (b) "Participation in Film Market in India & Abroad" by IIPA, New Delhi;
- g) Surveys / Reports published by various reputed industry associations / organisations e.g. FICCI, CII, PWC, KPMG etc.; and
- h) Preliminary concept paper prepared by the Ministry for 12th Five Year Plan.

Structure of Strategic Plan

3. The Strategic Plan for the Ministry of Information & Broadcasting is divided into five chapters, as given below:

Chapter-I	:	Overview of the Strategic Plan
Chapter-II	:	An overview of the Ministry and its Mandate
Chapter-III	:	Defining Aspirations and Assessment of Current Situation
Chapter-IV	:	Developing the Strategy
Chapter-V	:	Implementation of Strategic Plan

CHAPTER-TWO

AN OVERVIEW OF THE MINISTRY AND ITS MENDATE

The Ministry of Information & Broadcasting, through the mass communication media consisting of radio, television, films, the press, publications, advertising and traditional mode of dance and drama plays a significant part in helping the people to have access to free flow of information. It also caters to the dissemination of knowledge and entertainment to all sections of society, striking a careful balance between public interest and commercial needs, in its delivery of services. Ministry of Information & Broadcasting is the apex body for formulation and administration of the rules and regulations and laws relating to information, broadcasting, the press and films. This Ministry is responsible for international co-operation in the field of mass media, films and broadcasting and interacts with its foreign counterparts on behalf of Government of India.

2. VISION OF THE MINISTRY

To disseminate information on the policies, programmes and achievements of Government and provide an enabling environment for the media and entertainment sector to play a pivotal role in providing accurate information, wholesome entertainment & nurturing diverse opinions for educating and empowering the people of India to be informed citizens.

3. MISSION OF THE MINISTRY

- ❖ To effectively disseminate information on the policies, programmes and achievement of Government while ensuring free flow of information to the public and safeguarding freedom of the press and media in general.
- ❖ To communicate and publicize the Government's Flagship programmes directly to the beneficiaries through appropriate multimedia public campaigns down to the grassroots level.
- ❖ Strengthen and expand infrastructural support in order to create opportunities for young talent to develop its potential in the fields of print media, electronic media and films.
- ❖ To promote, facilitate and develop the Broadcasting Industry in India and strengthen the Public Service Broadcaster.
- ❖ Adopt a structured and time bound approach towards evolving a sound and accurate 'Rating' system for Broadcasting Sector which has an over-riding impact on content creation by Broadcasters.
- ❖ Activate the process to evolve Public Private Partnership (PPP) mode in the entertainment and media sectors with industry bodies like CII, FICCI, ASSOCHAM etc.
- ❖ To promote and develop good and value based cinema for healthy entertainment of people of all ages and create a policy framework for achieving this.

- ❖ To restore, digitalize, preserve and enhance public access to the archival wealth of films, video and audio resources.
- ❖ Make India the hub for Animation, Gaming and VFX Sector utilizing the comparative advantage of India in this sector.
- ❖ Combat film music and video piracy in coordination with other concerned agencies.
- ❖ Celebrate 100 years of films in 2013,
- ❖ Ensure transparency in decisions making and eliminate delays in implementation at all levels.

4. The broad mandate assigned to the Ministry of Information & Broadcasting, as per the Allocation of Business Rules 1961, is summarized below:

(I) INFORMATION SECTOR

- Publicity for the policies and programmes of Government of India to the grassroots level through multimedia campaigns;
- Presentation and interpretation of the policies and activities of the Government of India through the medium of the press;
- Advising Government on information problems relating to the Press; keeping the Government informed of the main trends of public opinion as reflected in the Press and liaison between Government and the press;
- Production and release of advertisements on behalf of the Government of India;
- Publicity to and for the Armed Forces;
- Production, sale and distribution of popular pamphlets, books and journals on matters of national importance for internal as well as external publicity, with a view to imparting upto-date and correct information about India to the general public at home and abroad;
- Collection, compilation and preparation of research material;
- Building up of a compendium of knowledge on important subjects and to prepare guidance and background notes on current topics for the use of the Media Units of the Ministry;
- International co-operation in the field of information & mass media;
- Cadre management of the Indian Information Service (Groups 'A' & 'B').
- Administration of the Press and Registration of Books Act, 1867 (25 of 1867) and the Rules framed thereunder;
- Administration of the Press Council Act, 1978 (37 of 1978);
- Central Press Accreditation Rules 1985;

(II) FILM SECTOR

- Sanctioning of Cinematograph films for exhibition;
- Administration of the Cinematograph Act, 1952 (37 of 1952);
- Import of feature and short films for theatrical and non-theatrical viewing;
- Export of Indian films, both feature and short films;
- Import of unexposed cinematograph films and various types of equipment required by the film industry;

- All matters relating to film industry, including developmental and promotional activities thereto;
- Promotion of good cinema by institution of State awards for films produced in India and assistance through the National Film Development Corporation Limited;
- Production and distribution of documentaries and newsreels and other films and film strips for internal and external publicity;
- Preservation of films and filmic materials;
- Organisation of International Film Festivals in India and participation of India in International Film Festivals abroad;
- Organization of Film Festivals under Cultural Exchange Programmes;
- Film society movement.

(III) BROADCASTING SECTOR

- All matters relating to radio and television broadcasting within the Union including regulation of the use of All India Radio and Doordarshan by recognized national and regional political parties during elections to the Lok Sabha and State Assemblies and procedure to be followed by the official electronic media during periods of national mourning on the demise of high dignitaries;
- The enunciation and implementation of the law relating to radio and television broadcasting in India by private Indian companies or Indian nationals;
- Promotion, facilitation and development of the broadcasting & Television industry in India;
- Broadcast Monitoring;
- All matters relating to the Indian Broadcasting (Programme) Service and the Indian Broadcasting (Engineering) Service until they are handed over to Prasar Bharati;

5. Organisational Structure: The Ministry has the following Media Units/Organisations under its administrative control:

(I) MEDIA UNITS

(i) Press Information Bureau (PIB) (<http://www.pib.nic.in/>)

- Act as a nodal agency of the Government for disseminating information to the print/electronic media on the initiatives, policies, programmes and achievements of Government through press releases, photographs, press conferences, interviews, press tours etc.;
- Provide accreditation facility to media persons to enable them easy access to information from the Government sources.

(ii) Research Reference and Training Division (RR&TD) (<http://rrtd.nic.in/>)

- Serve as an information bank as well as an information feeder service to the media units to help in their programming and publicity campaigns;
- Study trends in Mass Communication Media and maintaining a reference and documentation service of Mass Communication;

- Provide background, reference and research materials and other relevant facilities relating to mass communication;
- Look after the training aspect of the Indian Information Service (IIS) officers in collaboration with the Indian Institute of Mass Communication;
- Publish “India”, a reference book.

(iii) Publications Division (DPD) (<http://www.publicationsdivision.nic.in/>)

- Publish and sell books and journals at affordable prices on India’s art and culture, land and people, biography, flora and fauna, ancient wisdom, works of reference/books and journals like Yojana, Kurukshetra, Employment News, Aajkal, Bal Bharati, etc.;
- Publish speeches of prominent leaders;
- Publish the biographies of personalities in Hindi, English and Regional languages under Builders of Modern India Series (BMI) who contributed to the growth and development of Modern India.

(iv) Photo Division (<http://photodivision.gov.in>)

- Prepare photographs on the subjects pertaining to the growth and social changes in the country for documentation and for internal and external publicity on behalf of the Government of India;
- Supply photographs on payment to non-publicity organisations and general public.

(v) Registrar of Newspapers for India (RNI) (<http://rni.nic.in/>)

- Verify and approve titles of newspapers / journals in India and their registration.

(vi) Directorate of Field Publicity (DAVP) (www.davp.nic.in)

- Act as the primary multi-media advertising agency of the central government;
- Cater information and education to the people, both rural and urban, about the government’s policies and programmes and make people aware of the national issues.

(vii) Films Division (<http://www.filmsdivision.org/>)

- Educate and motivate people for their active support and participation in the implementation of national programmes to uplift the national image and to project the national heritage;
- Produce documentaries, short films, animation films and newsmagazines having significance in the field of information, communication and integration.

(viii) Directorate of Film Festivals(DFF) (<http://dff.nic.in>)

- Provide platform for the best in Indian cinema by organizing the National Film Awards, the Indian Panorama and the International Film Festivals of India every year;

- Promote cultural understanding and friendship at international level;
- Make latest trends in world cinema accessible to the public within the country.

(ix) National Film Archive of India (NFAI) (<http://nfaipune.nic.in>)

- Trace, acquire and preserve for posterity, the heritage of Indian cinema;
- Classify documents/data and undertake research relating to films;
- Act as a center for dissemination of film culture and film heritage.

(x) Central Board of Film Certification (CBFC) (<http://cbfcindia.gov.in/>)

- Responsible for certifying the films suitable for public exhibition. Appeal against the decision of the Board lies with the Film Certification Appellate Tribunal.

(II) AUTONOMOUS ORGANISATIONS

(i) PRASAR BHARATI

(a) All India Radio (AIR) (<http://allindiaradio.org>)

- Educate, entertain and provide news services and other information to the people with the help of its vast network providing radio coverage to 97.3% of the population and 90% of the total area of the country.

(b) Doordarshan (DD) (<http://www.ddindia.com/>)

- Educate, entertain and provide 24 hrs news services and other information to the people with the help of its vast network providing radio coverage to 87% of the population and 90% of the total area of the country.

(ii) Press Council of India (PCI) (<http://presscouncil.nic.in/>)

- Preserve the freedom of the press, and maintain and improve the standards of newspapers and news agencies in India within the framework of Press Council Act.

(iii) Film and Television Institute of India (FTII) (<http://www.ftiindia.com>)

- Provide latest education and technological experience in the art and technique of film-making and television production.

(iv) Satyajit Ray Film and Television Institute (SRFTI) (<http://srfti.gov.in/>)

- Provide latest education and technological experience in the art and technique of film-making and television production.

(v) Indian Institute of Mass Communication (IIMC) (<http://iimc.nic.in/>)

- Run courses with the objective to produce well-equipped communication professionals sensitive to needs of changing mass communication scenario;
- Conduct of short term specialized courses to meet the professional training needs of media personnel working in the Central/State Governments and Public Sector Organisations;
- Conduct of seminars, symposia and conferences on various themes of communication with a view to contributing better understanding of communication in the context of India and other developing countries;
- Provide consultancy services on request to Central/State Government Departments and Public Sector Undertakings, in designing and organizing training and research programmes related to Development communication.

(vi) Children's Film Society, India (CFSI) (<http://www.cfsindia.org/>)

- Provide value-based entertainment to the children and young people through the medium of films;
- Organize Children's Film Festivals.

(III) PUBLIC SECTOR UNDERTAKINGS

(i) Nation Film Development Corporation Limited (NFDC) (<http://www.nfdcindia.com/>)

- Promotion and development of the Indian Film Industry;
- Encouragement of the concept of low-budget films, quality contents and thematic values by funding/producing.

(ii) Broadcast Engineering Consultants India Limited (BECIL)(<http://www.becil.com/>)

- Consultancy services in the field of Acoustics, Audio, Video, MMDS, Digital Satellite Contribution links, etc.;
- Providing turn key jobs such as design / installation of Sound Reinforcement System, Audio Announcement Management System for Airports, integration and supply of Satellite Receiving Terminal, design and installation of Video Compression System for satellite uplink in India as well as abroad.

CHAPTER-THREE

DEFINING ASPIRATIONS & ASSESSING CURRENT SITUATION

1) ASPIRATIONS

(I) INFORMATION SECTOR

- ❖ Providing accurate and useful information to the people on the flagship programmes of Government and other policies and programmes including issues of national importance, to enable them to derive optimal benefits from programmes and schemes of the Government;
- ❖ Formulating strategies to create synergies of capacity, talent, ideas and resources among various media units, including restructuring of the organizations under Information Sector i.e. (i) Directorate of Field Publicity (DFP) (ii) Song & Drama Division (S&DD) (iii) Directorate of Advertising & Visual Publicity (DAVP) (iv) Photo Division (v) Publications Division;
- ❖ Introducing policies and strategies to develop India as a global hub for the publication business;
- ❖ Upgrading Indian Institute of Mass Communication (IIMC) to a media institute of international standards and operationalisation of its four regional centres in all the four regions of the Country.
- ❖ Establishing a National Centre of Photography to cater to the need of projecting India's history and imparting education to the younger generation.
- ❖ Providing efficient, transparent and prompt services to the stake holders for title allotment and registration of such titles, in accordance with the provisions of the Press and Registration of Books Act, 1867 amended from time to time.

(a) SWOT ANALYSIS

(i) Strengths:

- Repository of information on policies and programmes of the Government
- Presence across the length and breadth of the country
- Specialized Cadre in the form of Indian Information Service professionals
- Effectively issuing all forms of media communications tools such as interpersonal communication, performing arts, Audio Visuals, cinema, exhibitions, outdoor publicity etc.
- Gradually introducing new technology in many areas such as computerization etc.
- Plenty of archival materials available in the form of images etc.

(ii) Weaknesses:

- Shortage of manpower
- Lack of training to the existing staff
- Inability to keep pace with the changing technological scenario in the

media sector.

- Lack of infrastructure to package quality information.

(iii) Opportunities

- Scope for improving content in context of technological changes taking place in the media sector
- Providing information through quality media products
- Utilizing the communication platform to create an enabling environment for the implementation of policies and programmes.
- Facilitating the concept of public private partnership in content development, outreach and strategy with civil society and other key stakeholders.
- Exploring opportunities for revenue generation through new cost effective business models

(iv) Threats

- Competitions from other delivery platforms in the media industry
- Rigidity in terms of procedures
- Difficulty in adaptation of Contemporary practices as followed by other stakeholders in the media sector.

(II) FILM SECTOR

- ❖ Framing up appropriate policies and strategies for optimum use of India's soft power in the film and broadcasting sectors and to position India as a global power in these fields;
- ❖ Taking measures to ensure production and exhibition of value based and aesthetic cinema for healthy and wholesome entertainment of people of all ages;
- ❖ Launching appropriate course curriculum for film schools to bring it at par with the best international standards;
- ❖ Digitalization, restoration and archiving of India's film heritage by using scientific methodology;
- ❖ Putting in place a vibrant film culture through film clubs and organizing film festivals across the country;
- ❖ Promotion of a vibrant documentary film movement in the country in partnership with private institutions and individuals, including NGOs and other civil society organizations;
- ❖ Effecting appropriate changes in the mandate of various organizations in the film sector i.e. FD, NFDC, DFF, NFAI and CFSI so as to make them relevant to contemporary needs;
- ❖ Nurturing the policy on participation of Indian films in international film festivals and suggesting initiatives for achieving this objective.

(a) SWOT ANALYSIS

(i) Strength:

- Diverse Media Units (eight) with core competencies ranging from imparting education in film making; expertise in producing feature films, documentary films, children's films; expertise in film preservation techniques, film certification and event management;
- Expertise to cover VIP (President of India & PM) visits abroad and ability to archive the same;
- Basic expertise with respect to film production, film distribution and film exhibition available, spanning the entire value chain.

(ii) Weaknesses:

- High-end human resource lacking in the film media units.
- Inability to keep pace with the latest technological changes taking place in the fields of film production, post-production, animation, etc;
- Extremely rigid and hierarchical work place environment in the media units;
- Lack of high-end infrastructure;
- Lack of horizontal networking among the Media Units of Film Wing.

