



Ministry of Information and Broadcasting
Government of India

Annual Report

2020-21



ANNUAL REPORT 2020-21





Hon'ble Prime Minister, Shri Narendra Modi paying homage to Mahatma Gandhi at Sabarmati Ashram in Ahmedabad, Gujarat during his visit to the state for the launch of Azadi ka Amrit Mahotsav (India@75) on March 12, 2021.



सत्यमेव जयते

Ministry of Information and Broadcasting Government of India

**ANNUAL REPORT
2020-21**

CONTENTS

1.	An Overview	07
2.	Highlights of Activities	11
3.	New Initiatives of the Ministry	25
4.	Information Sector	29
5.	Broadcasting Sector	57
6.	Films Sector	79
7.	International Co-operation	103
8.	Reservation for Scheduled Castes/Scheduled Tribes and Other Backward Classes	107
9.	Representation of Physically Disabled Persons in Service	111
10.	Use of Hindi as Official Language	115
11.	Vigilance Related Matters	117
12.	Citizen's Charter & Grievance Redressal	119
13.	Right To Information Act, 2005 Related Matters	123
14.	Women Welfare Activities	127
15.	Accounting and Internal Audit	129
16.	Audit Paras	137
17.	Implementation of the Judgements/Orders of CATs	139
18.	Media Unit-Wise Budget	141
19.	Scheme Outlay	145
20.	Organization Structure	149



Union Minister for I&B, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar unveils the booklet of IFFI2020 at the inauguration of the India Virtual Pavilion at Cannes Film Market 2020, in New Delhi on June 22, 2020.



Union Minister for Information & Broadcasting, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar releasing the SOP on preventive measures for media production to contain spread COVID-19, in New Delhi on August 23, 2020.

1

AN OVERVIEW

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

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



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

The Ministry is functionally divided into three sectors viz., Information, Broadcasting and Films. These are comprised of 10 media units/ attached & subordinate offices, 3 autonomous bodies, 3 training institutes, and 2 Public Sector Undertakings (PSUs). The Main Secretariat of the Ministry is headed by a Secretary who is assisted by one Special Secretary & Financial Advisor (SS&FA), one Additional Secretary, one Senior Economic Advisor, Joint Secretaries and one Economic Advisor. They are supported by 18 officers at the level of Director/Deputy Secretary/

PIB
FACT CHECK

VACCINE to check pandemic
PIB to check infodemic

If you suspect any
Coronavirus vaccine
related misinformation,
SEND IT TO PIB FACT CHECK

 socialmedia@pib.gov.in  [+91 8799711259](https://wa.me/918799711259)

PIB Fact Check Unit busts myths and fake news by making available the factually correct information in the public domain.

Sr. PPS/PSO, 36 officers at the level of Under Secretary/Deputy Director/PPS, 55 Assistant Director/Section Officers/PS level officers and 196 non-gazetted officers/officials.

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

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

The **Films Sector** is responsible for production and distribution of documentaries, preservation of films, organization of international film festivals and promotion of good cinema by institution of awards. It administers the Cinematograph Act, 1952, which looks into certification of films for public exhibition, and handles other matters relating to film industry, including developmental and promotional activities.

Matters related to Finance, Budget and Accounts of the Ministry is handled by the Integrated Finance Wing. The Economic Wing looks after matters on Plan, Budget, Plan Coordination, O&M Activities and periodic reporting on various issues to Cabinet

Secretariat through an online portal. The Economic Adviser is responsible for matters relating to Sectoral Group of Secretaries (SGOS-09) on Governance, is the Nodal officer for Inter-Ministerial Group of MeitY and New India Code portal, and coordinates matters relating to the Annual Meeting of the Asian Infrastructure Investment Bank (AIIB), work related to Cyber Security Law and monitoring of CPGRAM portal.

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

“VA. DIGITAL/ONLINE MEDIA

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

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

FIELD FORMATION OF THE MINISTRY

Media units/attached & subordinate offices

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



Union Minister for I&B, Environment, Forest & Climate Change, and Heavy Industries and Public Enterprise, Shri Prakash Javadekar launched state wide awareness campaign on COVID-19 vaccination and AatmaNirbhar Bharat in Pune on February 7, 2021.

Autonomous Organizations

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

Public Sector Undertakings

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

Training Institutes

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





The Committee to Review Guidelines on Television Rating Agencies in India, headed by the CEO, Prasara Bharati, Shri Shashi S. Vempati submits its report to Union Minister for Information & Broadcasting, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar, in New Delhi on January 12, 2021. Secretary, Ministry of Information & Broadcasting, Shri Amit Khare is also seen.

2

HIGHLIGHTS OF ACTIVITIES

NOVEL CORONAVIRUS (COVID-19)

On March 11, 2020, World Health Organization declared COVID-19 a pandemic. Consequently, the Government of India spurred a series of activities to combat the pandemic, as well as the infodemic which was caused by false and misleading information in traditional and, more prevalently, on social media. Taking on the mammoth task of disseminating authentic and factual information on real time basis, the Ministry of Information & Broadcasting and all its media units came together to inform the country about the various facts and facets of the virus.

The Ministry facilitated the interaction of the **Hon'ble Prime Minister** on COVID-19 with media personnel in the month of March 2020. Thereafter, an **Empowered Group on Information Communication and Public Awareness** was set up by the Government on March 29, 2020. Simultaneously, a **dedicated Twitter handle @ COVIDNewsByMIB (#IndiaFightsCorona)** for COVID-related information and awareness was created by the Ministry on April 1, 2020.

To make the citizens aware on several information regarding the coronavirus throughout the period of lockdown, **regular and LIVE press briefings** on updates, action taken, and preparedness, addressed by senior officers from the Ministry of Health and other agencies were organized. PIB took charge on behalf of various ministries of the government to issue **more than 23,000** COVID-19 related press releases from April 1, 2020 till March 23, 2021 in multiple languages. In addition, a multi-lingual webpage for COVID-19 was also released on the main website of PIB to amplify the message in different states.