(iii) External Factor Analysis :

- Opportunities (Factors to help us in fulfilling our aspirations).
- Demand-supply gap in human resource in the field of film and television programmed making;
- Demand-supply gap in film preservation expertise.
- Pre-eminent role of the State in selection of film related awards by the State;
- Need for State recognition for films, which are not box office hits';
- Need for providing impetus to documentary film movement and films with social messages;
- Need for certification of films into various categories for public viewing;
- Unmet demand for all kinds of niche films by the public.

(iv) Threats:

- Development of new technologies of film production, post production, animation, etc. at an extremely faster pace.
- Easier adoption of technologies by the private sector that cater to the mass market.
- Rampant commercialization.

(b) Stakeholder Analysis :

- The most important stakeholders are the eight Media Units through which all the plan schemes are implemented. If the personnel in the media units are motivated and committed, then only it would be possible to implement these plans and schemes. Therefore, they have to be adequately motivated to put in their best. One way of motivating is by ensuring that the personnel in the media units associated with using cutting-edge technologies are provided training. So, all the Media units should put in place HR Training policy under which all their personnel are given some training whether in India or abroad over a span of 2-3 years.
- The other important stakeholders are the film related organizations, the film industry and trade bodies such as Film & Television Producers Guild of India, Film Federation of India, Indian Motion Picture Producers Association, etc. They should be consulted at the local level by the Media Units. They need a sense of involvement in the decision making process of the Ministry.

(III) BROADCASTING SECTOR

- Streamlining and restructuring of public broadcasting services in India and to promote, facilitate, strengthen and develop the Broadcasting Industry in the country with a view to empowering the people;
- Complete switch over to digital mode of transmission in the cable sector in India;
- Digital archiving of content in line with digitalization in Broadcasting Sector with special emphasis on securing Intellectual Property Right (IPR) of such contents;
- Making available High Definition Television (HDTV) telecast facilities to the viewers in Satellite and terrestrial modes.
- Expansion of Community Radio/Satellite Radio Services and FM Radio Services to cover entire population of India;
- Promotion and development of IPTV and Mobile Television services in India;
- Introducing appropriate IPR regime in all media segments.

(a) SWOT ANALYSIS

(i) Strengths

- In support of broadcasting self-regulation, Programme Code and Advertisement Code are enshrined in the Cable Television Networks (Regulation) Act 1995;
- 600 channels telecasting to 500 million viewers need self-regulation;
- Trained manpower in EMMC with good knowledge about regulatory mechanisms;
- Good technical capability of EMMC to monitor around 300 channels around the clock;

- Large number of Mobile Phone users that supports the expansion plans of mobile television;
- Consensus amongst stakeholders that digitalization needs to happen in a time bound manner;
- Large volume of equipments & STBs will bring down the cost of digitalization;
- Setting up of sunset dates will increase investors' confidence to garner requisite capital required for digitalization;
- Technical and civil infrastructure support to advancing the use of digital technology is available in plenty;
- In-house technical expertise is also available;
- Flat Panel Display devices (LCDs, LEDs and Plasma TVs) with high resolution that is necessary to experience enhanced quality provided by digital technology have already flooded the market;
- Large viewership base of Doordarshan offers immense potential;
- Low cost of operation of FM channels;
- Availability of Spectrum for allocation of FM channels;
- Huge Indian market with rising middle class and youth population that would listen to FM channels;
- Enabling Government policies to promote growth of this industry;
- Manifold increase in the outreach of FM radio services in the country;
- Healthy competitions among the private FM channels operators;
- Availability of Skilled Human Resource;
- Presence of experienced organizations like Commonwealth Educational Media Centre for Asia (CEMCA) and Community Radio Forum of India (CRF) to partner with Ministry of I&B for furthering the objective of CRS in India;
- Support of UN organizations like UNESCO and UNICEF for CRS;
- Availability of technical expertise with BECIL which helps applicants with technical inputs to set up CRS;
- Doordarshan's DTH service is presently free-to-air;
- DD's DTH bouquet includes both Doordarshan and Private TV channels. Number of regional channels are included in the bouquet;
- In- house expertise available for augmentation of DTH platform;
- Doordarshan has a wide network of Programme Production centres throughout the country and can develop local and regional content to attract the viewers;
- Availability of DD network throughout the country to guide the people.

(ii) Weaknesses

- Absence of a Regulator to regulate the TV contents;
- Dependence on contractual man power in EMMC;
- Non-Availability of spectrum for launching terrestrial Mobile TV Service;
- Digitalization is a capital intensive and will require substantial investments;
- Lack of indigenous manufacturing capacities for equipments and STBs required for digitalization;

- Multiplicity of taxes /duties;
- Constraints of funds and manpower to implement schemes may come in way of progress;
- Time and cost overruns are predominant due to weak planning and implementation;
- For receiving digital terrestrial signals, viewers will have to incur expenditure on Set Top Boxes;
- Absence of popular pay TV channels on Doordarshan DTH service;
- Long drawn procedures and lengthy approvals;
- Lack of professional expertise to handle contracts;
- Lack of contract proper management;
- Poor Monitoring mechanism;
- Uncertainty of fiscal incentives in so far as buying spectrum space for FM channel is concerned;
- Non-availabilities of land and tower infrastructure of PB in most of the cities proposed for expansion of FM channels;
- Dependence on Inter-Ministerial clearances for CRS applications which causes delay;
- Lack of involvement of State Governments in the programme;
- Inadequate awareness among the community about the effectiveness and impact of Community Radio for social change;
- Lack of monitoring mechanism for content telecast by CRS;
- Lack of trained man power to monitor channels in regional languages in EMMC.

(iii) Opportunities

- Through self-regulation, diversified content which are in conformity with the contemporary community standards will be available;
- Self-regulation would protect the vulnerable sections from harmful and undesirable content on TV;
- Increasing credibility of EMMC as an effective tool for monitoring electronic channels as reports are being requested by Cabinet Secretariat, Ministry of Home Affairs, etc.;
- Consumers will be able to access their channels in their handheld devices under Mobile Television services;
- The competition between telecom and broadcasting networks will work for the ultimate benefit of the consumer;
- With the advent of mobile television services in the country, the consumers will get more choice in watching television in terms of what they watch, how they watch and when they watch;
- Revenue generation for the Government;
- Availability of high quality/ high definition digital television channel;
- Increased revenue for Government , broadcasters , MCOs and LCOs;

- Revenue through broadband and other value added and interactive services like Video on Demand (VoD), Personal Video Recording (PVR), video gaming, music and tele-shopping, etc.;
- Employment opportunities and generation of revenue associated with expansion of FM channels;
- Increasing awareness among the community and NGOs about the effectiveness of Community Radio Stations (CRS) for development;
- Increased involvement of Government Ministries/Departments in CRS especially by Ministry or Rural Development, Department of Education, Ministry of Health and Ministry of Communications and Information Technology;
- Availability of IEC budget of various Government Departments which could be utilized successfully for promoting CRS for development of people;
- Digital technology would be more acceptable to listeners and viewers as it tremendously enhances the quality of transmission and broadcast;
- Better quality programmes can increase viewership and yield good revenue.

(iv) Threats

- Different kinds of contents being experimented by broadcasters to grab maximum viewership may prevent effective self-regulation;
- Non-compliance of Programme Code and Advertisement Code of Cable Television Networks (Regulation) Act 1995 may also prevent effective self-regulation;
- Setting up of sunset dates for digitalization requires amendments in the Cable Act which may get delayed because of long procedures, Viewers' resistance to incur expenditure on Set-Top Boxes;
- Since 6000 cable headend and 60000 cable operators are required to digitalize their network those who may not be able to do so, the time line may, therefore, be required to be postponed;
- Rationalization of Taxes and other financial incentives may not get Govt approval which may lead to mobilization of requisite investment in the sector;
- Challenges of monitoring of content being telecast on Mobile TV;
- Low availability of local language content and delays in the project implementation of FM channels;
- Possibility of substandard content in FM channels;
- Long and cumbersome licensing procedure for CRS;
- Lack of funding for CRS raises issues of sustenance;
- Limited Radio Frequency in major towns may hamper the growth of CRS in urban areas;
- There is insurgency and law & order problem in some parts of the country which is likely to affect the digitalization process in those areas;
- Hostility from across the border can also affect the digitalization process;
- Competition from other delivery platforms in so far as DTH telecast by DD is concerned.

(2) ASSESSING THE CURRENT SITUATION

2.1. The Information, Broadcasting and Film sectors play a vital role in the country's overall development. In the context of national economy, growth of these sectors has a catalytic effect to the growth of other sectors.

2.2. The Information and Broadcasting sectors gather and disseminate news and information through print media, radio and television, provide training of Mass Media Personnel, Information Marketing, Advertising and Image building. Press Information Bureau, through press accreditation also regulates the activities of journalists to ensure upholding of mass media communication professionalism and ethics. Production of film has a positive impact on the economy through generation of revenue, creation of employment and foreign exchange earnings.

2.3. However, the current state of this Ministry's infrastructure needs to be optimally positioned for harnessing the economic and commercial potential of these sectors. Accordingly, the Ministry will implement policies and programmes to facilitate faster development of these sectors. The Ministry will also restructure the sector and provide an enabling environment for private sector participation in the development of infrastructure and provision of services.

2.4. Based on the prevailing circumstances and need for adoption of latest technology, the Ministry's past performance can be said to be encouraging. The Ministry was able to facilitate and provide infrastructure and service for provision of news and information through AIR, Doordarshan and various other organisations in this Ministry. The Ministry also promoted film industry and contributed significantly to the development of skilled manpower in communications and mass media.

CHAPTER-IV

DEVELOPING THE STRATEGY

(I) INFORMATION WING

(i) Public Information Campaigns by PIB

The Media Outreach component adopts an innovative strategy which combines information dissemination with the delivery of services at the door steps of the beneficiaries particularly in the rural areas. In this regard a Project Monitoring Cell (PMC) will be set up to monitor the impact of PICs; the number of PICs to be conducted will be increased from 125 to 200 per annum; accordingly it is targeted to conduct at least 1150 PICs in the next five years.

(ii) Directorate of Advertizing and Visual Publicity

To further facilitate information dissemination, DAVP's activities will be expanded through increasing Audio Video spots, Print Media advertisements, Exhibitions, Outdoor Publicity, advertisements in cinema/theatres etc and Extending to new media like Mobile telephony, internet advertisement, Digital Cinema, Community Radio etc.

(iii) Directorate of Field Publicity

Field Units of DFP use various modes of interpersonal communication including group discussions, public meetings, quizzes, film shows, photo exhibitions, distribution of printed publicity material. For conducting interpersonal communication about 15 to 25 communication teams (with three-members each) would be registered in each of the 600-odd districts and the teams would be given necessary training and exposure Thereafter each of the six lakh plus villages in the country would be visited twice every year by the communication team to serve as a communication channel between the Government and the masses and take the information to the door-steps. The team would also interact with the opinion leaders of the village to enable multiplier effect.

(iv) Song and Drama Division

Song and Drama Division will carry-out the programme activities to the remote areas, Border areas and Tribal areas, especially to the each parts of the Jammu and Kashmir and North – Eastern States to promote the developmental issues of the Government of India. The artistes/registered cultural troupes/empanelled artistes of S&D Division will take the message of development to the people through their talented performances on traditional folk/ live art & culture groups. In the next six years, about 60,000 theatrical shows, 72 shows on Jamunia and 36 major Light and Sound Shows will be conducted.

(v) Directorate of Publication Division

Publications Division is engaged in publishing magazines and journals which are being distributed all over the country to disseminate quality information. To attract works from well established authors, remuneration for contribution of articles will be increased. Skills and knowledge of the editorial staff will be upgraded to improve content along with increasing professional fees for outsourced services. It is planned to increase the number of titles published per year from 100-125 to 175-200 by the end of six years. For increasing visibility and accessibility sales emporia to prominent places will be located and marketing strategy will be strengthened.

(vi) Photo Division

Photo Division is essentially tasked with preservation of archival images purchased/collected from different parts of the country. It will undertake digitalization to bring the rich collection of photographs in public domain by providing an interactive website. It will further disseminate information through conducting Exhibition, supporting Exhibition and also create permanent Gallery for the encouragement of Photographers in the country

(II) FILM WING

(i) Changes in legislations and policy interventions

With a view to serving viewers whose heterogeneity has increased in the rapidly changing social and economic milieu, a larger number of categories for film certification will be introduced through the enactment of new Cinematograph Bill, 2010. Other legislative changes would include granting statutory status to FTTI, Pune and SRFTII, Kolkata through an Act of Parliament so that the degrees awarded by these institutes are officially recognized. A review of 1% levy on weekly collection of theatres for screening approved films of Film Division is also on the anvil.

(ii) Promotion of good cinema including providing wholesome entertainment to children

For promote children cinema, Children's Film Society of India (CFSI) will organize two International Children's Film Festivals during the XII plan and three national film festivals for children. These festivals provide a forum for production of good cinema through collaboration with producers of other countries and availing of better technologies and ideas abroad. CFSI will also leverage its distribution networks to increase the reach of self produced children's films.

(iii) Providing impetus to the documentary film movement in the country

The on-going strategy of producing documentary films in partnership with private players will be further strengthened during the XII plan through association with Indian Documentary Producers' Association (IDPA) in addition to continuing the engagement of PSBT. Free screenings of documentary films will be made in several cities on the lines

done by NFAI, Pune with a total of 144 screenings planned during the course of the next 6 years.

- (iv) Preservation of the country's film heritage through digitalization and related processes

A major initiative, National Film Heritage Mission (NFHM) has been planned in collaboration with NFAI with the objective of identifying/tracing, accumulating and centralizing film content. Under this mission, 8,000 films and 5,000 video tapes and posters and other material will be restored and digitalized. The Mission, which will be piloted by NFAI, will be the first comprehensive step towards digitalizing and restoring film heritage. In order to foster the culture of film preservation, FTII, Pune will be starting a short-term course on film preservation.

- (v) Changing the role of Central Board of Film Certification (CBFC) from that of a regulator to a facilitator

CBFC will become a facilitator through a sweeping computerization of its processes and interface with film producers so as to efficiently and expeditiously dispose of applications made for seeking film certification. Under a new initiative during the XII Plan CPFC staff would be exposed to content management practices in other countries and their legislative framework. Fresh benchmarks will be evolved for CBFC to enable it better perform its role as a facilitator.

- (vi) Dissemination of film culture through film festivals, seminars, workshops, screenings etc

International Film Festival of India (IFFI) will be upgraded by the setting up of Special Purpose Vehicle (SPV) for organizing IFFI annually. The new IFFI is expected to be functional in 2012 and require one time budgetary support for being set up. In addition NFAI, Pune will be extending its Film Appreciation course to other cities, which would include 6 full and 6 short duration courses.

- (vii) Monetization of content through webcasting, entering into agreements with private partners, etc

Films division will be setting up an on-line consumer web portal. In this regard it will engage private agencies to webcast its film content. Webcasting of film content will enable the Film division to place the films on the internet and screen them online on payment of money. A similar initiative will be undertaken by NFDC as well for which it has already taken up the restoration of 77 most acclaimed films. In addition NFDC will be upgrading 6 Government-owned theatres and screen its films there which are not able to find a commercial outlet. NFDC will also launch CDs/VCDs of 50 titles as their Home Video label.