To address the concern of fake news relating to COVID-19, **PIB** expanded its Fact Check Unit to set up a dedicated **COVID-19 Fact Check Unit (FCU)** on April 2, 2020. The FCU of PIB and its

Regional Offices endeavours and continues to **reply to queries received on a real time basis** which are checked against available government sources. Prompt media queries are handled by PIB providing timely information and facilitating **interviews with eminent doctors and other health experts** in and around the country. **37 articles/OpEds** written by Union Ministers, health experts highlighting various topical issues regarding COVID-19 **to build confidence among the masses**, by dispelling myths and rumours, and providing right information, were published in regional and national dailies.

Authentic and correct information was also amplified through **extensive use of social media platforms** by means of infographics and other creatives for media and citizens. To influence citizens at the regional level, **traditional methods including Nukkad Nataks, field workshops, discussion through activities, and Mobile Van campaigns** were utilised by PIB regional offices to spread COVID related awareness and information. A WhatsApp group with participants from Ministry of Health and Family Welfare (MoHFW), M/o I&B, MyGov and PIB regional offices was created to **share relevant information in regional languages** and it was actively used for **providing regular feedback to stakeholders**.

Owing to the lockdown, webinars were conducted considerably to educate key stakeholders on different aspects related to COVID-19. Over **450 webinars** were conducted on various COVID related themes by PIB. Furthermore, a unique model of communication between the IEC Division of MoHFW including various regions of the country and the PIB helped them work as a team.

A special COVID-19 Awareness Campaign **Jab Tak Dawayi Nahi Tab Tak Dhilayi Nahi** was launched on October 7, 2020. This **Jan Andolan campaign** with the hashtag **#Unite2FightCorona** was launched by the Hon'ble PM on October 8,

2020 with a tweet. He appealed to the nation to follow COVID-19 appropriate behaviour. The key messages of this **low-cost high intensity campaign** were **Wear Mask, Follow Physical Distancing** and **Maintain Hand Hygiene**. The entire campaign was carried out with active participation of several Central Government Ministries/Departments, the State Government/UTs, and decentralized local level institutions. PIB HQ and Regional Offices amplified the message of COVID Jan Andolan. The campaign garnered over **10.86 billion impressions in a month**.



Hon'ble PM, Shri Narendra Modi launching COVID Jan Andolan on Twitter on October 8, 2020.

BOC along with its regional and field units carried out **extensive awareness campaign** through various media platforms since April 2020. The details are as under:

1.	Tweets and Retweets (with Impressions)	10,91,968 (1,30,88,251)
2.	Facebook Posts	5,38,120

3.	Instagram Posts	1,25,586
4.	Posters/ Messages /Videos circulated on WhatsApp	14,49,885
5.	Telephonic Calls made by ROB	2,80,504
6.	SMS sent by ROB	2,96,928
7.	Webinars	453

DD, AIR and their Regional News Units were at the forefront informing people of the various decisions taken by the Government and educating people through special and regular programmes. **Doctors Speak, Covid Warriors, audio promos, Public Service Announcements (PSAs), special COVID-19 composite news bulletins** were telecast throughout the day along with the **daily health programmes** engaging eminent medical experts and senior experts/journalists. Special strategy to highlight the efforts of the Government for **regional outreach** was developed and implemented and special promos on **Mask up India Campaign** were carried to instil behavioural change in citizens. **National/International news, awareness programmes, COVID positive news, testimonials, myth busters, scientific developments, fact checks, measures taken by the Centre and States, news on Vande Bharat Mission, and daily ground reports** were comprehensively covered and were telecast across many DD Kendras.

To facilitate and supplement the educational needs of the students across the country during the lockdown, **educational content on various DD channels and AIR channels** were aired. **Vital COVID-19 statistical infographics, celebrity endorsement posts** and daily quiz competitions were organized on their social media platforms to raise awareness on facts and beliefs. **Short films on behavioural changes post COVID-19** were widely disseminated on DD channels and social media. DD and NSD:AIR also eased the process of phased re-opening by continuously broadcasting all the updates and information.

The Hon'ble Minister for I&B **addressed all Community Radio Stations** in the country

through a simultaneous broadcast on May 22, 2020 and encouraged people to not lose hope and keep up their fight against the pandemic.

To reduce the psychological impact of long-term isolation during the initial phase of lockdown, the Ministry decided to **re-telecast iconic series like Ramayan and Mahabharat on DD channels**. The iconic programmes saw tremendous and unprecedented public response. A **viewership of 77 million for Ramayan** was reported on April 16, 2020, making it potentially the most viewed entertainment programme in the world.

PROGRAMME	TIME (EVERYDAY)	CHANNEL
RAMAYAN	9 AM & 9 PM	DD NATIONAL
BYOMKESH BAKSHI	11 AM	DD NATIONAL
CIRCUS	3 PM	DD NATIONAL
SHRIMAAN SHRIMATI	4 PM	DD NATIONAL
BUNIYAD	5 PM	DD NATIONAL
DEKH BHAI DEKH	6 PM	DD NATIONAL
SHAKTIMAAN	8 PM	DD NATIONAL
CHANAKYA	10 PM	DD NATIONAL
ALIF LAILA	10:30 AM	DD BHARATI
MAHABHARAT	12 AM & 7 PM	DD BHARATI
SHRIMAAN SHRIMATI	9 PM	DD BHARATI
UPANISHAD GANGA	6 PM	DD BHARATI

Re-telecast of iconic series on DD channels

The Publications Division (DPD) published articles on **themes of COVID-19** and **'Universal Health'** in *Yojana* May 2020 issue. The November special issue of *Yojana* focused on **'Post Covid Economy,'** with lead article written by Principal Economic Adviser. Additionally, **special articles** by various Union Ministers, eminent personalities and experts were published in prominent dailies across the country to highlight efforts and initiatives of the Government on COVID-19.

To discuss the problems being faced by the entertainment industry due to COVID-19, Hon'ble Minister for I&B held a meeting via video conference with the Association of Film Producers, Cinema Exhibitioners and Film Industry representatives on June 2, 2020. The **Guiding Principles and Standard Operating Procedures (SOPs) on preventive measures for all Media Production during the COVID-19 pandemic** were released by the Hon'ble Minister for I&B on August 23, 2020. A special 30-minute dedicated programme **Back**

to the Sets was telecast on DD News on how the film and TV industry welcomed the decision. **SOP for Film Exhibition** was released by the Hon'ble Minister on October 6, 2020 to announce the Government's decision to reopen cinema halls with 50% cap on seating capacity from October 15, 2020.



Union Minister for I&B, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar addressing the media at the release of the SOP for film exhibition, in New Delhi on October 6, 2020.

Reaffirming that creativity cannot be locked down even when the world had come to a halt, **NFDC** organized **Lockdown Film Festival in July 2020** where **20 short films** were streamed on www.cinemasofindia.com. To counter the stigma against the COVID-19 frontline workers, **NFDC produced a short film** which showcased their relentless service and sacrifice during these trying times and called citizens to come out and help them. **Children's Film Society, India (CFSI)** released several **online shows** of its films across the country for the welfare and entertainment of children, especially those residing in orphanages, remand & shelter homes, and NGOs. In addition, CFSI decided to telecast its films on online education platforms, virtual studio, and online state education facility.

During the lockdown, **Films Division produced 67 audio-visual spots on COVID-19 for public awareness**. Out of these, **9 PSA films and AV spots were widely shared** on social media

platforms of the Ministry and the Films Division. **Satyajit Ray Film and Television Institute (SRFTI)** produced **four short films and public awareness AVs on the subject of COVID-19 and its effect on society.**

To review the vaccine development and manufacturing process, Hon'ble PM visited Ahmedabad, Hyderabad and Pune on November 28, 2020 and also interacted with the doctors, staff, workers and beneficiaries of COVID vaccination drive in Varanasi on January 22, 2021 through video conferencing. The Ministry also played a crucial role in **easing the rollout process of the vaccination drive launched on January 16, 2021.** A large number of press releases were also issued by PIB (including in regional languages). **Webinars and special programmes like Arogya Bharat, Corona Jagrukta Series, exclusive interviews** of Union Ministers and eminent personalities like Chairman, National Task Force on COVID, Director, AIIMS, and Chief Epidemiologist, ICMR among others, were organized by different media units of the Ministry. All the related information, sound-bites of the PM and social influencers, interviews, FAQs, audio spots were disseminated in multiple languages.

ATMANIRBHAR BHARAT ABHIYAAN

On May 12, 2020 Hon'ble PM launched the **AtmaNirbhar Bharat Abhiyaan** amid the ongoing pandemic to turn the crisis into opportunity and strengthen the economy through means of a self-reliant India. Following this, Hon'ble Finance Minister held press conferences from May 13 to 17, 2020 to share the details of the **Economic Stimulus Package** of the campaign.

Interview of Hon'ble Minister of State, Finance and Corporate Affairs, Shri Anurag Singh Thakur, was organised to discuss the stimulus package with PIB Regional/Branch Offices. Bureau of Outreach and Communication (BOC) launched an **all India print media campaign** from May to June 2020 to propagate the message of AtmaNirbhar Bharat Abhiyaan among masses and stakeholders, targeting farmers, migrants, MSMEs and shopkeepers, explaining the initiatives

taken by the Government. Further, the second October issue of **New India Samachar** carried the theme of **'Vocal for Local'**, encouraging citizens to opt for local products, which was distributed in **13 languages to over 64.7 million readers through e-Sampark platform** of MyGov India. Daily programmes with focus on **'Vocal for Local'** were also telecast on DD News

DD News, NSD:AIR and their Regional News Units (RNUs) telecast exclusive interview of Hon'ble Finance Minister on May 23, 2020. Special programmes like **Azad Bharat-AatmaNirbhar Bharat, MSME-CHAMPION Portal, AatmaNirbhar Bharat-Badalte Gaon, Road to Economic Revival, Digital India AatmaNirbhar Bharat Innovate India Challenge,** and weeklong campaign on **AatmaNirbhar Bharat for Agriculture** were broadcast. Special **analytical reports** on Economic Stimulus Package and discussion with **financial experts** were also conducted. Special series including **74@74**, where 74 stories were covered each day showcasing AtmaNirbharta, **Women Entrepreneurship & Empowerment** and **Breaking the Glass Ceiling**, on extraordinary women with extraordinary stories, were telecast

COVERAGE OF FARMERS' ISSUES AND FARM REFORMS

The Farm Reform Laws, in line with the Government's vision of 'One Nation-One Market,' were **introduced** in Lok Sabha on **September 14, 2020** and were passed in both the Houses to enable barrier-free trade of agricultural produce and empower farmers to engage with investors of their choice.

To assure the farmers, **Hon'ble Agriculture Minister** issued a statement on November 14, 2020 regarding the **commitment of the Government to the welfare of farmers and agriculture** and on farmer issues on November 26, 2020, and **Hon'ble Home Minister** inspired confidence for deliberations on the demands of the farmers on November 28, 2020. In the November edition of **Mann Ki Baat**, the Hon'ble PM outlined the possibilities and new dimension in agriculture post

reforms. The **Hon'ble President** addressed the nation on the eve of Republic Day 2021 reiterating the commitment of the Government towards farmers' welfare and the **Hon'ble PM** appealed to the Indian industry to increase investments in various sectors including agriculture at the ASSOCHAM Foundation Week 2020 and **released ₹18,000 crore for over 9 crore farmers under PM Kisan Samman Nidhi** on December 25, 2020.

Central Government's **appeals** to farmers not to fall prey to misconceptions and false propaganda were given extensive coverage by the media units of the Ministry and efforts were made to disseminate the correct information. **Special articles** on New Agriculture Laws written by Hon'ble Home Minister, Hon'ble Defence Minister, Hon'ble Civil Aviation Minister, Hon'ble Agriculture Minister and CEO, NITI Aayog among other experts were published in prominent dailies across the country.

Special news stories and discussion programmes like **Do Took, Janiye Krishi Kanoon Ke Labh** and **Kisan Kalyan Ke Liye Pratibadh**, highlighting the positive impact of farm bills; **Kisan Panchayat** for farmers to ask questions to Hon'ble Agriculture Minister; **ground reports** covering **support extended by Haryana farmers** to new farm laws and the **agreement** on issues of Environment Ordinance and Electricity Act, were telecast with exclusive **sound-bytes of progressive farmers** and **interviews with agriculture experts in Punjabi** by NSD:AIR. **Hon'ble PM's address to Kisan Maha Sammelan** in Madhya Pradesh was aired in 18 regional languages.