- (viii) Meeting HR requirements of film and entertainment industry

The intake of students at SRFTI, which imparts practical training to budding film makers in the country will be increased from 40 to 64. In addition the institute will be introducing

a TV Wing as well. Also on the anvil is the Centre for Television Excellence/Practices (Telefilm City) in order to impart television training and education through academic programme of international standards. Alongwith SRFTI, FTII, Pune will also be strengthening the dissemination on training in film making and television programme production.

(ix) Increasing films exports and leveraging it to enhance India's soft power

Under this strategic initiative, a greater participation in international film festivals will be undertaken following which a larger number of co-production agreements will be concluded. A calendar of participation will be drawn up one year in advance.

(x) Promoting India as a film shooting destination

This would be leveraged to increase tourism and making the film industry competitive and technologically proficient. In this regard a Directory of international line producers will be prepared along with brochures showcasing the various shooting locales, labs and post production facilities available in the country.

(xi) Implementation of the Report of the Committee on Piracy

This would include launching of multi-media campaign involving all stakeholders from film, broadcasters and music industry. Level of sensitization of police, judicial and administrative officials about the Copyright Act will be up scaled. Conversion of traditional theaters in smaller towns into digital theatres will be promoted together with releasing genuine DVDs in bigger cities simultaneously with theatrical release.

(III) BROADCASTING WING

(i) Broadcasting Regulatory Authority

On the draft bill for constituting a broadcasting regulatory authority, the ministry has been consulting the various stakeholders for some time now with a view to evolving a consensus. The evolving consensus so far has been that content is best self-regulated. Accordingly the Ministry will be setting up a self-regulating mechanism for regulating the content of general entertainment channels that is acceptable to all stakeholders.

(ii) Electronic Media Monitoring Centre

The Government has set up a state-of-art Electronic Media Monitoring Centre (EMMC) to monitor and record channels on a 24x7 basis. The EMMC has enabled the Ministry to suo motu take action without depending on the recordings provided by the channels. This set up has strengthened the regulatory system and reduced the time period required for taking action in the event of violations. In order to strengthen EMMC, its staff strength will be increased and additional infrastructure provided to increase the capacity for monitoring all permitted satellite TV channels and content monitoring of Private FM radio as well as Community Radio Stations.

(iii) Digitalization of Cable Sector in India

Promoting the growth of the present Digital Content Delivery Platforms like DTH and Digital Cable Services is one of the major thrust areas of the Ministry of Information and Broadcasting. Of the 106 million Cable and Satellite homes 26 million are DTH and 80 million are cable homes. Thus 74% of TV subscribers in India are depending on Cable networks for entertainment. Since cable networks have limited carriage capacity of channels, it is imperative that the cable sector be entirely digitalized as number of channels is growing at a rapid pace. To this end, Ministry will make appropriate policies for increase FDI to meet the expenditure on digitalization and work with Ministry of Finance for devising incentives for digitalization such as reduction of custom duties, tax holiday etc on digital equipment.

(iv) Promotion and Development of Mobile Television Services in India

Mobile screen is becoming the fourth screen to the consumers after cinema, TV and computers across the world. This is the best platform for delivering the benefits of television and mobile communications in one device. The key to making mobile TV a reality lies in combining traditional broadcast standards with features specific to handheld devices. The Ministry will formulate policy guidelines for provision of Mobile TV Services in India

(v) FM Radio Broadcasting Services

In line with the policy of opening up the Radio Broadcasting Services to the private sector, the Ministry will be undertaking FM policy Phase-III, sometime in 2015-16. Under Phase-II, currently in existence, 245 FM channels are operational covering 87 cities, each with a population of over 3 lakhs. Under Phase-III, 806 additional private FM channels have been envisaged to be set up covering cities with a population of more than 1 lakh. The coverage will also include strategically important border towns such as those in J & K and North-Eastern States. It is proposed that the Phase III policy would enhance FDI limit from 20 to 26 percent; allow networking within the channels of an operator across the country; multiple frequencies to private operators to own more than one channel; and permit FM channels to relay News bulletins of AIR.

(vi) Community Radio Stations

Community Radio broadcasting serves the purpose of networking small communities with a view to focusing on the common man's day-to-day concerns and helps them realize local aspirations. Given the vast landscape of the country with a multitude of languages, cultures and social stratification, Community Radio Services have an effective presence. CRS is set up with the involvement of various educational institutions and civil society organizations. Presently 103 CRS have been operationalized and during the next six years, additional 250 CRS will be established. The Ministry continues to be relentless in creating awareness of the advantages of CRS through the conduct of seminars and workshops. In this regard it will be setting up mechanisms for funding of CRS, content monitoring, organizing capacity building workshops and study visits.

(vii) Prasar Bharati -

(a) All India Radio

All India Radio will embark upon a sweeping modernization programme during 2011-16 that will see it broadcasting to the entire country with State-of-the- Art technology. Having already covered 99% of the population and area under the analogue mode, AIR has made detailed plans of increasing the coverage to 100% under the digital mode. 100% coverage would strengthen broadcasting to all strategic border areas as well. Within this 100% coverage on the primary grade signal (MW & SW), coverage by FM signal will increase from 37% to 90% of the population. This would entail digital broadcast in FM band from 50 places in the country including all State capitals and major cities.

The digitalization of the entire network including studios, transmission and connectivity would include replacement of old/obsolete equipment. In addition, strengthening of related civil infrastructure would also be taken up, particularly for imparting training to staff in the field of digital technology and intensifying related R & D programmes. Staff productivity will be further enhanced through implementation of ACP scheme for existing staff and induction of fresh talent. Investment in E-Governance will be made for ensuring efficient management of the vast AIR network.

Digitalization will enable AIR make its broadcast available on alternate platforms such as webcasting / Podcasting / SMS / Mobile services. In respect of content, a 24 hour AIR news channel will be introduced on a 2nd channel besides a speech quality programme. The entertainment programme will be broadcast on the main channel to compete with the best in the industry. Introduction of Value added Services like Interactive Text Transmission, Multimedia Object Transfer (MOT), disaster warning, etc has also been planned.

In respect of content generation, AIR will be organizing Radio workshops, Akashwani Sangeet Sammalen concerts, Akashwani Annual Awards, Kisan Vani, Special poetic symposia and Spring Music Festival Concerts. Further, special activities like music concerts will also be organized and broadcast. Increased coverage of important International and National events will be undertaken along with news activities like production of flagship programmes.

(b) Doordarshan

Doordarshan is presently operating 35 satellite channels and has a vast network of 66 studios and 1415 transmitters providing TV coverage to about 92% population of the country. Like AIR, DD will also be making a switch from analog to digital transmitters, which would offer multichannel transmission from single transmitter, spectrum efficiency and enhanced picture quality. Old studio, satellite broadcast and transmitter equipment will be replaced to maintain high quality of services.

In line with the trend taking place all round the world, digitalization will continue to be the top priority so that by the end of the XII Plan, a complete analog switch-off will have been made. This essentially entails continuation of the XI plan schemes to fully digitalize the remaining 39 out of 66 studios and establishing 40 digital High Power Transmitters at

existing locations. In addition, provision will be made for 590 low power digital transmitters during the XII plan. Additional infrastructure build up will include up gradation of 10 existing satellite Earth stations and setting up of 5 new ones, procurement of 15 DSNG and replacement of uplink PDAs/IRDs.

A critical component of digitalization would be setting up facilities for providing HDTV telecasts for viewers, which has a resolution five times higher than traditional television systems. This would entail conversion of a studio for HDTV production establishing a HDTV transmitter in each of the 4 metros. In so far as DTH (Direct to Home) service is concerned, DD will upgrade its DTH platform to accommodate 200 channels by the end of the 12th plan from the present level of 59 channels so that viewing of channels becomes less expensive than before.

Strengthening network of terrestrial transmitters in border areas will be a high priority to check adverse propaganda from across the border. Until a complete analog switch off takes place, both High and Power Analog Transmitters will be set up in the border areas, both afresh as well as replacement for transmitters that have served their useful life. Existing analog transmitters can be converted to digital transmitters at little additional cost.

Finally DD will develop and improve content delivery to the rest of the world on essentially four channels, DD-News, DD-Sports, DD-Bharati and DD-India. DD plans to produce 15,067 episodes for various channels in the next three years starting from 2010-11. Out of this 12,400 episodes will be made in-house and 2,667 episodes commissioned through outside producers.

CHAPTER - FIVE

IMPLEMENTATION OF THE STRATEGIC PLAN

The Wing-wise implementation plan will be as under:

(I) INFORMATION WING:

(A) CURRENT SCENARIO:

(i) PRESS INFORMATION BUREAU

An intensive Media Outreach strategy was drawn up by Press Information Bureau (PIB) in 2006 to supplement existing media approach for publicity of the Flagship Programmes of Govt. of India. The main purpose of the Media Outreach strategy is to create and disseminate information about the flagship programmes of the Government, including Bharat Nirman Campaign for the development of rural infrastructure, Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA), National Rural Health Mission, etc.

The most crucial and important component of the Media Outreach strategy is the Public Information Campaign (PIC). The campaign generally is divided into following broad segments-

- Putting up of stalls of various PSUs / Government agencies which will combine information dissemination with benefit demonstration.
- Holding of seminars on the flagship programmes of the Government and other important topical issues of local importance.
- Highlighting Local success stories- Projection at local State and National levels through print and electronics media.
- Effective media management to ensure maximum multiplier effect to this information dissemination effort.

Each PIC is of 3 days duration and is organised at a rural venue in MNREGA district or minority dominated district in joint collaboration with fellow media units of Ministry of Information & Broadcasting namely, Directorate of Field Publicity (DFP), Directorate of Advertising and Visual Publicity (DAVP), and Song and Drama Division (SDD) and supported by other attached organisations of the Ministry like Prasar Bharati (Doordarshan & AIR), Films Division etc. The campaign is held with the active involvement of local district administration.

(ii) DIRECTORATE OF AUDIO VISUAL PUBLICITY

The Directorate of Advertising and Visual Publicity (DAVP), set up in 1955, is the nodal multi media advertising agency of the Central Government. Over the past 55 years it has been catering to the communication needs of almost all central Ministries/Departments, Autonomous Bodies and PSUs by providing them single window cost effective service. It informs and educates the people, both rural and

urban, about the Government's policies and programmes and motivates them to participate in developmental activities, through its various vehicles of communication viz. print media advertising, audio visual advertising, printed publicity, exhibitions, outdoor publicity and mass mailing.

The set up of DAVP at the Headquarters consists of several wings like Campaign, Advertising, Outdoor Publicity, Printed Publicity, Exhibition, Electronic Data Processing Centre, Mass Mailing, Audio-Visual Wing, Design Studio, Administration & Accounts Wings. It has three regional offices at New Delhi, Bangalore and Guwahati to coordinate the Directorate's activities in the regions. There are two regional distribution centres located at Kolkata and Chennai to look after the distribution of publicity material in the eastern and southern regions respectively. DAVP has a network of 32 Field Exhibitions Units spread all over the country.

Under the Plan Scheme 'Developmental Publicity Programme : Conception & Dissemination' in the 11th Plan, a sum of Rs.196.47 crore has been allocated for this purpose to take flagship programmes of Government of India to the people through Print and Audio Visual medium.

(iii) DIRECTORATE OF FIELD PUBLICITY

During the past decade, due to the recommendations of the Expenditure Reforms Commission, ERC, the situation in DFP has become serious on all fronts including manpower, funds and infrastructure. In the past few years, 60 units out of 267 were closed and staff strength drastically curtailed. Even out of the depleted staff strength, the Directorate is having 36 per cent vacancies. The annual plan budget for 2010-11 is hardly 12 per cent of the total plan/non-plan budget. The infrastructure position is also grim in view of shortage of vehicles and other equipment, although some of this is being looked into during the ongoing plan. In the existing situation, DFP staff can pay repeat visit to a village only after a gap of several years which is not conducive for effective and proper communication.

(iv) OFFICE OF REGISTRAR OF NEWSPAPERS OF INDIA

The objective would be to encourage the growth of newspaper industry with particular emphasis for medium and small publications especially in regional languages. The PRB Act contains duties and functions of RNI. RNI performs both statutory and non statutory functions. Its statutory functions include issuance of registration certificates, maintaining a register of newspapers, preparation and submission of Annual Report called "Press in India" and scrutiny and analysis of annual statements sent by the publishers every year. Its non statutory functions comprise issuance of eligibility certificate for newsprint import, issuance of essentiality certificate for import of printing machinery and circulation check of the newspapers through empanelled Chartered Accountants.

During the 7th Five Year Plan, three regional offices have been opened in three metropolitan cities such as Chennai, Kolkata and Mumbai with minimum staff component due to financial constraints. In the 11th Five Year Plan, two more regional offices were opened at Guwahati and Bhopal but without staff component.

(v) PHOTO DIVISION

The Photo Division is the Chief Photo officer of the Govt. of India. In addition to its routine documentation of the photographic images, it has also opened the National Centre of Photography for the benefit of the people. Presently it is confined not only with the process of development and updating the archives. It is also digitizing all the photographic materials and exploring the possibility of allowing the digitized images with certain restriction for the use of the entire world through the cross referencing channel.

(vi) SONG AND DRAMA DIVISION:

Song and Drama Division is engaged in programme activities all over the country to promote the developmental issues of Government of India. The empanelled artists/registered cultural troupes of this Division exhibit their talented performances on traditional folk/live art and culture all over the country including in special areas viz. remote/troubled/border/hilly tribal areas, etc. In these special areas S&DD is not in a position to get empanelled large number of artists to perform the live arts representing government's policies, programmes, etc. Presently for performances in these areas the registered troupes and casual artists are being paid only a consolidated fee. Not only the programmes in these areas need to be upgraded but also the Sound and Light Programmes of theatrical shows need to be upgraded to attract more public and also to improve the standard of presentation.

(vii) PUBLICATIONS DIVISION

Publications Division is engaged in publishing magazines and journals which are being distributed all over the country. Various authors contribute books and articles for the journals of the division. Publications Division is also engaged in publishing Employment News in various languages which are very much useful to job seekers. There is a urgent need to improve the quality of the Division's publications by improving the contents of the journals, and also by improving its visibility and reach. The entire system of Publications Division also needs to be digitized thereby paving way for on line sale of books and journals.

(viii) INDIAN INSTITUTE OF MASS COMMUNICATION:

The Indian Institute of Mass Communication (IIMC) is an autonomous organization under the Ministry of Information & Broadcasting and a 'Centre of Excellence' in the field of communication teaching, training & research. The Institute was set up on August 17, 1965, as a department of the Ministry of Information & Broadcasting, Govt. of India in response to a need felt to evolve a methodology for effective use of communication resources as part of the country's overall development strategy. The Institute was registered under the Societies Registration Act (XXI) of 1860 on 22nd January, 1966 and receives grant-in-aid from the Govt. of India through the Ministry of Information & Broadcasting to meet its recurring & non-recurring expenditure. While IIMC provides knowledge and skills to communicators in a variety of disciplines, including print, photography, radio & television, development

communication, communication research, advertising & public relations, the Institute also collaborates with national & international agencies in conducting seminars, training, workshops, etc. It also undertakes joint research projects and organizes short-term courses to meet the specific needs of the industry, government and public sector organizations. The Institute presently have a branch at Dhenkanal in Orissa and propose to set up four new Regional Centres in the States of J&K, Kerala, Mizoram and Maharashtra.