Highlighting the historic reforms, BOC printed and distributed a multilingual **booklet 'Putting Farmers First'** and **e-versions of New India Samachar** to disseminate the right information about new farm laws, which was sent to **over 6.4 crore readers via emails using e-Sampark platform**. **Print advertisements** in prominent daily newspapers were also released by BOC on behalf of Ministry of Agriculture. Various media units of the Ministry of I&B provided comprehensive coverage on different social media platforms to detail the **'Myths and Realities'** of the farm laws.

NATIONAL EDUCATION POLICY

The Union Cabinet chaired by the Hon'ble Prime Minister approved the new National Education Policy on July 29, 2020. The policy aims for universalization of education by introducing transformational reforms in school and higher education systems in the country.

The Hon'ble Minister for I&B, Shri Prakash Javadekar **hailed NEP2020 as a revolutionary reform** for the 21st century at the Parle Tilak Vidyalaya Association of Mumbai on September 5, 2020. IIMC organized a national webinar on the topic **National Education Policy 2020: Future Direction of Journalism and Mass Communication Education in India** on September 21, 2020 wherein prominent minds from across the country participated.

Special interviews with Hon'ble Education Minister and Sh. T.V. Mohandas Pai, and programmes like **Opening New horizons – National Education Policy** were conducted and telecast by DD News and NSD:AIR. The first issue of *New India Samachar* covered the National Education Policy, 2020. Also, several **webinars** were organized by ROBs and Regional Offices of PIB across the country on various issues related to NEP 2020.

150TH BIRTH ANNIVERSARY OF MAHATMA GANDHI

A microsite **Gandhi@150** was created on the PIB website and the Regional Offices of BOC organized **33 webinars** on life, philosophy, contribution to freedom struggle by Mahatma Gandhi on his birth anniversary. Extensive social media activities and quiz contests were carried out by the regional units of the Ministry's media units. Article on Mahatma Gandhi by Hon'ble Minister of Culture, Shri Prahlad Singh Patel was carried in national and regional dailies along with **print advertisement** across the country on October 2, 2020.

Special programmes such as **'Mahatma ke pag'** and **'Mahatma se prerit'** on DD News and **'Life and Times of Mahatma Gandhi,' 'Bapu Ki**

'Baat' and **'Vaishnav Jan Te'** on NSD:AIR were aired for Gandhiji's birthday. In the memory of the Father of the Nation, CFSI and Film Division organized a week-long **Film Festival 'Gandhi Filmotsav'** from September 26 to October 2, 2020 to an audience of over 2,400 children and recording 5,189 online viewership, and conducted special film shows for children at NGOs/organizations in various cities. Additionally, suitable films on Gandhiji were **streamed on www.cinemasofindia.com** for free.

A multimedia exhibition by BOC, **"Bapu Ke Sapno Ka Bharat, Aaj Ho Raha Saakaar"**, showcased the life and philosophy of Mahatma Gandhi was organized. Its field units organized other outreach programmes which gained extensive visibility through various activities on social media platforms. A **photo exhibition** was organized in Soochna Bhawan in memory of Gandhiji and the ambitious programme of **publication of books and outreach activities related to Gandhiji's 150th Birth Anniversary** is continued by the Publications Division.

EK BHARAT SHRESHTHA BHARAT

Ek Bharat Shrestha Bharat (EBSB), announced by Hon'ble Prime Minister on October 31, 2015, is a tribute to the Iron Man of India, Sardar Vallabhbhai Patel. It is a flagship initiative of the Government to celebrate the idea of India as a nation. Despite the constraints caused by COVID-19, all the media units kept up the momentum of EBSB through special focussed **digital and social media campaigns**.

Under the series of EBSB, Ministry of Tourism organized **'Virtual Bharat Parv'** which received participation from various media units of the Ministry. **Webinars** on different topics highlighting **the spirit of EBSB** were organized by the ROBs and FOBs.

Prasar Bharati set-up a **virtual stall** to display its efforts towards EBSB. Special and daily programmes with over **54 episodes of series EBSB** covering the stories of partner states on various aspects including cuisine, art and culture, and language were telecast by DD News across

31 RNUs. **Focussed EBSB campaign** with special series in various languages was also aired by NSD:AIR.

Special intensive campaigns, Webinars and Vartalaps on EBSB highlighting the rich cultural diversity, cuisines, and monuments were carried in national and regional languages across the country by PIB. Further, around **325 press releases, 200 photographs** and numerous articles related to EBSB were published in print and digital versions of newspapers.

The Publications Division made further progress and **translated version of 15 motivational titles** for children in **15 Indian languages** and the August issue of *Yojana* focused on **'Cultural Diversity'** of India on the lines of EBSB. Prominently, the opening ceremony of the 16th edition of **Mumbai International Film Festival (MIFF) for Documentary, Short Fiction & Animation Films** showcased the spirit and essence of **Ek Bharat, Shreshtha Bharat** through cultural and dance performances.

71ST CONSTITUTION DAY

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

Hon'ble Minister for I&B, Shri Prakash Javadekar, on November 26, 2020, unveiled an **e-compendium by PIB** of 32 articles penned by eminent personalities focussing on Fundamental Rights and Fundamental Duties laid out in the Constitution. **Articles from Constitution** were also highlighted in *Yojana* magazine.

A large number of webinars were conducted by PIB on various aspects of Constitution including **'Duties and Responsibilities of Citizens as enshrined in the Constitution of India'** and **'Role of Constitution in Maintaining Unity and Integrity of India.'** An article by the **Hon'ble Speaker of Lok Sabha** was published in national and regional newspapers. Besides, social media event of Preamble Reading with **#SamvidhaDiwas** garnered 1.34 billion impressions.



Union Minister for I&B, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar addressing the unveiling of the e-compendium of articles on November 26, 2020.

Hon'ble President of India visited Kevadiya, Gujarat for a two-day **Multi-Media Exhibition** titled '**Constitution Day 2020**' organized by BOC, which was inaugurated on November 27, 2020

by the Hon'ble Speaker of Lok Sabha. **Special coverage** on the occasion was given by various media units of the Ministry.



Hon'ble Lok Sabha Speaker, Shri Om Birla visiting the BOC exhibition at Kevadia, Gujarat on November 25, 2020.

To honour the celebrations further, the Films Division screened **four documentary films** on the

adoption of Constitution of India on its website and YouTube channel.