(B) OBJECTIVES:

1. **Information Dissemination:** To disseminate information on policies, initiatives, programmes and achievements of the Government by utilizing the publicity vehicles unique to the Media Units so as to reach out to all sections of our population at an optimum cost.

The objective is to aim for qualitative and quantitative improvement in taking the Government schemes to the people so that maximum benefits could accrue to the masses. This will be ensured through better content management systems, effective monitoring and a system for strengthening the regional language outreach.

2. **Modernization of Infrastructure:**

- Use of new ICT tools, web-enabled services and digital space to have higher level of IT support so that there is a virtual library of books and photographs and an archive of all the activities/ campaigns/ creatives launched by various media units.
- Activities like accounts, advertising media list preparation etc are to be carried out with minimum human intervention in a transparent and efficient way.
- Creation of Press facilities and office buildings.

3. **Human Resources Development:**

- To put in place a structured programme for in-service training of IIS officers to ensure their continuous career development and also to prepare them to meet the future functional challenges of various media units.
- Human Resource Development in respect of officers of the Ministry by enhancing their working skills.
- To produce quality journalists as well as to increase their number by upgrading IIMC.
- To impart a global outlook and international perspective through participation in various training programmes being conducted by institutions abroad such as BBC, Thomson Foundation, UK, Radio Netherlands, Harvard University and various other reputed institutes etc.

(C) IMPLEMENTAION PLAN:

- 1) **Information Dissemination :**

(1.1) PRESS INFORMATION BUREAU : Public Information Campaign

(i) The Media Outreach component adopts an innovative strategy which combines information dissemination with the delivery of services at the door steps of the beneficiaries particularly in the rural areas. The Media Outreach Strategy is designed as a more inclusive tool of information dissemination. It envisages direct contact to empower the ordinary citizens particularly from the rural areas with knowledge of the flagship programmes so that they can avail the advantages of these programmes to improve the quality of their life.

(ii) The strategy would include the following measures:

- ❖ Better awareness of development schemes at grass root level.
- ❖ Empowerment of rural people through information dissemination.
- ❖ Face to face resolution of problems.
- ❖ Greater involvement and participation in development scheme.
- ❖ Welfare of disadvantaged marginalized and oppressed people including minorities.
- ❖ Women empowerment.
- ❖ Bringing transparency and reducing corruption in the Government administration.

(iii) The scope of the scheme is proposed to be expanded to cover running of a 24X7 feedback & response system, a project management cell, regional language outreach, increase in number of PICs, outsourcing of certain activities and qualitative improvements in the project on the basis of experience.

(iv) By implementing this Scheme, it is felt that people living in backward, remote, tribal and hilly areas who do not have easy access to media, could to a great extent be made aware of the Government policies, flagship programmes and activities particularly the one which are specially meant for their upliftment.

(v) The Road Map to achieve the desired objectives is proposed as under:

- ❖ Setting up of a Project Monitoring Cell (PMC) to monitor the impact of PICs, to improve content management with professionalism.
- ❖ To increase the number of PICs conducted in a year, i.e. to achieve the target of conducting 200 PICs in a year.
- ❖ For the next 6 years it is targeted to have 1150 PICs.

(vi) Financial Requirement:

Average Cost per PIC would be Rs. 15 lakhs, therefore, financial resources required is Rs. 15 x 1150 lakhs = 172.50 Cr

(1.2) DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY:

(i) Expansion of existing DAVP's activities. This is sought to be achieved through Audio Video spots, Print Media advertisements, Exhibitions, Outdoor Publicity, advertisements in cinema/theatres etc.

(ii) Extending to new media like Mobile telephony, internet advertisement, Digital Cinema, Community Radio etc.

(iii) To offer efficient services to the client Ministries:

- a. By offering them the best possible communicative and impact making creatives/ designs/ spots etc. for reaching the intended message to the target audience.
- b. To enable client Ministries to know the progress of their campaigns in real time, both in terms of their account details and in terms of physical progress of their campaigns.

(iv) Financial Requirements:

It is envisaged to carry out multi-media publicity with an approximate budget of Rs. 100 crore per year for the next 6 years. Total amount required for the next 6 years will be Rs. 600 crore for carrying out Multi Media publicity of the Government.

(v) Manpower Requirements:

The existing staff of DAVP will not be adequate to cater to all the client ministries' publicity and in-house publicity. Therefore, it is essential to go for outsourcing of personnel in a big way. Approximately 5 crores per year will be required on outsourcing of manpower. The manpower will include Media Managers, Assistant Managers, Data Entry Operators, Peons and others. Total amount required for the next 6 years will be Rs. 30 crores

(1.3) DIRECTORATE OF FIELD PUBLICITY:

(i) Field Units of DFP use various modes of interpersonal communication including group discussions, public meetings, quizzes, film shows, photo exhibitions, distribution of printed publicity material and would provide feedback in the form of questionnaires, photos, videos, etc. For outsourcing, about 15 to 25 communication teams (with three-members each) would be registered in each of the 600-odd districts and the teams would be given necessary training and exposure (2011-12). Then, *each* of the six lakh plus villages in the country would be visited twice every year by the communication team to serve as a communication channel between the Government and the masses and take the information to the door-steps. The team would carry information about identified and selected plan, scheme, project or programme of the Union government to the villagers in their own language/dialect and would collect measurable, analysable and actionable feedback of the villagers for the Union Government. The team would also interact with the opinion leaders of the village for multiplier effect (2012-17).

(ii) Financial Requirements:

50 visits @ Rs.8 lakhs per visit = Rs. 4.00 crore per year
=Rs.24 crore for 6 years.

(1.4) SONG AND DRAMA DIVISION:

(i) Song and Drama Division will carry-out the programme activities to the remote areas, Border areas and Tribal areas ,specially to the each parts of the Jammu and Kashmir and North – Eastern States to promote the developmental issues of the Government of India. The artistes/registered cultural troupes/empanelled artistes of S&D Division will take the message of development to the people through their talented performances on traditional folk/ live art & culture groups. The Sound and Light programmes (Theatrical shows) is another area which attracts a lot of attention. The quality of these programmes will be improved through use of better technology so as to make the presentation more appealing.

(ii) The Song and Drama Division has mounted a new Sound & Light Programme titled “Jamuniya” based on a Multi Media Theatrical format involving more than 100 artists & technical crew. The programme highlights the impact of key policies of the Government under various flagship schemes on the character ‘Jamuniya’, a woman staying in a typical Indian village. The programme show-cases the empowerment of the character “Jamuniya” through the benefits of programmes available to common people at the grass-root level. This production is of 100 Minutes approximately and highlights the theme, ‘Tasveer Badalte Bharat Ki!’ on account of the impact of flagship schemes on the common people.

(iii) Strategic Initiative

- Analysis and assessment of risk involved affecting the performances shown by the artists in LWE/Border/Tribal/other sensitive areas.
- Develop a plan to engage the stakeholders through dialogue/open discussion/written communication.
- Provision of training to full time consultants and experts for – (a) Developing new productions, (2) New Choreographies, (3) User of new AV/Sound Technologies, (4) New Music Compositions.
- Provision of insurance cover to empanelled artistes/registered troupes who work in challenging circumstances and in troubled/sensitive areas thereby ensuring public out reach in these areas at grass root level.

(iv) Road Map

There is an urgent need to create awareness about the various developmental government activities in the troubled/border/sensitive areas. This can be possible by close coordination with the media units, state/central government departments and NGOs. Man power, equipment and infrastructure requirement need to be looked into.

(v) Financial Requirement

Theatrical shows : 10000 shows per year x 6 = 60,000 shows in 6 years @ Rs. 10,000/- per show. Total amount required : Rs. 60 Cr.

Jamunia Shows: 12 shows per year x 6 = 72 shows in 6 years @ Rs. 12 lakh-14 lakh per show. Total amount required: Rs. 10 Cr.

Light and Sound Shows : 6 shows per year x 6 = 36 shows in 6 years @ Rs. 75-85 lakh per show. Total amount required: Rs. 5 Cr.

Total Requirement : 75 Crore

(1.5) DIRECTORATE OF PUBLICATION DIVISION:

(i) PLANS FOR IMPROVING CONTENT: The Division aims to take the following steps for content improvement :

- (a) Increasing remuneration to authors and revision of royalty structure
- (b) Upgrading the skills and knowledge of our editorial staff to improve content
- (c) Increasing remuneration for professional services
- (d) Bringing out some special publications every year on selected interesting themes and to increase the number of titles being published by the division from 100-125 per year (at present) to 175-200 (at the end of the period).
- (e) Changing the look and feel of journals.
- (f) Digitizing the old publications of the Division and identifying some rare ones of national importance for bringing out new editions

(ii) PLANS TO IMPROVE REACH AND VISIBILITY

- Relocation of sales emporia to prominent places
- Participation in book fairs and exhibitions
- Strengthen the marketing strategy
- Provide book vans to all emporia
- Advertise its products
- Organize seminars / book release functions etc.
- Have a study done by an expert private agency to explore the marketing structure and suggest changes.

(iii) Financial Requirement : Rs. 15 Crore for 6 years

(1.6) PHOTO DIVISION

- Preservation of archival images purchase/collection of valuable images which is available in different part of the country
- Special Exhibition from the important archival images
- Workshop on the digital management of photographic images
- National Photo Awards
- The moving exhibition to the major cities of the country (Approx. 10 cities)
- Coffee Table Books
- Special Exhibition on the images of the First and Ninth Asian Games, SAARC etc.
- Digitalisation – to bring the rich collection of photographs in public domain by providing an interactive website
- Independent Image Data Centre

Financial Requirement : Rs. 4 Crores per year. (Total Rs. 24 Crores for 6 years)

2. Modernization of Infrastructure :

(2.1) DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY:

- To outsource billing so as to reduce the time of processing to less than 30 days.
- To outsource the empanelment activity.
- To overhaul and expand the IT hardware and software and connect to Field Units.
- To create a virtual video library for quick accessing of pictures, past videos etc required for generation of creative.
- Integration of data /voice/video network across the regional offices and Field Units.
- Provide better services to client Ministries
- To bring greater transparency

Financial Requirement: Rs. 5 Cr per year. Total requirement: Rs. 30 Cr for 6 years

(2.2) PHOTO DIVISION:

At least one office in all the states is needed. There is also a need of additional manpower support to the tune of not less than 60 technical as well as 20 administrative staff. There would also be a huge requirement of sophisticated equipment for the running of the Data Centre.

Financial Requirement: Rs 50 lakh per year. Total requirement for 6 years: 3 Cr

(2.3) OFFICE OF REGISTRAR OF NEWSPAPERS OF INDIA:

(i) During the 12th Plan period, it is proposed to open five new regional offices at Chandigarh, Bangalore, Ahmedabad, Hyderabad and Lucknow under the Plan Scheme for strengthening RNI with staff component, since in these States a large number of publications have been brought up.

(ii) Road Map for implementing the strategic initiatives -

Financial Year	Road Map for implementing the strategic initiatives
2011-12	Modernisation of H.Qrs. Office to give a corporate look
2012-13	Opening of New Regional Office at Chandigarh
2013-14	Opening of New Regional Office at Bangalore
2014-15	Opening of New Regional Office at Ahmedabad
2015-16	Opening of New Regional Office at Hyderabad
2016-17	Opening of New Regional Office at Lucknow
2016-17	To conduct a feasible study regarding how to modernize these Offices and make them to give a pleasant look.

(iii) Financial Requirement: Total Requirement : Rs. 10 Cr. for 6 years

(2.4) DIRECTORATE OF PUBLICATION DIVISION :

PLANS TO LEVERAGE TECHNOLOGY

- (a) Computerization and networking of stock, inventory and sale: The stock and inventory maintenance is currently being done manually and the various stores across the country are not linked. This leads to functional and operational difficulties. It is proposed to computerize the entire system, making it more efficient and transparent. This has been included in the annual plan of the Division for 2011-12.
- (b) Facilitating online reach and sale ability of our products : After computerizing our operations, we can go for online sale of books and journals.

Financial Requirement : Total Requirement : Rs. 10 Cr. for 6 years

3. Human Resources Development :

(3.1) MAIN SECRETARIAT

- To train 120-140 officers of the Ministry including IIS officers every year under Plan Scheme in reputed Institutions located in India and abroad.
- Organize induction training for direct recruits Indian Information Service (IIS) Group 'A' & 'B', Specific Specialized training for PIB/DFP/DAVP/Elect. Media, Strategic/Senior Management Programme, Management Development Programme in co-ordination with IIMC.

Financial Requirement : Total Requirement : Rs. 20 Cr. for 6 years

(3.2) DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

- Manpower at senior management level to be expanded.
- Manpower needs to be augmented to man the new cells for handling new media.
- Funds to organize trainings in India and abroad.
- Office space at Sookhana Bhavan to house the new cells and shift the divisions from KG Marg.

Financial Requirement: Rs. 5 Cr. per year (Total Requirement : Rs. 30 Cr for 6 years)

(3.3) DIRECTORATE OF FIELD PUBLICITY

- Creation of a proper structural mechanism for imparting training at frequent intervals to the outsourced personnel at various Regional Offices.
- A system for recognition of outstanding efforts by certain teams as well as certain units of the staff of DFP would be evolved in the form of awards/shields.

Financial Requirement: Total Requirement : Rs.5 Cr. for 6 years

(3.4) OFFICE OF REGISTRAR OF NEWSPAPERS OF INDIA

- Regular Staff may be posted in the Regional Offices of Guwahati & Bhopal so as to make them fully functional.
- Setting up of new Regional Offices the following staff components are required.
 - a) Assistant Press Registrar, Class I Officer from IIS Cadre - One
 - b) Stenographer either Grade D or Grade C - One
 - c) Multi Task Staff – One
 - d) Data Entry Operator [To be Outsourced]

Financial Requirement: Total Requirement - Rs. 10 Cr. for 6 years

(3.5) SONG AND DRAMA DIVISION

Song and Drama Division has the knowledge and skills required to fulfill its mandate. However, constant training is required for (1) Developing new productions, (2) New Choreographies, (3) User of new AV/Sound Technologies,(4) New Music Composition. Full time consultants and experts are required for the same. Economic strength of Government naturally ensures more budgetary resources for the government to earmark for this S. & D. Division, which in turn impacts on the intensity and extent of the delivery of messages through Arts. By way of utilizing numerous folk and traditional live art forms available in different parts of the country, the Division has become a potent source of revival and sustenance to this art forms. Provides livelihood to thousands of performers by utilizing their skills in their own languages, idioms and dialects for purposeful communications.

Financial Requirement: Total Requirement - Rs. 6 Cr. for 6 years

(3.6) INDIAN INSTITUTE OF MASS COMMUNICATION

(a) The following steps needs to be taken -

1. First step

- Up-Gradation of One-Year PG Diploma Courses into Two-Year Advanced PG Diploma Courses.
- Seeking of Equivalence to Masters Degrees for the Two-Year PG Diploma Courses from Ministry of HRD.
- Introduction of at least 2 new Two-Year PGD Courses: in Development Journalism and in Corporate Communication & Media Management.
- Setting up of 4 new Branches of IIMC in J&K, Mizoram, Maharashtra & Kerala.

2. Second step

- An Act of Parliament to declare IIMC an ‘Institute of National Importance’ such as the IITs, AIIMS, NIFT, etc., thereby also giving it Degree-granting powers.
- IIMC proposes to continue using its established and well-recognised Brand name, as in the case of the above Institutes.

- Upgradation of branches to full-fledged Institutes offering all Courses at par with IIMC, Delhi.
- Provision of Buildings, Infrastructure, and expansion or Technical Equipment and Human Resources at the 4 new Branches of IIMC (DPRs to be prepared after allocation of land by State Governments and in-principle approval of the Planning Commission).
- Dialogues with various State Governments for opening of new IIMC Branches in their States and pursuing them to allot at least 10-15 acres of land free of cost and also made available temporary accommodation for start of the courses from 2015-16.

3. Third Step

- Introduction of Specialized and Niche Courses
 - (a) At least 2 new Two-Year PGD Courses
 - (i) Development Journalism
 - (ii) Corporate Communication and Media Management
 - (b) More extensive Courses leading to better job prospects for students
 - (c) Advanced academic programmes such as M.Phil and Doctoral Programmes
 - (d) More Post Graduate MA, M.Phil. and Ph. D. Programmes
- Enhanced National and International recognition of IIMC and its programmes and enhanced interaction with the best international Universities and institutes in the field.
- Access to research and training funds from National and international funding bodies.
- Creation of IIMC Affiliates abroad.
- Correspondence with International Media Institutions/Government for opening of Centres in their Countries.

(b) Requirement of resources

(i) Financial

- IIMC has already been sanctioned an outlay of Rs. 51.50 Crores for the activities mentioned in the first step as above
- Based on the current trend of requirements, provision of buildings, infrastructure and expansion of technical equipments for a branch for establishing a permanent campus will be approximately Rs. 100 Crores, excluding the cost of land, which would be provided by the State Governments free of cost (Total Requirement for four branches will be Rs. 400 Cr)
- Financial requirement for the introduction of various Advanced Courses, M.A., M.Phil. and Ph.D. will be approximately Rs. 10 Crores
- Financial requirement for introduction of new branches in other States will be approximately Rs. 5 Crores in temporary accommodation to be provided by State Governments free of cost

Total Requirement : Rs. 415 Cr

(ii) Human Resources -

- 150 personnel will be required to achieve the activities detailed in the first steps
- Additional 25 personnel per branch will be required for fulfilling the activities given in the next steps

(II) FILM WING

(A) Current Scenario

The activities of the Film Wing of the Ministry closely associate with the development of the film industry into a vibrant sector by helping the industry in every possible way; promotion of production of films with cinematic, thematic, aesthetic and technical excellence; providing the film industry with highly skilled manpower and protection of the film heritage of our country. These activities are carried out through the media units of the Films Wing such as Films Division, National Films Archives of India, Directorate of Film Festivals, Satyajit Ray Films, Television Institute and Film & Television Institute of India and Central Board of Film Censor.

All these organizations, through their units spread all over the country, have been contributing to the development of film sector in their respective areas. With huge potential for the growth of the Indian film industry, the media units of Films Wing are making a number of efforts to meet the growing needs and challenges of the industry with a view to support the Indian film industry as well as promoting India as the destination for film related activities.

(B) Objectives

With the above in mind, the Film Wing proposes the following objectives for the next six years:

- (a) Changes in legislations and policy interventions.
- (b) Promotion of good cinema including providing wholesome entertainment to children.
- (c) Providing impetus to the documentary film movement in the country so as to enhance the quality and quantity of documentary films being produced in the country.
- (d) Preservation of the country's film heritage through digitalization and processes incidental and ancillary thereto.
- (e) Changing the role of Central Board of Film Certification (CBFC) from that of a regulator to a facilitator by bringing about technological changes in certification of films so as to reduce human interface.

- (f) Dissemination of film culture through film festivals, seminars, workshops, screenings, etc.: Monetization of content through web-casting, entering into agreements with private partners, etc.
- (g) Meeting the human resource (HR) requirements of film and entertainment industry.
- (h) Increasing films exports and leveraging it to enhance India's soft power.
- (i) Promoting India as a film shooting destination and leveraging it to increase tourism and making the film industry competitive and technologically proficient.
- (j) Putting in place effective anti-piracy measures.

(C) Implementation Plan

(i) Changes in legislations and policy interventions:

➤ Enactment of the new Cinematograph Bill 2010 in order to introduce more categories of certification so as to serve the extremely heterogeneous viewers more effectively. The new Act will replace the existing Cinematograph Act 1952 and is expected to better reflect the changed social and economic reality. It is hoped that the new Act should be in place some time during the 12th Plan period. While it is difficult to quantify the requirement of additional resources for implementing the new Act, it is felt that perhaps the existing 9 Regional Offices may need to be further strengthened in terms of additional manpower so as to provide better service.

➤ FTII, Pune & SRFTII, Kolkata:

There should be an Act of Parliament that would give statutory status to FTII & SRFTI. Even after fifty years of existence, FTII does not have any official recognition in terms of diplomas awarded to the students. As the Institutes are neither recognized by UGC nor affiliated to any university, the students have been facing problems in pursuing doctorate degree in India and abroad and in getting employed in post graduate teaching Institutions. The Act of Parliament is also expected to enhance autonomy of FTII & SRFTI in terms of administrative functioning.

The new legislation is expected to be in place during the course of the 12th Plan.

➤ FILMS DIVISION:

There is an immediate need to review the 1% levy (rental on weekly collection) imposed on the supply of approved films by Films Division to the theatre owners. The

theatre owners have been allowed the choice of sourcing approved films from the private producers by the Supreme Court Judgment on an appeal filed against the Delhi High Court judgment dated 31.08.1995 in the matter. As some private producers started producing documentaries and supplying approved films to the theatre owners, after the Supreme Court judgment, at cheaper rental of 0.2% to 0.5% on weekly collection, a large number of theatre owners have stopped receiving approved films from Films Division. Since the 1% levy stood in the way of screening the approved films which are essentially on the programmes of the Government, important social issues, events etc. for information and education of the masses, charging of 1% rental from theatre owners for screening of Films Division's films should be done away with. This should be waived and continue as such during the course of the 12th Plan so as to serve the large objective of conveying to the public social issues based on documentary films. No additional resources are required for the same. However, there will be a notional loss of about Rs.4.00 crores per annum on waiver of the rental.

(ii) Promotion of good cinema including providing wholesome entertainment to children:

Production of more films for children including animation films.

Leveraging the distribution networks of private distributors and broadcasters so as to increase the reach of children's films produced by CFSI rather than limiting its coverage to only Municipal schools. Further there would be tie-ups between CFSI and the animation companies for production and distribution purposes. While this may not require any additional resources except in terms of putting in place a set of creative persons who would enter into marketing tie-ups, their remuneration should not be from plan funds but linked to a certain percentage of revenues earned.

CFSI proposes to organize International Children's International Films Festivals biennially in the country to arouse awareness, interest and promotion of marketing of Children's films in the country and abroad and participate in the international Children's Films Festivals organized by other countries. This will also provide a forum for production of good cinema through collaboration with producers of other countries and availing of better technologies and ideas available abroad. CFSI will organise two International Children's Film Festivals during the 12th Plan and would require about Rs. 5.00crores for the same. CFSI shall also organize national film festivals for children in 2011-12, 2014-15 and 2016-17. This will be a non-competitive festival and will showcase not only contemporary films but also various films made over time.

CFSI would require a financial outlay of about Rs.30.00 crores in the 12th plan period to produce more children's films and to organize two International Children's Films Festivals, three National Children's Film Festival.

(iii) Providing impetus to the documentary film movement in the country so as to enhance the quality and quantity of documentary films being produced in the country:

➤ **FILMS DIVISION:**

The existing plan scheme of getting documentary films produced in partnership with private players should be continued in the 12th Plan with an enhanced outlay. This would help not only in promoting upcoming documentary films/directors/producers but also in fostering documentary film movement in the country as also in carrying the requisite (educating) social messages to the citizenry.

In the 11th Plan there was an outlay of Rs.20.00 crores in respect of the Plan scheme. It is proposed to associate the Indian Documentary Producers' Association (IDPA) in addition to PSBT to produce more documentary films during the 12th Plan period and an outlay of Rs.30.00 crores would be required. Thus for the entire period including 2011-12 and the five years of the 12th plan a total financial outlay of Rs.35.00 crores will be required.

➤ **NFAI, Pune:**

NFAI has opened up a platform for the documentary films by organizing screenings twice a month (Free screening). The documentary screenings could be organized in other cities in association with Films Division. There would be a total of 144 Screenings @ 24 per year during the 12th plan period. An outlay of Rs.79.50 lakhs is required for the same.

➤ **FTII, Pune:**

As a part of the syllabus of three year diploma course, documentary production has been included for the students.

(iv) Preservation of the country's film heritage through digitalization and processes incidental and ancillary thereto:

Films Division has more 8131 films and these films are required to be restored as over the years these films on celluloid have deteriorated in their sound and picture quality and would be lost in due course unless restored at the earliest. Films Division proposes to restore all these films. However, they have identified precious 2500 films which require restoration on priority. They propose to restore 1000 most precious films in 2011-12 and the remaining precious 1500 films and other films during the 12th plan period. Films Division will require Rs.11.50 crores for restoration of the first most precious 1000 films and for restoration of all the films including the 8000 films Films Division will require a financial outlay of Rs.30.00 crores for restoration of their entire catalogue during the terminal year of the 11th plan & 12th plan period.

➤ **NFAI, Pune:**

NFAI is already carrying out the digitization and restoration of archival films in its collection.

To ensure that the Indian film heritage is passed on to future generations for educational, academic, research purposes, urgent action towards centralized cataloging, assimilation, preservation and restoration is the need of the hour.

The NFAI has envisioned a major initiative, the National Film Heritage Mission (NFHM), with an objective to identify/trace, accumulate, centralize the film content. It will also provide a comprehensive platform and solution for the cataloging, digitization, digital restoration, preservation, dissemination and monetization of film content.

The mission is critical for the benefit of society at large and aims to create an archival and preservation policy through strategic direction, leadership, partnership, and collaboration between the media units of the Films Wing under the Ministry of Information & Broadcasting, like NFAI, Films Division, NFDC, CFSI, FTII, DFF, State Government institutions and other private libraries.

Being the nodal agency with an experience of over 45 years into archiving & preservation, NFAI has prepared the DPR and will implement the NFHM to ensure that the efforts and resources are optimally utilized to generate the desired results within a set timeframe.

The NFAI has envisioned a major initiative, the National Film Heritage Mission (NFHM), with an objective to identify/trace, accumulate and centralize the film content. It will also provide a comprehensive platform and solution for the cataloging, digitalization, digital restoration, preservation, dissemination and monetization of film content. Under this Mission, it is proposed to digitalize 8,000 films, digitally restore 2,000 films, undertake pristine restoration of 100 films, digitalize 5,000 video tapes and digitalize and restore posters and other materials lying with the various media units in the Films Wing of Ministry of I&B, various State Governments and other private individuals and institutions. Thus, this scheme would be first comprehensive step towards digitalizing and restoring our film heritage. The three Regional Centers are expected to play a role in implementing this plan scheme. The total outlay projected for this scheme is Rs. 660 Crore.

➤ **FTII, PUNE:**

The Institute proposes to start a short-term course on film preservation. The Consultative committee of Ministry of I&B had recommended to start such a course and the Governing Council of FTII has approved the same. A Committee comprising eminent people from the field has been constituted to draw a road-map to start this course. It is expected that such a course will give fillip to this new emerging area and help in training manpower to cater to growing needs of the film industry. Also, FTII is in the process of digitalization of its students' diploma films that will be done in coordination with NFAI under its National Film Heritage Mission.

(v) Changing the role of Central Board of Film Certification (CBFC) from that of a regulator to a facilitator by bringing about technological changes in certification of films so as to reduce human interface:

➤ **CBFC :**

S. No.	Stage	Time Frame	Resources required
1.	Computerization of certification process is the single most important requirement to reduce human interface. It plans to bring efficiency, objectivity and overall control of the supervisory officers on his/her staff. The time frame is given as under		
	Website of CBFC	Already implemented	Rs.5.5/- crores sought for this scheme
	Computerisation of CBFC (viz. paperless work right from submission of a film for certification to the stage where a censor certificate is given to the film.)	To be completed by December, 2010	
	Web enabling the application (Online submission of a film where the applicant does not have to visit CBFC office many times. This facility will be optional initially as not all film producers are tech savvy).	To be completed by June, 2011.	
	Digitization of film data (A comprehensive data of all the films certified in last 25 years with complete information on their certification details).	By 2013	
	Generation of reports, data and statistics with the help of the digitized film data	By 2014	
2.	Monitoring and Modernisation of Certification Process	The scheme is to be continued in view of the enlargement of films as a media more spatially as well as intensively to enable the board and its members to equipped with latest tools for discharging their	Rs. 4/- crores sought for this scheme

		duties	
3.	Strengthening the capacity of CBFC- This has four components viz. 1 st - Mission Attachment for giving exposure to the legislative framework in different countries relating to certification of films, 2 nd – Endowing exposure of content management of films to Examining Officers, 3 rd - Commissioning a study on the changing scenario and role of CBFC, and 4 th – Envisages a national level seminar in which international level resource persons will also be invited to evolve bench marks for CBFC, these benchmarks will help in framing “ CBFC- Vision: 2040 ”	New Scheme formulated under 12 th Five year Plan	Total outlay for the: 1 st component is Rs.50 Lakhs For 2 nd Component is Rs.1 crore. For 3 rd Component is Rs.1 crore. For 4 th component is Rs.50 Lakhs Total : 3 Crores
4.	Engagement of Detectives- for a vital feedback mechanism for the Board Members on the films being screened to assess the film actually certified vis-à-vis screened in theatres.	Reintroduction of old scheme, during 12 th Five Year Plan, which is not presently followed.	Total outlay during the plan is Rs.2.5 crore @ Rs.50Lakhs annual basis.

(vi) Dissemination of film culture through film festivals, seminars, workshops, screenings, etc.:

➤ **DFF:**

The existing programmes of holding International Film Festival of India, participation in film festivals in India and abroad, mini festivals/retrospectives at different places in the country would be strengthened and made vibrant with a view to dissemination of film culture in India and popularizing the Indian cinema abroad.

An Expert Committee was constituted to recommend measures to upgrade the International Film Festival of India (IFFI). That Committee has recommended a number of measures to make the IFFI a global brand and be among the top film festivals of the world. These measures are proposed to be implemented. These measures would involve additional funding. The main recommendation is setting up of Special Purpose Vehicle (SPV) for organizing IFFI annually. The new IFFI is expected to be functional and organise IFFI in 2012.

Thus, in the initial years the SPV would require budgetary support from Plan funds. However, after a few years, it is hoped that the SPV would leverage the IFFI brand and its dependence on plan funds would come down.

For schemes under 'export promotion through film festivals in India and abroad', Plan allocation of Rs.70 crores is expected. For the SPV, a non-recurring allocation of Rs.2 crores would be required and an amount of Rs.25 crores would be required as recurring expenses for running the SPV.

➤ **NFAI, Pune:**

NFAI has been organising the Film Appreciation Course since 1974. It has started organising short term courses in different cities across the country. NFAI has also started the courses for different target groups like children, journalists. Five days outreach programmes could be planned in association with the DFF. It is proposed to have an outlay of Rs. 1 Crore during the 12th plan period for this new plan scheme. There are total 18 short duration courses @ 3 during each financial year of the 12th plan with a total outlay of Rs. 67 lakhs.