Celebration of 71st Constitution Day
Online screening of documentary films
(26th November, 2020)

Our Constitution (12 min./ B&W /English /1950/ Krishna Gopal)	The Preamble (5.38 min / Col./ English/ 1973 / G. K. Gokhale)
We The People of India (21 min./ Col./ English/ 1988/Bhanumurthy Alur)	Dr. Babasaheb Ambedkar (75 min./ Col./ English/ 1981/ Jabbar Patel)

To watch, log on to...

www.filmsdivision.org (Documentary of the Week section)
 [https://www.youtube.com/user/Films Division](https://www.youtube.com/user/Films%20Division) (24 hours streaming)

Films Division, Ministry of Information & Broadcasting, Govt. of India

Four documentary films screened by Films Division celebrating 71st Constitution Day.

The 129th birth anniversary of the Father of Indian Constitution, Dr B.R. Ambedkar was celebrated on April 14, 2020 as part of the campaign. As part of the celebration, Prasar Bharati Archives uploaded a playlist (collection of 21 audios/videos) **‘Constitution of India – A Journey’** on its YouTube channel. Special programmes ***Hamara Samvidhan*** and ***Samvidhan Nirman Mai Mahilaon ki Bhoomika***, and a feature film were telecast on DD News and Doordarshan, respectively. **Features *Samta Ke Purodha: Dr B.R. Ambedkar* and *The Man Behind the Blue Suit*** were aired on AIR.

A **special campaign** was organised on Publication Divisions’ social media platforms about Dr B R Ambedkar and the Constitution of India. Quiz competitions were conducted on the topic through DPD’s Twitter account. Hon’ble Minister of Law & Justice, Shri Ravi Shankar Prasad’s article ***Time to Remember Fundamental Constitutional Duties*** found place in various national dailies. National Film Development Corporation prepared a **song on Fundamental Duties/Citizens’ Duties** for Ministry of Panchayati Raj, which was shared with Department of Justice.

NATIONAL UNITY DAY (RASHTRIYA EKTA DIWAS)

Rashtriya Ekta Diwas is observed on the birth anniversary of Sardar Vallabhbhai Patel on October 31 across the country.

Floral tributes were offered by the Hon’ble President of India, Hon’ble Vice President and Hon’ble Home Minister which was followed by the pledge taking ceremony at Sardar Patel Chowk on October 31, 2020. The Hon’ble PM paid **homage to Sardar Patel** at the Statue of Unity (Gujarat) and **inaugurated various projects**, administered **Ekta Pledge** and participated in the **Ekta Diwas Parade** as part of the celebrations at Kevadia, Gujarat. Hon’ble External Affairs Minister Dr S. Jaishankar delivered the **Sardar Patel Memorial Lecture, 2020** at Jawaharlal Nehru Bhawan, New Delhi. All the events were widely covered in print, electronic and social media platforms of the Ministry’s media units.

Print advertisements and brochures in various publications were issued across the country by BOC. **Special articles** were published, **webinars and focussed campaigns** were

organized, and **special documentaries, prime time shows, special stories** were telecast by different branches of the Ministry's media units to commemorate Rashtriya Ekta Diwas.

SHOWCASING EMPOWERMENT AND DEVELOPMENT OF J&K AND LADAKH

The Government of India on August 5, 2019 reorganized the State of Jammu and Kashmir into two Union Territories – J&K and Ladakh. This historical decision resulted in a spur of various **developmental and welfare activities** in the two UTs and has enabled people of the erstwhile State to access all Central Government programmes and laws. To publicize such activities and initiatives of the Government, BOC conceptualized and designed a **coordinated social media campaign**. Posters (for various social media platforms), web banners, among other creatives were designed and shared with the media units, and a coordinated campaign was carried out.

DD News telecast **ground reports** from the UTs of J&K and Ladakh on the Government flagship schemes and initiatives. A **special daily bulletin *Badlav Ki Bazaar***, focusing on the development in the UTs after the abrogation of Article 370, was telecast on weekdays by DD News with repeat telecast in the morning. ***Kashmir Ka Sachh***, a special discussion-based programme was also telecast. Besides these, DD News showed **positive news stories** along with sharing them on social media platforms for a wider coverage. ***Jammu Kashmir and Ladakh – Then and Now*** – a series based on a comparative analysis of erstwhile State of J&K and the present UTs of J&K and Ladakh, bringing out the voices of the people of the two UTs, was telecast on DD News and DD India.

News Services Division of AIR also featured ground reports from the two UTs, highlighting the **development and empowerment of people**. ***Jammu Kashmir and Ladakh – Then and Now*** series was aired from July 30 to August 5, 2020. **Exclusive interviews** of Shri R. K. Mathur, former Lt. Governor, Ladakh and Shri Rohit Kansal, Principal Secretary, J&K were also broadcast.

INTERNATIONAL WOMEN'S DAY CAMPAIGN (MARCH 1 TO 8, 2020)

The world observes March 8 as International Women's Day to celebrate the social, economic, cultural and political achievements of women. The day also marks a call to action for accelerating gender parity. In line with the Government's social and developmental commitments towards women, **seven overarching themes**—Education, Health & Nutrition, Empowerment of Women, Skill and Entrepreneurship, Special Circumstances, Urban Women, Rural Women & Agriculture—were selected culminating with the International Women's Day.

A **focussed campaign on social media** was undertaken by all media units of the Ministry to highlight women-centric issues. AIR organised **special talk-shows** and **highlighted issues pertaining to women in its bulletins**. DD News highlighted **Government initiatives related to women** in its bulletins and telecast **7 documentaries** on the themes identified. **Success stories** of women achievers and ground reports of Government schemes benefitting women were also aired. AIR and DD News broadcast exclusive interviews with Union Ministers and women achievers. In addition, a **special cookery show** by Shri Sanjiv Kapoor was aired by DD from March 1 to 8, 2020.

Private TV and FM channels also participated in the campaign by airing stories on women achievers and schemes of the Ministry of Women and Child Development. Several of these channels aired the **women-centric advertisements** shared by BOC.

Round tables on women-related issues were conducted by PIB across the country in collaboration with its regional units. Press releases and special articles were published.