Further, NFAI has also started Film Appreciation Course for children between the age group 13 to 18 years. The course is organized in summer and winter vacations in Pune. The course could be extended to other cities in association with CFSI. **There would be a total of 6 full and 6 short duration courses during the 12th plan period with an outlay of Rs. 85 lakhs.**

The NFAI has a good collection of posters, photographs, song-booklets which could be exhibited at the festivals/ seminars/ workshops and other outreach programmes.

(vii) Monetization of content through webcasting, entering into agreements with private partners, etc:

➤ **FTII, Pune:**

FTII is in the process of marketing its best student diploma films. Few films have been digitalized and these will be marketed through private partner.

➤ **FILMS DIVISION:**

Films Division plans on-line consumer web portal that will be its Internet face. This effort is funded under the Plan Scheme "Digitalization & Webcasting of FD films" with an outlay of Rs.16.30 crores in the 11th Plan. Films Division would engage in the process of encoding, tagging, archiving the content in both Standard D definition and High D definition file formats and managing them seamlessly through a digital asset management platform. It proposes to engage private agencies experienced in the domain. Expression of Internet to webcast 80,000 minutes in the first phase has been invited. This would enable Films Division to place the films on the Internet and screen them online on payment of money.

➤ **NFDC**

NFDC has produced/co-produced more than 300 films. However, most of the films in its catalogue are in bad condition as the filmic material is perishable by nature. Therefore, NFDC has taken up the task of restoration of 77 most acclaimed films with an outlay of Rs.10.00 crores during the 11th plan period so that the content can be monetized. NFDC is preparing a pay-per-view internet model website to monetize the content. Any one can watch the NFDC movies uploaded on the website through internet on payment. Under a 11th plan scheme 'Investment in the equity of NFDC' Rs.3.00 crores of fresh equity has been invested in NFDC. The requirement of Rs.35.00 lakhs for the 'Cinemasofindia' website would be met by NFDC from the said fund.

NFDC proposes to create an alternative theatre network by upgrading 6(six) Government-owned theatres at a cost of Rs.25.00 lakhs each. NFDC films which are unable to find outlet in the commercial theatre chains will be screened in these theatres and add to the income of NFDC. The concerned financial requirement will also met by NFDC from the Rs.3.00 crores provided under the aforesaid plan scheme.

NFDC also proposes to launch CDs/VCDs of 50 titles as their Home Video Label at a cost of Rs.1.85 lakhs to be met from the above investment. This will also fetch income for NFDC.

During the 12th Plan period NFDC will earn from these investments and their financial requirement will be limited to maintenance of these assets, which could be met by NFDC from their earning.

(viii) Meeting the human resource(HR) requirements of film and entertainment industry.

➤ **SRFTI, Kolkata:**

Satyajit Ray Film & Television Institute (SRFTI) imparts theoretical and practical training to the budding filmmakers of our country and confers 3-year Post Graduate Diploma in Cinema to the successful students. At present, students may choose any of the following specializations:-

- (i)Direction & Screenplay writing
- (ii)Motion Picture Photography
- (iii)Audiography &
- (iv)Editing

Presently, ten students from each specialization pass out every year. So, altogether, forty trained filmmakers passing out from SRFTI, join the Film Industry every year.

From next academic year, the number of students per specialization would be increased to twelve and thereafter, the number of the students would be increased to fourteen and ultimately, the number of students per specialization would be sixteen. So, in near future, the number of students passing out of

SRFTI would be sixty four, instead of forty as at present.

SRFTI has been contemplating to introduce a TV Wing in near future. Posts for the same, which have been created by the Govt. of India recently, are being filled up. Hence, our future students would be more equipped to handle TV as well as digital format of the films.

Govt. of India has already approved creation of two new Departments, viz., 'Production Management Department' and 'Animation & Electronic Imaging Department'. The building which would house these two Departments is being constructed. It is expected that construction work will be completed by December, 2011. Therefore, the new batch of students (twelve students in each specialisation to begin with) for these two courses might be admitted in 2012.

The students of Animation and Electronic Imaging Department would be extremely helpful to the filmmakers of the new genre.

The students of Production Management Department would fill the void of professional Production Managers desperately needed by film-making corporate houses. This will be the first such course in India.

SRFTI has been actively considering to set up 'Centre for Television Excellence/Practices' (Telefilm City) in order to impart television training & education through academic programme of international standards so as to cater to the need of TV industry in future. The proposal is awaiting approval in principle of the Ministry.

Towards enhancing the infrastructure and augmenting the manpower to meet the growing number of students as well as the new courses being introduced/proposed to be introduced, a plan allocation of Rs. 75 crores during the next plan period would be required.

➤ **FTII,Pune:**

FTII imparts training in film making and television programme production. Presently, students undergo training in the field of following areas:

Diploma in Direction:- Diploma in Cinematography; Diploma in Sound Recording & Sound Design; Diploma in Editing; Diploma in Acting; Diploma in Art Direction & Production Design; Certificate course in Animation & Computer graphics; Certificate course in Feature Film Screenplay writing; Certificate course in TV Direction; Certificate course in Electronic Cinematography; Certificate course in Video Editing; Certificate course in Sound Recording and TV Engineering. Thus, every year, about 174 students pass out from FTII in these fields. Apart from this, FTII various short-term course for the personnel of Doordarshan and other organisations from time to time.

At present many of the FTII alumni are working in film and television industry in India and abroad. FTII has updated its curriculum recently in tune with the new trends in film and television sector. FTII has also entered into MOUs with eleven film schools across the world which provides for fruitful exchange programmes that keeps the student and faculty in tune with changing contours of the industry, both in terms of teaching methodology, technology and infrastructure.

Towards enhancing the infrastructure and augmenting the manpower to meet the growing number of students as well as the new courses being introduced/proposed to be introduced, a plan allocation of Rs. 56 crores during the next plan period would be required in addition to the proposed allocation of Rs. 52 crore for the plan scheme, "Global Film School".

(ix) Increasing films exports and leveraging it to enhance India's soft power.

- More meaningful participation in international film festivals.
- More co-production agreements to be signed with foreign countries.
- A calendar of participation needs to be drawn up by DFF in association without Embassies/Consulates one year in advance.
- Rs. 50 crore during 12th plan period would be required for this purpose.

(x) Promoting India as a film shooting destination and leveraging it to increase tourism and making the film industry competitive and technologically proficient.

- Directory of line producers to be prepared.
- Brochures showcasing the various shooting locales and the labs and post production facilities available in the country may be prepared.
- An outlay of Rs. 5 crore during the 12th plan.

(xi) Implementation of the Report of the Committee on Piracy:

➤ **CBFC**

Strategic Planning-input in respect of implementation of the Report of the Committee on Piracy.

The total outlay required for implementation of the Report of the Committee on Piracy would be Rs.50 crore.(Rs.10crore per annum). The funds would be required to carrying out the following multi-pronged and multi-layered strategy:

- To launch multi-media campaign involving all the stakeholders from film, broadcasters and music industry: Iconic personalities including from film and media would be asked to appear in advertisements asking people to refrain from buying pirated goods. These campaigns would be carried on Doordarshan/AIR and private TV channels and private FMs. periodical advertisements in leading dailies.

- Upscaling of the level of sensitisation of police, judicial and administrative officials about the Copyright Act : It is proposed to conduct training programmes, workshops in different parts of the country for police, judicial and administrative officials. Reading materials, power point presentations etc would be required for carrying out these programmes.
- Some funds can be earmarked for promoting conversion of traditional theatres in smaller towns into digital theatres and releasing genuine DVDs etc in bigger cities simultaneously with theatrical release.
- Provide funds to NGOs engaged in anti-piracy initiatives.
- Allocation of funds to develop relevant information data base regarding the effects of piracy and counterfeiting to understand the scope of the problem, to develop and implement public-private strategies, and to measure progress.
- CBFC would coordinate with various stakeholders and play a leadership role towards coordinating the efforts of all for combating piracy,

(III) BROADCASTING SECTOR

(i) ALL INDIA RADIO

(A) CURRENT SCENARIO

All India Radio has become one of the largest broadcasting networks in the world. The Five Year Plans have given impetus to the growth of broadcasting resulting in a phenomenal expansion. At the time of independence, there were six radio stations located at Delhi, Mumbai, Kolkata, Chennai, Lucknow and Tiruchirapalli with a total compliment of 18 transmitters (6 Medium Wave & 12 Short Wave), which covered 11% population and 2.5 % area of the country.

The network has now grown to 237 AIR stations with a total of 380 transmitters (149 MW, 54 SW & 177 FM). The primary grade total coverage is 91.85% (by area) and 99.18% (by population) and coverage by FM signal is about 37% by population and about 25% by area.

Therefore, in order to provide digital quality radio broadcasts in the country, digitalization of complete network and services is the primary aspiration and the following vision & purpose has been identified as part of the strategy to be pursued for digitalization of AIR network in the next five years (2011-16):

(B) OBJECTIVES

- Complete digitalization of studios, transmission and connectivity in the next five years (by the year 2017).

- Expansion of FM coverage from existing 37% to about 90% of the population mostly in semi-urban and rural areas in analogue mode since while formulating XI Plan, digital technology in FM band was not matured. Digital Technology in the FM band has now matured and standards have been finalized. Therefore, during the next five years, Digital broadcast in FM band is proposed to be started from about 50 places including all State capitals & major cities.
- Strengthening of coverage in strategic border areas.
- External Services will be strengthened so as to enhance the quality of AIR External Services Broadcasts through digitalization of Shortwave transmitters.
- To make available AIR broadcasts on alternate Platforms like Webcasting / Podcasting /SMS/Mobile services including availability of Content on request by SMS & email and also on i-phones etc. and to provide more channels in the DTH service.
- Introduction of 24 hour AIR news Channel:

In addition to the main channel which has excellent audio quality , an additional speech quality programme can be broadcast simultaneously on the DRM Transmitters operating in digital mode. The reach of the existing national channel is proposed to be extended to the whole of the country and is also proposed to convert it in DRM mode, using SFN (Single Frequency Network). The entertainment programme will be broadcast on the main channel and the 2nd channel is proposed for 24 hour news broadcast.

- Consolidation of Network:

In order to ensure efficiency and quality of broadcasts, replacement of old/obsolete equipment & improvement of facilities is necessary. Schemes like Refurbishing of studios, replacement of AC plants, provision of UPS systems & Diesel generators, strengthening of infrastructure facilities like office accommodation , staff quarters , community centres, holiday homes etc. will be included. Old equipment, which have served their life, will be replaced.

- Introduction of E-Governance to facilitate faster dissemination of information to media units by providing network based on-line management systems. ERP solutions are proposed to be provided for efficient management of the vast network of AIR.
- Strengthening of infrastructure for training of staff and Research & Development activities particularly in the field of digital technology.
- Introduction of Value added Services like Interactive Text Transmission, Multimedia Object Transfer (MOT), disaster warning, etc.
- Staff- Assured Career Progression for existing staff and induction of fresh talent to meet the challenge posed by private broadcasters.

(C) IMPLEMENTATION PLAN:

(1) Digitalization of Production facilities-

(a) Studios

(i) Present state of Digitalization of Studios:

- NBH (New Broadcasting House) studio at Delhi is fully digital
- 137 studio centres have been partially digitalized by providing hard disc based systems

(ii) Schemes under implementation & proposed :

- There are at present 215 studio centres in the AIR network.
- Digitalization of 98 Studios will be achieved in XI Plan.
- The remaining Studios are proposed to be digitalized during the next five years & targeted to be achieved by 2017. These studios will have provision for stereo recording, production & transmission, all in the digital domain.

(b) RNUs (Regional News Units)

(i) Present state of Digitalization of RNUs:

Nil

(ii) Schemes under implementation & proposed :

- Augmentation of 44 existing Regional News Units and creation of 7 new regional units.

(c) News -on -Phone Service (NOP Service)

(i) Present state of Digitalization of NOP Service.

- NOP Service already digitalized at Delhi

(ii) Schemes under implementation & proposed :

- Augmentation of existing 13 NOP Centres
- Introduction of NOP Service at 16 places

(d) Digitalization of Archives:

(i) Present state of Digitalization.

Most of the Central Archives at Delhi has been digitalized. However, refurbishing is to be done. Content in Regional archives is to be digitalized / refurbished.

(ii) Schemes under implementation & proposed :

- Digitalization of existing Archives and creation of digital Archival facilities at 4 places.

(2) Digitalization of Transmitters- There are 380 Transmitters in the A.I.R. Network consisting of 149 Medium Wave, 54 Short Wave & 177 FM Transmitters.

(i) Present state of Digitalization of Transmitters:

- One 250 KW Short Wave Transmitter at Delhi has been converted to Digital mode and has been operational since January 2009.

(ii) Schemes under implementation & proposed :

- 78 MW (Medium Wave) Transmitters including 6 Mobile Transmitters are being digitalized as part of the XI Plan Digitalization schemes. Remaining MW

Transmitters in the network are proposed to be digitalized during next five years & targeted to be achieved by 2017.

- 9 SW (Short Wave) Transmitters (4 in Delhi , 4 in Aligarh & 1 in Bangalore) are being digitalized as a part of the Digitalization Schemes in XI Plan. Remaining Shortwave Transmitters are proposed to be digitalized during next five years & targeted to be achieved by 2017.
- As digital technology in the FM band has matured recently, digitalization in the FM band was not proposed in XI plan. However, digital compatible FM Transmitters are being provided in the network during XI Plan. This includes 124 digital compatible FM Transmitters (including 100 numbers of 100 Watt FM Transmitters) at existing AIR/Doordarshan Sites & replacement of existing FM/MW Transmitters at 40 places.

During next five years, digital broadcast in FM band is proposed to be started from about 50 places including all State capitals & major cities.

(3) Digitalization of Networking & Connectivity –

(i) Present state of Digitalization of Networking & Connectivity:

- Digital Uplink facility at 32 Centres
- All the downlink facilities digitalized except at 44 places.
- Digital Studio Transmitter links at 20 places.
- 4 Nos. of DSNG Systems (Digital News Gathering Systems) are available.

(ii) Schemes under implementation & proposed :

- 115 Studio Transmitter links are being digitalized.
- 5 new Digital Captive Earth Stations are being set up (32 are already available),
- 44 down link facilities are being digitalized.
- 98 Studio Centres being digitalized in XI Plan are being networked to a Central Data Server System for exchange of programme. Disaster Management site is also envisaged in the XI Plan. The remaining Studios, which are proposed to be digitalized by 2017 in XII Plan, will be connected to the Central Server.
- 3 Nos. of DSNG systems (Digital News Gathering Systems) are being procured.

With this Complete digitalization of networking & connectivity will be achieved.

(4) AIR broadcasts are also proposed to be made available on alternate Platforms like Webcasting / Podcasting / SMS/Mobile services and to provide more channels in the DTH service.

AIR Programmes are presently available through terrestrial mode and DTH. As part of XI Plan, following schemes are under implementation:

- 20 AIR channels are proposed to be made available through Webcasting/Podcasting with a view to use the internet platform to serve listeners having internet connectivity.
- There are presently 21 Radio Channels available on the Ku band DTH platform of Prasar Bharati (DD+). In XI Plan it is proposed to consolidate the DTH service.

During Next five years, It is proposed to expand the reach and impact of AIR broadcasts through alternate platforms including availability of Content on request by SMS & email and also on i-phones etc. Channels on DTH will also be increased.

(ii) DOORDARSHAN

(A) CURRENT SCENARIO

Doordarshan made a modest beginning in September, 1959 with the start of an experimental service at Delhi. Regular TV service was later started in 1965. Colour TV and National networking through satellite were introduced in 1982. Over the years, Doordarshan has not only expanded its network throughout length and breadth of the country but also kept pace with new technological developments in the field of broadcasting. Since inception of Doordarshan, major thrust area before 10th five year Plan had been to expand terrestrial network to cover as much population as possible and establish programme production facilities in different parts of country to facilitate local programme production. There was a pragmatic policy shift in 10th five year plan with the adoption of alternative technology option of DTH for providing TV coverage to the areas uncovered by terrestrial transmission. Digitalization and automation were the other thrust areas of 10th Plan. Thrust areas of 11th Plan are - digitalization, modernization, DTH expansion and introduction of HDTV.

Doordarshan is presently operating 35 satellite channels and has a vast network of 66 Studios and 1415 transmitters providing TV coverage to about 92% population of the country. In addition, Doordarshan is providing free-to-air DTH Service (Ku-band) in the country. For A & N Islands, which do not receive Ku band signals, DTH service in C-band with a bouquet of 10 channels is in operation.

Broadcasting industry is currently witnessing rapid technological developments. World over analog transmitters are being replaced by digital transmitters, latter offering numerous advantages like multi channel transmission from single transmitter, spectrum efficiency and enhanced picture quality. Analog switch off has already taken place in some countries viz. Japan, USA, Netherland, Sweden & Finland and many countries have announced analog switch off dates. Many developed countries have introduced HDTV on a large scale.

India has a vast border line. Propaganda from across the borders needs to be checked. This requires a strong network of terrestrial transmitters in border areas. At present, 273 TV transmitters are functioning in the border districts. Many of these transmitters have outlived their life and need to be replaced on priority. Certain LPTs in border areas also need to be upgraded to HPTs to strengthen TV coverage. Modernization of DD Network is a continuous process. Old studio, satellite broadcast and transmitter equipment which have served their useful life need to be replaced to maintain high quality of services.

(B) OBJECTIVES

1. Fully digital DD network in all the three areas viz. satellite transmission, programme production and terrestrial transmission.
2. Provision of HDTV telecasts to viewers.
3. Strengthening of DTH service.
4. Strengthening of TV coverage in strategic border areas of J &K, NE States & other border areas.
5. Maintaining high quality of telecasts both in terms of programme production and transmission.
6. Global coverage of Doordarshan channels.
7. Optimum utilization of Infrastructural facilities.
8. Improving the quality of content on Prasar Bharati Channels

(C) IMPLEMENTATION PLAN

(i) Fully digital Doordarshan network

Digital systems provide numerous advantages such as – superior quality, immense flexibility, transmission of multiple channels within the same spectrum, power efficiency & capacity to carry voice, data etc. Worldover Broadcasters have gone digital or, are in the process of going digital. Day by day analog equipment and their spares are winding fast. Today, digitalization is a technological compulsion. Doordarshan started work on digitalization of its Satellite channels in mid nineties & transmission of all the existing 35 Satellite channels of Doordarshan is presently in digital mode. Doordarshan's DTH service, "DD Direct +" has also digital transmission. Digitalization of Studio centers commenced in 10th Plan. At present, out of total 66 Studio centres in Doordarshan network, 21 Studio centres are fully digital & 31 Studio centres are partially digital. Doordarshan had also set up four digital transmitters, one each at Delhi, Mumbai, Kolkata and Chennai in January, 2003 for an experimental service, to gain experience in DTT (Digital Terrestrial Television) technology. Digital transmitter at any location will enable relay of about 8 channels (against one channel in case of analog transmitter).

Television broadcasting in analog mode requires significant spectrum which is a scarce resource. Therefore, countries all over the World are migrating from analog to digital terrestrial broadcasting. In December 2005, the European Union decided to cease all analog television transmissions by 2012 and switch all terrestrial Television broadcasting to digital. Netherlands completed the transition in December 2006, Sweden in November, 2008 and Finland in 2007. UK began the analog switch-off in late 2007 is expected to completed by 2012. Norway ceased all analogue television transmissions in December, 2009. Analog switch-off has already taken place in USA and Japan also.

In the light of changed scenario all over the world and competition in the market, it is necessary for Doordarshan to further enhance the quality of transmission and provide multi channel coverage through its terrestrial network to attract its viewers. Moreover, with the countries moving to digital terrestrial transmission, the maintenance of analog transmitters would become very expensive in future.

Doordarshan's Eleventh Plan Scheme of Digitalization involving an outlay of Rs. 620 Crore was approved by the Government in April, 2010. Major projects under implementation, as part this scheme, are as under

- (a) Full digitalization of existing 39 Studios (31 partially digital & 8 analog Studios)
- (b) Establishment of 40 digital HPTs at existing transmitter locations.

Implementation of above projects has been taken up and all the projects are targeted to be completed by 2013, in phases. Projects of digitalization of terrestrial transmitters would be continued in 12th Plan.

Actions/Targets

- Establishment of 40 digital HPTs by 2013.
- To keep provision for 590 digital transmitters in 12th Plan
- Full digitalization of existing 31 partially digital Studios by 2011.
- Full digitalization of existing 8 analog Studios by 2012.
- To keep provision for digitalization of 4 analog Studios in 12th Plan.

(ii) Providing HDTV telecasts to viewers

HDTV refers to video having resolution five times higher than traditional television systems (Standard-Definition TV) allow. Main features of HDTV are - Crystal clear & noise free picture; more realistic colors; wide screen picture and more viewing realism. Many developed countries like USA, Japan, UK, Canada, Germany, France and Australia etc have gone for HDTV. Doordarshan commissioned an HDTV channel "DD HD" on the eve of Commonwealth Games held in Delhi. Entire coverage of Commonwealth Games was done in HDTV. Projects of setting up of HDTV studios at Delhi and Mumbai; HDTV post production, field production and preview facilities, HDTV terrestrial transmitters at Delhi, Mumbai, Kolkata & Chennai; HD TV Play out facility at Delhi, Multi camera OB Vans at Delhi and Mumbai are under implementation.

With the increase in spending power, people are becoming more and more quality conscious. Viewers are able to distinguish between SD and HD quality with advent of bigger size display devices. All the major DTH service providers are also offering some channels in their bouquet in HD format. Doordarshan has already launched "DD HD" channel in satellite mode. Adequate content including regional programmes need to be created to sustain this channel and also for further addition, which necessitates setting up of HDTV production facilities at major Studio centres and also field production, post production and preview facilities at local centres. Doordarshan also plans to set up HDTV terrestrial transmitters at state capitals to provide HD quality to viewers watching Doordarshan programmes through terrestrial mode.

Doordarshan has taken up a number of HDTV projects under 11th Plan. HDTV production and transmission facilities at major DDKs are proposed to be included in 12th Plan.

Actions/Targets

- Conversion of one Studio each at DDKs Delhi & Mumbai for HDTV production by 2011.
- Procurement of 2 no. HDTV OB Vans for DDKs Delhi & Mumbai by 2011
- Establishment of field production, post production & preview facilities for HDTV at DDKs Delhi, Mumbai, Kolkata & Chennai by 2011.
- Establishment of HDTV transmitters at Delhi, Mumbai, Kolkata & Chennai by 2011.
- To keep provision for HDTV production facilities at major Studio centres in 12th Plan.

(iii)Strengthening of DTH service

Doordarshan started its unique free-to-air DTH service “Doordarshan Direct +” in Dec., 2004 with a bouquet of 33 TV channels. This service was started primarily for providing TV coverage to the areas, hitherto uncovered by terrestrial transmission. Capacity of DTH platform was subsequently increased for transmission of 59 TV channels in December’ 08 using highly spectrum efficient technique with minimal expenditure. Andaman & Nicobar Islands do not receive “DD Direct +” signals (Ku-band) as these Islands are outside the footprint of InSAT-4B satellite through which DTH (Ku-band) transmission is taking place. Especially for A&N Islands, Doordarshan started DTH service in C-band with a bouquet of 10 channels in Sept., 2009. Capacity of DD’s DTH platform is now being increased from 59 to 97 channels. Project of upgradation of DTH platform (97 channels) has been approved at a cost of Rs. 75 Crore and its implementation taken up. All these channels will be free.

Besides Doordarshan, there are, at present, six other DTH service providers namely, Zee Network (Dish TV), Tata & Star (Tata Sky), Reliance (Big TV), Sun (Sun Direct), Airtel (Digital TV) and Videocon (Videocon d2h). Doordarshan’s DTH signal is free-to-air and no charges are payable by the viewers. All other DTH services are operating on purely commercial basis as subscription based pay DTH service. Total number of DTH Homes is estimated to about 18 millions, at present. There is a stiff competition among DTH service providers to increase their viewers by offering larger number of channels and value added services. Doordarshan proposes to expand capacity of DTH platform to 200 channels with a suitable PPP model in 12th Plan.

Action/Targets

- Upgradation of Doordarshan’s DTH platform to 97 channels by 2012.
- Provision for further upgradation of DTH platform for 200 channels in 12th Plan. Commercial model to be developed in this phase of expansion.
- Distribution of 30,000 DTH sets by 2012

(iv)Strengthening of TV coverage in strategic border areas

India has a vast border with Pakistan and China. Other bordering countries are Myanmar, Bangladesh, Bhutan, Nepal & Sri Lanka. Pakistan TV signals are available in

almost all parts of Kashmir valley and some parts of Jammu region. Chinese TV signals are received in small parts of NE region mainly in Arunachal Pradesh in rainy seasons. Bangladesh TV signals are available in some parts of West Bengal, Tripura, Meghalaya, Assam & Mizoram. Therefore, good quality Doordarshan signal need to be ensured in these areas to check the impact of foreign TV signals.

Doordarshan has been assigning priority to expansion and improvement of TV coverage in Border areas in its expansion plans. Special packages for expansion and improvement of Doordarshan services in NE and J& K have also been implemented. At present, 273 transmitters of varying power are operating in border areas. For further improvement of TV coverage in J&K, 5 HPTs in J&K have been approved and their implementation taken up. A number of existing transmitters in border districts have served their useful life and require replacement to ensure good quality transmission. In addition, some transmitters need upgradation to strengthen the coverage. Some new analogue transmitters will also have to be setup in the border areas of NE states, Gujarat, Rajasthan, UP, Bihar, West Bengal etc. to check the propaganda from across the border. Analog transmitters in border areas will have to be continued for a longer period as compared to rest of the country as the strata of people in such areas may not like to purchase additional system (STB) required to receive Digital Signals. This is equally true for the population living across the border.

Actions/Targets

1. Establishment of 5 HPTs in J&K (one each in Kashmir, Jammu and Leh region and 2 at Rajouri) by 2013.
2. Provision of upgradation of certain LPTs in border areas to HPTs and replacement of VLPTs by VLPTs/LPTs, which have served their useful life, in 12th Plan.
3. Provision for new analogue transmitters (HPTs/LPTs) in border areas in 12th Plan.

(v) Maintaining high quality of telecasts

Replacement & modernization is a continuous process and schemes in this regard have been implemented by Doordarshan from time to time. Doordarshan has been keeping itself aware of the latest technological developments in broadcasting and adopting new technologies to the extent possible within the available resources. Modernisation is a key thrust area of 11th Plan. Apart from the schemes of digitalization & HDTV, schemes of replacement & modernization of satellite broadcast equipment and studio & transmitter equipment are included in 11th Plan.

Actions/Targets

- Upgradation of 10 existing satellite Earth stations by 2012.
- Establishment of 5 new Earth stations by 2012
- Procurement of 9 new DSNGs by 2012
- Replacement of 6 old DSNGs by new ones by 2011
- Replacement of uplink PDAs/IRDs by 2011
- Approval of scheme of replacement, modernization & augmentation of studio & transmitter equipment in early 2011 and its implementation, in phases, by 2013

(vi) Global coverage of DD channels

Four DD channels, viz., DD-News, DD-Sports, DD-Bharati and DD-India are presently available in 86 countries. These are transmitted through IS10 satellite. DD-India channel is additionally available in North American countries, viz., USA, Canada, Mexico. It is Doordarshan's endeavor to continuously provide high quality TV services to International viewers.

Action - To take action as necessary for continuation of global coverage of Doordarshan channels as mentioned above.

(vii) Optimum utilization of Infrastructure

There is acute shortage of staff in DD network. Due to the non availability of adequate staff, 46 LPTs are presently relaying partial transmission and activities at number of Studios centres are limited. Out of 35 satellite channels, only 15 channels have round the clock transmission. Staff has not been sanctioned for new establishments for the last about 10 years. 200 Doordarshan stations have been operationalized without any staff having been sanctioned for them and 258 additional stations have been operationalized for which only partial staff has been sanctioned. Coupled with this, a large number of sanctioned posts are vacant. Overall, there is staff shortage to the extent of over 50%. Direct recruitment in the feeder cadre of IB(E)S has not taken place for the last about 10 years. Acute shortage of staff has resulted in under utilization of infrastructural facilities and maintenance & upkeep of stations and their management is also affected. The issue of staff shortage has to be addressed very soon so that objectives laid down by Doordarshan are realized.

Actions

- Vacant posts in all cadets to be filled urgently
- Requisite posts for new DD stations/facilities to be sanctioned and staff recruited.

(viii) Improving the quality of content on Prasar Bharati Channels

Doordarshan (DD) and All India Radio (AIR) have continued to provide information, education and entertainment to the people of this country as Public Service Broadcasters. DD presently operates 35 channels and AIR has 238 stations.

To ensure that Prasar Bharati is able to fulfill its mandate and statutory role, funding is provided for programmes suitable for Public Service Broadcasting. In the present competitive environment of multiple communication channels DD and AIR must attract and sustain listener ship of the people with good quality educational, social, cultural and entertainment programmes blended with public services messages. At present DD and AIR Stations are short of Software. Several DD channels like DD Urdu, DD Bharati, DD India, and Regional Language Satellite Service (RLSS) need constant infusion of fresh content to enhance viewership. There is also a need to package the archival content of DD to telecast it on various channels.

Similarly DD Kashir channel also needs constant support keeping in view the strategic concerns of J&K region. Efforts have been taken to revamp DD Kashir to ensure increased and sustained viewership in the Valley by Broadcasting new programmes which reflect the cultural ethos of J&K.

The issues of providing fresh content could be addressed through creation of high quality programmes of relevance to the listening audience. This will be undertaken through In-house production as well as Commissioned Programmes through Plan Schemes of Doordarshan and AIR.

Actions/Targets

1. Doordarshan has planned to undertake the following ;
 - a. Produce 15,067 episodes for various channels in the next three years starting from 2010-11.
 - b. Out of this 12,400 episodes will be made In-house and 2,667 episodes will be commissioned through outside Producers.
 - c. The total cost of In-House episodes would be Rs 62.00 cores whereas for Commissioned programmes it would be Rs 80.00 cores.
2. AIR has planned to undertake the following ;
 - a. New and fresh content creation – Estimated cost Rs.66.85 crores
 - b. Radio workshops, Akashwani Sangeet Sammalen concerts, Akashwani Annual Awards, Kisan Vani, Special poetic symposia, Spring Music Festival Concerts
 - c. Special Activities(Music Concerts) – Estimated cost Rs.10 crores
 - d. Coverage of important International and National events and production of programmes – Estimated cost Rs.6.20 crores.
 - e. News activities like production of special flagship programmes etc. – Estimated cost Rs.2.45 crores.
 - f. Digitization of AIR Archival Network – Estimated cost Rs.14.5. crores.