6TH INTERNATIONAL DAY OF YOGA (JUNE 21, 2020)

Yoga is an ancient physical, mental and spiritual practice that originated in India.



Today it is practiced in various forms around the world and continues to grow in popularity. The International Day of Yoga aims to raise awareness worldwide of the many benefits of practicing Yoga. On the occasion, the Hon'ble Prime Minister

highlighted how *pranayam* breathing techniques can help strengthen the respiratory system in our fight against COVID-19. His message was widely disseminated by the media units. MyGov's **My Life – My Yoga** contest was widely promoted and popularized on all media platforms encouraging the general masses to practice Yoga.

Virtual Yoga sessions were carried out across the country by ROBs and FOBs of BOC through digital platforms and Common Yoga Protocol (CYP) was displayed and practised during these sessions.

A series of Yoga discourses by renowned Yoga Gurus were presented daily on DD National from June 5, 2020 onwards. A **daily telecast of CYP** was done on DD Bharati from June 11, 2020 onwards. **Special programmes** including news stories publicising '**Yoga for Health – Yoga at Home**', exclusive interview on AIR News with Director, **Morarji Desai National Institute of Yoga**, and RNU correspondents' **ground reports** on major IDY-2020 events were aired by DD News and AIR News.

NFDC produced **5 celebrity spots on Yoga** for Ministry of AYUSH. **10 documentary films on Yoga** produced by Films Division were streamed on social media platforms under the title '**Celebrities Speak...**' on June 21, 2020. SRFTI produced **8 Yoga videos (Yoga Capsule)** based on CYP.

PRADHAN MANTRI GARIB KALYAN ROJGAR ABHIYAAN (PMGKRA)

The Hon'ble Prime Minister launched Garib Kalyan Rojgar Abhiyaan on June 20, 2020 to boost employment and livelihood opportunities for migrant workers returning to villages, in the

wake of COVID-19 pandemic. The launch was widely publicized on all media platforms of the Ministry and by DD and AIR so that the affected workers could benefit from the scheme. DD News, NSD: AIR and their RNUs aired **special programmes and explainers** on PMGKRA. To create more awareness, over 10 discussion programmes were organised, with focus on PMGKRA's role in employment generation among workers. Testimonials of beneficiaries of PMGKRA were aired by NSD: AIR.

SEWA SAPTAH

Welfare activities were organised across the country to mark the Hon'ble Prime Minister's birthday. In line with the spirit of Sewa Saptah, DD News telecast special programmes under **Sewa Parmo Dharma** series on initiatives taken by the NDA Government. Special packages, promos, and ground reports from across the country were also telecast where the people of India were seen appreciating the work of the Prime Minister. A **special series** based on seven specific themes with **focus on pro-people, pro-poor and pro-farmer** measures taken by NDA 2.0 was broadcast from September 17 to 24, 2020 by NSD: AIR.

ONE YEAR OF NDA 2.0

To mark the first anniversary of NDA 2.0, the **Hon'ble PM penned a letter** to the nation listing out several initiatives, achievements and big decisions taken by his government, while expressing confidence of victory in the country's battle against COVID-19. Media units gave extensive coverage to the letter and also to the articles of Union Ministers on various subjects, including government's flagship programmes. Special analysis programmes were aired by DD News and NSD: AIR.

DD News featured **bytes of beneficiaries** of various Government schemes, including Ayushman Bharat, Jan Aarogya Yojana and Pradhan Mantri Gareeb Kalyan Anna Yojana. DD News also telecast several **positive news stories** and shared them on social media platforms to provide wider coverage.

A booklet titled **One Year of Modi 2.0- Towards A Self-Reliant India** was prepared by BOC under the guidance of Hon'ble Minister of I&B. The booklet was hosted on major Government websites. Additionally, to **disseminate information about the various initiatives** of the NDA 2.0, BOC produced physical and e-booklets on completion of 50 days, 75 and 100 days, and later after six months of the Government.

In other highlights,

- Multiple rounds of **India-China military-level talks** were covered widely by DD and AIR in special programmes and news bulletins. NSD:AIR aired **regular updates** on India-China standoff in Eastern Ladakh along LAC, MEA briefings, statements issued by the Indian Army, and border visits by Ministers and Chief of Army Staff. DD, AIR and their news units provided **comprehensive and live coverage** to the visit of Hon'ble Prime Minister

to Leh-Ladakh and his address to the soldiers on July 3, 2020. **Special programmes** were aired highlighting the PM's statement lauding the bravery of Indian soldiers in Galwan Valley, the PM's statement on contribution of people from Ladakh in protecting India's territorial integrity, and reactions of citizens from Ladakh.

- The e-versions of books **The Republican Ethic (Volume III)** and **Loktantra Ke Swar (Khand III)** covering 57 selected speeches of the Hon'ble President of India Shri Ram Nath Kovind during the third year of his presidency (July 2019 to July 2020), including his **speeches on country's efforts to fight COVID-19**, was unveiled by the Hon'ble Minister for I&B Shri Prakash Javadekar in New Delhi on November 19, 2020. The print versions of the books were unveiled by Hon'ble Defence Minister Shri Rajnath Singh.



Union Minister for Defence, Shri Rajnath Singh releasing the 3rd volume of the selected speeches of the Hon'ble President Shri Ram Nath Kovind titled Loktantra Ke Swar and The Republican Ethic, in the presence of Union Minister for I&B, Environment, Forest & Climate Change and Heavy Industries & Public Enterprise, Shri Prakash Javadekar, in New Delhi on November 19, 2020.

- To commemorate the **551st Birth Anniversary of Shri Guru Nanak Dev Ji**, the Hon'ble Minister for I&B, Shri Prakash Javadekar, released a booklet ***PM Modi and his Government's Special Relationship with Sikhs*** on November 30, 2020. The booklet was printed and distributed by BOC in Hindi, Punjabi and English.
- **51st edition of the International Film Festival of India (IFFI)** was organised in a **hybrid manner** (physically and virtually) this

year from January 16 to 24, 2021 at Panaji, Goa. The event, managed by the Directorate of Film Festivals, was inaugurated by the Hon'ble Minister of I&B and the Chief Minister of Goa. The opening ceremony was graced by filmmaker Shri Priyadarshan Nair and actor Shri Kichcha Sudeep, and **featured video messages from noted film personalities**. Veteran film actress Ms. Zeenat Aman and Hon'ble MP and actor Shri Ravi Kishan were the Guests of Honour at the closing ceremony.



Union Minister for I&B, Environment, Forest & Climate Change and Heavy Industries & Public Enterprise, Shri Prakash Javadekar launching 14th edition of NFDC's Film Bazar, at the inauguration of the 51st IFFI in Goa on January 16, 2021. Actor Shri Kichcha Sudeep and the Goa CM, Shri Pramod Sawant are also seen.

- This year, IFFI witnessed around **200 acclaimed films from 60 countries**, with **Bangladesh as the country of focus**. Over 3,000 delegates and film lovers participated physically and over a thousand participated virtually. Veteran actor/director Shri Biswajit Chatterjee was conferred **Indian Personality of the Year Award** and Italian cinematographer Mr. Vittorio Storaro was conferred with the **Lifetime Achievement Award**. Special tributes were paid on the **centenary celebrations of Satyajit Ray**

and **150th Birth Anniversary of Dadasaheb Phalke**. A preview festival of Ray's works was showcased at the Indian pavilion website. Shri Shyam Benegal's ***Netaji Subhas Chandra Bose: The Forgotten Hero*** was screened to mark Parakram Diwas on January 23, 2021. Films Division screened two documentary films *The Flame Burns Bright* and *Netaji* on the same day on its website and YouTube channel.





Filmmaker Shri Rajkumar Hirani releasing coffee table book Being FTII: Perspectives on The Film and Television Institute of India on March 24, 2021 in Mumbai. FTII alumni and producer-director Shri BP Singh, director Shri Sriram Raghavan, sound designer Shri Bishwadeep Chatterjee, and FTII Director Shri Bhupendra Kainthola are also seen.



The Chief Information Commissioner (CIC), Shri Bimal Julka presenting the Report of the Expert Committee on the matter of "Rationalization/Merger/Closure of Film Media Units (NFDC, CFSI, Films Division, NFAI and DFF)" and "Review of Autonomous Bodies (SRFTI, FTII and CFSI)" to the Union Minister for Information & Broadcasting, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar, in New Delhi on June 02, 2020.

3

NEW INITIATIVES

- The **Central Government** vide its notification dated November 9, 2020 gave the **mandate to the Ministry of I&B over Online/Digital Media** by amendment of the Allocation of Business Rules, 1961. Amidst growing concern over lack of institutional mechanism regarding content of Digital Media, mainly digital news and online curated content on OTT platforms, the lack of grievance redressal mechanism and for having a level playing field with other traditional media platforms, the Central Government notified the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 vide notification dated February 25, 2021. Part III of the Rules would be administered by the Ministry of I&B relating to publishers of digital news and current affairs and online curated content (OTT platforms). The rules provide for adherence by the publishers to Code of Ethics laid down in the Rules, a three-tier grievance redressal mechanism and the requirements of mandatory furnishing of information to the Government by the publishers.
- On December 23, 2020, the Union Cabinet approved the **merger of four film media units of the Ministry**, namely **Films Division, Directorate of Film Festivals (DFF), National Film Archives of India (NFIA), and Children's Film Society, India (CFSI) with the National Film Development Corporation (NFDC) Ltd.** through rationalization of infrastructure, manpower and other resources. This will ensure synergy and efficiency in achieving the mandate of each media unit and reduction in duplication of activities and direct savings to the exchequer.
- To create awareness and disseminate information related to COVID-19, the Ministry created a **dedicated Twitter handle @COVIDNewsByMIB** with the hashtag **(#IndiaFightsCorona)** on April 1, 2020.
- After the Hon'ble Supreme Court's directive to form a cell for people to refer for authentic COVID-related information, PIB set up a COVID-19 **Fact Check Unit (FCU)** on April 2, 2020. This unit checks information against available government sources in real time, calls out misinformation and refutes unverified reports.
- An outdoor campaign titled '**Har Ek Kaam Desh Ke Naam**' was launched by BOC in January, 2020 on welfare initiatives of the Government as well as its commitment to ensure a prosperous and secured future for all Indians. The outdoor campaign was **comprehensively executed** so as to cover about **16,000 prime locations in 715 districts** across the country. The themes included of the strengthening economy, infrastructure, farmers, women, poor, youth, middle class, bold decisions, Digital India, and emerging India.
- DD News started airing a **special weather bulletin** with **graphical representation** of the weather conditions and temperatures in major cities of the country. These included Muzaffarabad, Gilgit and Mirpur. DD Kisan is also airing **comprehensive broadcasts dedicated to weather** every day, which include **advisories for farmers of different regions**, Dos and Don'ts for farming of seasonal crops, and discussions with agriculture experts.
- RNI introduced **automation facility** to ease the processing of title verification and registration of publications and newspapers. With this, any person/prospective publisher can now access the existing title data base. The project, which began in August 2020, has completed the modules of title verification, generation of 'Press in India' reports, challan

monitoring for payment of penalties, online receipt of payment through Bharatkosh portal, and for filing of Annual Statements and its security audit.

- **DD Assam, a 24-hour dedicated channel for the state**, was launched by the Hon'ble Minister for I&B via video conferencing on August 4, 2020.
- A fortnightly titled **New India Samachar** was started by BOC in August 2020 to disseminate information on the initiatives and schemes of the Government. The periodical is being printed in **13 languages**. Apart from physical copies, the fortnightly is also being circulated through emails to over 6.4 crore readers through e-Sampark platform of MyGov India.
- **11 regional kendras of DD** — Shimla, Hissar, Raipur, Ranchi, Dehradun, Aizwal, Shillong, Kohima, Agartala, Imphal and Panaji — have been **placed on DD-FreeDish**, thus providing

satellite support to these channels for wider viewership.