(iii) MINISTRY'S POLICY INITIATIVES

- 1) FM Radio Broadcasting Services (Phase-III) through Private Agencies
- 2) Supporting Community Radio Movement in India
- 3) Strengthening Electronic Media Monitoring Centre
- 4) Digitalization of Cable Sector in India
- 5) Setting up of Broadcasting Regulatory Authority
- 6) Promotion and Development of Mobile Television Services in India

Details of the above policy initiatives are as below:

- 1) FM RADIO BROADCASTING SERVICES (PHASE-III) THROUGH PRIVATE AGENCIES

(A) CURRENT SCENARIO

FM Radio Sector for private participation was opened for the first time in India in July, 1999. The FM Phase-I Policy provided for selection of successful bidders through open auction. The open auction determined the quantum of annual licence fee, which escalated @ 15% per annum. No FDI was allowed under the FM Phase-I Policy and any entity was allowed to own only one channel per city and net working of channels was not allowed. The Phase-I Policy met with limited success. A total of 21 channels are operational in 12 cities under this Phase.

Because of the limited success of the Phase-I, the improved FM Phase-II policy was notified in July, 2005 after considering the recommendations of Amit Mitra Committee and TRAI. The salient features of the FM Phase-II policy are as follows:-

- i) 337 channels put on bid encompassing 91 cities. Cities with population of 3 lakh and above and State capitals taken up.
- ii) Revenue sharing regime instead of a fixed fee regime
- iii) Permissions given for a period of ten years on the basis of a transparent system
- iv) The bidding determined the One Time entry Fee (OTEF) for each entity. The reserve price (Reserve OTEF) came out of the tender process and was fixed at 25% of the highest bid for that city.
- v) Permission holder required to pay an annual fee @4% of the Gross revenue or 10% of the reserve OTEF, whichever is higher.
- vi) FDI+FII level of 20% and, net worth requirements based on city categories
- vii) Restrictions on ownership of more than one channel per city
- viii) Limit of 15% on the ownership of channels at the national level
- ix) Programmes relating to News and current affairs prohibited as before.
- x) Permission not transferable
- xi) Majority shareholders/promoters cannot dilute their shareholding below 51% till a period of 5 years from the date of operationalisation. (With the approval of the Cabinet on 11.09.08, merger/demerger of companies/businesses has been permitted once during the initial period of five years by the private FM broadcasters, subject to fulfillment of certain conditions).
- xii) Renewal of permissions beyond the 10 year period not provided.
- xiii) Phase-I operators also allowed to migrate to Phase-II regime.

The Phase-II Policy has been widely appreciated and accepted. Out of the 337 channels put up for auction, 245 channels spanning over 87 cities were successfully allocated. The permission of 20 channels has since been revoked for violation of terms and conditions of agreement. A total of 245 channels are operational as on 31.3.2010 including 21 channels of Phase-I. The Phase-I and Phase-II policies have resulted in a total revenue accrual by way of OTEF, annual fee etc. of about Rs.1672 crore upto 31.3.2010.

(B) OBJECTIVES

- Equity or inclusiveness
- To set up 806 private FM channels in the cities with a population of 1 lakh and above across the country and to cover the border areas of the country.
- Increase employment opportunities.

- Government will get substantial amount through auction of FM channels and recurring revenue through revenue sharing formula.
- The FM radio services are required to be provided on a free to air basis. The listener is not required to pay any initial or monthly subscription charge and anyone with an FM radio set will be able to enjoy the programming.

(C) IMPLEMENTATION PLAN

After consultation with TRAI, draft guidelines for Third Phase of expansion have been drafted. A GOM was constituted to determine the methodology of allocation of FM Phase-III permissions which has since given its recommendations and suggested ascending e-auction process as followed for 3G auction. Ministry as required by law has sought inputs from TRAI. After receipt of inputs, policy will be taken to Cabinet for approval. Policy inter-alia proposes:

- Enhance FDI limit to 26 percent from existing 20 percent.
- Allow networking within the channels of an operator across the country.
- Multiple frequencies to private operators to own more than one channel but not more than 40% of total channels in a city subject to a minimum of 3 different operators in the city.
- Permit News bulletins of All India Radio.

Under Phase-III, for better take off of FM radio services in Border areas, J&K, North East Region and Islands Territories, Government proposes to incentivize operators of Private FM radio operators in such areas by allowing them to pay at half of the rate of annual license fee rates in other areas for an initial period of 3 years, by making available Prasar Bharati infrastructure at half the base rentals for similar category cities in other areas, by excluding the channels infrastructure at half the base rentals for similar category cities in other areas, by excluding the channels allocated in these areas from the 15% overall limit.

2) SUPPORTING COMMUNITY RADIO MOVEMENT IN INDIA

Guidelines for Community Radio Stations in India were brought in the year 2002. The then Policy allowed only educational institutions to set up and operate Community Radio Stations. The first campus Community Radio Stations came up in Anna University at Chennai in 2004. Keeping in view the development challenges of India and aspirations of people to have a medium which they can call their own, Ministry of Information and Broadcasting announced a modified Policy in 2006. This policy brought a paradigm shift as it permitted nonprofit making organizations from grass roots also to run Community Radio Stations.

The Community Radio Movement in India has come a long way since then. Today there are more than 100 operational Community Radio Stations in India. Thanks to the lead given by the 2002 Policy on CRS, campus Radio Stations started well ahead. Most operational Community Radio Stations today in India are actually Campus Radios. Around 300 organisations have already received the Letter of Intent from the Ministry of Information and broadcasting for starting Community Radio Stations. Around 400

applications are in the pipeline for obtaining permissions. In due course of time many of them would eventually become operational adding to the existing numbers.

Though the Policy on Community Radio Stations was announced in 2006, the number of operational Community Radio Stations in India is still very low keeping in view the huge potential India has in view of its size and population. Therefore there is a need to give a momentum to the Community Radio Stations in India.

Ministry is in the process of working out a mechanism to provide financial support to CRS by defining the role of Government Ministries/Departments in the functioning of CRS.

Plans are also afoot to establish a Monitoring mechanism under Plan Funds for content being broadcast by Community radio Stations.

Action and Target

- (1) To create massive awareness among the masses about the policy by arranging a number of workshops and seminars in various parts of the country for establishing and running Community Radio Stations across the country.
- (2) To set up a mechanism for funding of CRS
- (3) To set up a mechanism for content Monitoring
- (4) To organize capacity Building Workshops for existing CRS operators.
- (5) To organize capacity Building Workshops for LOI/GOPA holders.
- (6) To organize study visits to successful CRS models in India and abroad.
- (7) To set up a mechanism for funding of CRS
- (8) To put in place an effective mechanism for empanelment of CRS with DAVP
- (9) To conduct impact studies.

3) STRENGTHENING ELECTRONIC MEDIA MONITORING CENTRE

The Government has set up a state-of-art Electronic Media Monitoring Centre (EMMC) to monitor and record channels on a 24x7 basis. The capacity of the centre was enhanced during the year 2010-11 from 150 channels to be able to monitor 300 Channels at a time on a random basis. The EMMC has enabled the Ministry to suo motu take action without depending on the recordings provided by the channels which were subject to manipulation by the channel. This set up has strengthened the regulatory system and reduced the time period required for taking action in case of violations. EMMC functions with the objective to monitor the broadcast content of all TV Channels permitted to uplink/downlink in India with reference to violations of Programme and Advertisement Codes enshrined in Cable Television Networks (Regulation) Act, 1995 and Rules framed there under. EMMC is equipped with RF Downlink systems, Digital Channel Router System and logger systems etc. Main features of the facility are as follows:

1. Live Monitoring of TV Channels.
2. Review of the stored content as and when required.
3. Creation of Media Data to assist in report formation
4. On line/Web based retrieval of the logged footage and content.
5. Archiving of the logged content for future reference.

Daily reports of important national and international events figuring in Electronic Media are prepared and scrutinized and sent to the Ministry of I&B, Cabinet Secretariat and PM office etc. Gross violations of Programme and Advertising Codes are reported to the Ministry immediately. A Scrutiny Committee has been constituted to scrutinize violations noted by EMMC and to recommend action in respect of such violations of Programme and Advertising codes enshrined in Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder.

EMMC also prepares subject specific reports related to national security etc from time to time and furnish it to MHA, Cab. Sectt., PMO etc. As special arrangement between EMMC and National Crisis Management Committee (NCMC), EMMC is also required to share emergency and disaster related information with NCMC. Ministry is in the process of setting up a monitoring mechanism for private FM radio channels and Community radios through EMMC.

ACTION AND TARGETS

- (1) To increase the number of staff to enable EMMC to effectively monitor TV channels.
- (2) To further increase the capacity to be able to monitor all permitted satellite TV channels.
- (3) To provide infrastructure and manpower for content monitoring of Private FM Radio as well as Community Radio Stations.

4) DIGITALIZATION OF CABLE SECTOR IN INDIA

Promoting the growth of the present Digital Content Delivery Platforms like DTH and Digital Cable Services is one of the major thrust areas of the Ministry of Information and Broadcasting. Of the 106 million Cable and Satellite homes 26 million are DTH and 80 million are cable homes. As is evident from these data, more that 74% of TV subscribers in India are depending on Cable networks for entertainment. With the burgeoning number of satellite TV channels, the cable capacities for carrying TV channels have attained a saturation level, resulting in an intense competition amongst the channels to get carried on cable whether by paying carriage fees or other incentives. This is primarily because of the fact that unless they get carried, the necessary TRP ratings to get advertisement revenue will not be obtained for them. The Cable TV transmission in the country is predominantly analog and limited to provisioning of TV channels only. The analog mode also lacks transparency with regard to the subscriber base, leading to disputes between service providers at various levels of distribution chain. The lack of a transparent subscriber base also makes it possible for the operators to conceal and withhold tax revenue payable to the Government. The subscribers, on the other hand, are denied a wide and a-la-carte choice of TV channels with an enhanced audio and video quality with a number of value added services like Electronic Programme Guide.

Due to technological developments, existing Cable TV operators are now facing fierce competition from operators employing advance distribution technologies like Headend in The Sky (HITS), Direct To Home services (DTH), Internet Protocol TV (IPTV), etc.

Cable TV operators have to compete with upcoming technologies and, therefore, there is a need to consolidate the present service platform to support provision of different services. Such robust platform with digitalisation can not only provide higher broadcast channels, music, games, but can also support plethora of other IP based services like Internet telephony, Internet TV, Games, Internet access etc. While most of the Cable TV operators worlds over are providing advance services like Internet, and Internet enabled services to their subscribers; in India, this percentage is miniscule.

Digitalization with addressability also makes possible delivery of a number of channels to cater to niche audiences. It also makes Triple Play that is, provisioning of TV, telephony and internet services possible through cable. Digitalization of Cable sector is also urgently required if they are to give an effective competition to the DTH services the subscriber base of which has already touched 26 million by 31st March 2010 with the presence now of six private DTH operators, apart from the DD Direct plus services. Deployment of digital Cable TV Networks help to provide not only internet and broadband services but several interactive services like Video on Demand, Gaming and time shifted TV etc. These networks have the potential to ultimately provide converge services similar to the telecom networks.

In its recommendations on “Implementation of Digital Addressable Cable Systems in India” dated 5.8.2010 TRAI had recommended that digitalization with addressability be implemented on priority and the equipments / devices used by cable TV service providers be complied with BIS standard. TRAI had also recommended that massive education programme be taken to educate the stakeholders about the benefits of a digital addressable cable TV network and have suggested the sunset date for analogue cable TV services as 31st December, 2013. TRAI also recommended a slew of incentives for digitalization. It recommended that all service providers who have set up a digital addressable distribution network before the sunset date(s) be treated similar to telecom service providers and be eligible for income tax holiday. The Authority also recommended that the basic custom duty on digital head-end equipments and STBs be reduced to zero for the next 3 years to give a boost to conversion of the broadcast distribution network to digital addressable. Ministry of Information and Broadcasting while accepting the rest of the recommendations contained in the recommendations as also the staggered approach for digitalization in the four phases for digitalization has decided to set the time for digitalization by be 2015. Views of the Ministry has since communicated to TRAI .

Action and Targets

- Appropriate policy formulation for increase FDI for meeting the expenditure towards digitalization
- Pursue with Ministry of Finance for awarding incentives for digitalization in terms of reduction of customs duty, tax holiday etc.

5) Setting up of Broadcasting Regulatory Authority

The proposal to have an independent Regulatory Authority for the Broadcasting Sector has been under consideration since 1997 and the latest attempt towards this end was made with the formulation of the draft Broadcasting Service Regulation Bill, in 2007. After the draft Bill was formulated, the Government has been in constant dialogue with

broadcasting industry to take them on board in respect of the broad structure of the Regulatory envisaged in the draft Bill. However, there has been stiff opposition from the broadcasters and others, on the issue of regulation of content and very little progress was made. One of the major apprehensions of the broadcasters is that such a regulator will not be allowed to function independently and the Government was likely to interfere with the content in one way or the other. The view of the broadcasters is that the issues relating to content should be left to self-regulation. Determined to take up this issue a conclusive manner, the Ministry constituted a Task Force in 2009 under the chairmanship of Secretary, Information and Broadcasting to evolve a broad consensus on the issue, particularly on the mechanism envisaged for self-regulation. The Task Force consisting of representatives of the Ministry and the Broadcasting Industry, held wide ranging consultations with different stakeholders. A number of diverging views emerged during its consultations. However, within the industry, the preponderant view is that self-regulation is the best way to regulate the media and no purpose would be served by introducing any other measures to regulate content. The industry has no objection to other issues like carriage and tariff being regulated, which is presently being done by TRAI. In view of this, the strategy for the Ministry in the context of self regulation is to put in place a self mechanism which is acceptable to all stakeholders

Action and Targets

- Facilitate broadcasting industry to put in place an acceptable self regulatory mechanism which to content of the General Entertainment Channels

6) Promotion and Development of Mobile Television Services in India

Mobile screen is becoming the fourth screen to the consumers after cinema, TV and computers across the world. The emerging technologies would effectively expand the universe for television by allowing it to become more than just a stationary activity, one that lets consumers view while on the move. This is the best platform for delivering the benefits of television and mobile communications in one device. The TV content on mobile is an example of the convergence not only at the level of handset device but also at the level of networks which provide this service . The key to making mobile TV a reality lies in combining traditional broadcast standards with features specific to handheld devices: mobility, smaller screens and antennas, indoor coverage, and reliance on battery power. Two forces are currently driving mobile TV development and its commercialization. Network providers/Mobile TV service providers see it as additional possible revenue over and above voice income flow, and cell phone manufacturers see an opportunity to sell new, more expensive TV-capable handsets. Subsequent to the recommendation of TRAI on Mobile TV Services in India, the Ministry is presently in process of laying down a suitable regulatory framework for enabling the private players to provide mobile TV services.

Action and Targets : The Ministry will formulate policy guidelines for provision of Mobile TV Services in India.

-X-X-X-X-X-