- NSD:AIR launched its first-ever weekly news magazine **Sanskrit Saptahiki** and is airing Regional News/Pradeshik Samachar in 92 languages/dialects. A daily 10-minute programme on job opportunities *Employment News* was also launched by NSD on September 2, 2020, along with a 30-minute programme *North East Diary* on September 3, 2020.
- DD News live telecast **the launch of e-Gopala App**, by Hon'ble PM, for direct use of farmers and several other initiatives in the Fisheries and Animal Husbandry sectors in Bihar on September 10, 2020.
- Prasar Bharati signed an **MoU** with Bhaskaracharya National Institute for Space Applications and Geo-Informatics, MeitY on November 4, 2020. Under the ambit of this MoU, **51 DTH education TV channels are available as DD co-branded channels free of cost to all DD Free Dish viewers.**



Hon'ble PM of India, Shri Narendra Modi and Hon'ble PM of Bangladesh H.E. Smt. Sheikh Hasina at the India-Bangladesh Virtual Bilateral summit on December 17, 2020.

- **India and Bangladesh signed key agreements in the field of Information and Broadcasting** at a meeting held in New Delhi on January 14, 2020. The key agreements included the signing of a **formal co-production agreement** on the biopic of Banga Bandhu Sheikh Mujibur Rehman, to be released during the birth centenary year of Banga Bandhu and the launch of an airtime exchange programme between Prasar Bharati and Bangladesh Radio Betar.
- The Hon'ble Prime Ministers of India and Bangladesh jointly inaugurated the **'Banga Bandhu-Bapu Digital Exhibition'** at **India-Bangladesh Virtual Bilateral Summit** on December 17, 2020. Both the countries signed seven MoUs and agreements and India assured that vaccines would be made available to Bangladesh as and when produced in India. Special programmes by DD News on **'Swarnim Vijay Varsh'** for celebrating **50 years of Bangladesh liberation** and **'Remembering Vijay Diwas'** by NSD: AIR on **birth of Bangladesh** were mounted in December, 2020. Bangladesh was also the **Country in Focus** for 51st edition of IFFI.
- Union Cabinet, chaired by the Hon'ble PM, on December 23, 2020 approved **revision in the guidelines for obtaining license for providing Direct-To-Home (DTH) broadcasting service in India**. DTH license will now be issued for 20 years and renewal will be done in every 10 years. The revised Guidelines were notified on December 30, 2020.
- The Hon'ble Minister for I&B Shri Prakash Javadekar launched the **Digital Calendar and Diary App of Government of India** on January 8, 2021, developed by BOC in line with the Hon'ble PM's vision of Digital India. The app is available on both Google Play store and iOS app store in Hindi and English across the world and will be made available in other 11 Indian languages with accessibility to Divyangjans in coming updates.
- DPD listed its **journals (Yojana, Kurukshetra, Aajkal, Bal Bharti) on online portals** like Amazon Kindle, Google Play and Google Books in digital format with DRM protection. With this initiative, DPD's 14 journals are now available for online sale. *Yojana* is available in 9 regional languages, *Kurukshetra* is available in English and Hindi, and *Aajkal* is available in Hindi and Urdu, and *Bal-Bharti* is available in Hindi on these portals.

■ ■ ■



Union Minister for Information & Broadcasting, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar launches the Digital Calendar & Diary App of Government of India, in New Delhi on January 08, 2021. Secretary, Ministry of Information & Broadcasting, Shri Amit Khare is also seen.

4

INFORMATION SECTOR



PRESS INFORMATION BUREAU

Press Information Bureau (PIB) is the nodal agency of the Government of India that **disseminates information** to the print, electronic and social media on Government policies, programmes, initiatives and achievements. It functions as an **interface between the Government and the media**. Along with that, the Bureau keeps the Government informed of public perception about government policies and programmes as reflected in the media. With its headquarters in New Delhi, PIB has **19 Regional Offices** and **17 Branch Offices**, including an Information Centre.

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

Information dissemination-related activities of PIB

- **Ministries/department wise information dissemination:** PIB officers are attached to a ministry/department and brief the media on policies and programmes of the ministry/department, disseminate information, answer queries and provide clarifications or counter narratives as and when required. The PIB officer analyses public reactions as reflected in the

editorials, articles and comments in the media and keeps the ministry/department apprised of the public opinion and advises the same on its media and Information Education Communication strategy.

- **Information dissemination related activities by Regional/Branch Offices:**

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

Media Product/Service/ Vehicle	Numbers till March 31, 2021
Press Releases	31,349
Photos/Graphs/ Infographics	5,730
Media Invitations	334
Press Conferences	191
Nation-wide media feedback	Daily
Analytical media reports on specific issues	Daily/Weekly
Press accreditation cards issued	2,781

Articles in newspapers	570 articles (approx.) published in and 6,900 newspapers till Feb 28, 2021
------------------------	--

PIB has a dedicated unit for the publicity and media support to the Prime Minister’s Office (PMO). The unit also deals with the publicity of Hon’ble President of India, Cabinet Secretariat, Ministry of Statistics & Program Implementation, NITI Aayog and PM’s Economic Advisory Council (PMEAC).

SOCIAL MEDIA CELL

As the nodal agency for government communication, PIB has successfully integrated, over the last five years, social media to connect and engage with the ever-expanding online citizenry both Indian and global, especially the younger demographic under 35. PIB’s impactful social media presence has been noticed positively by journalists in the media and the public. Official photos, videos and press releases of the Government are shared across social media platforms on real-time basis. Besides these, important press conferences and media briefings are live-tweeted and live-streamed on Facebook, Twitter and on PIB’s YouTube channel. In addition to sharing of news, PIB undertakes **social media awareness and information dissemination campaigns to support the goals of good governance**, by building awareness and increasing citizen engagement with Government policies and actions, using specially crafted hashtags.

A brief look at the metrics, as on March 31, 2021:

- **Twitter:** PIB’s English Twitter handle @ **PIB_India** has **more than 2.2 million followers** with an average increase of 36,000 followers per month. PIB has been adopting new types of content and presentation, in reaching out to and engaging with the citizens, such as Twitter videos, GIFs, polls, **Twitter Moments and**

Periscope live, resulting in an average of 34 million impressions per month. @ **PIBHindi** handle has **more than 226.8K followers** with an average increase of 6,000 followers per month, and is one of the few exclusive Central Government Hindi Twitter accounts.

- **Facebook:** The current year has witnessed a **significant spur in the fan base of PIB** on Facebook, with around **449K likes** till March 31, 2021. This was reinforced by adopting creative means of communication and engagements.
- **YouTube:** PIB YouTube channel has **over 5,800 videos and 1.33 million subscribers** with **150 million views**. Apart from press conferences and events held at PIB, New Delhi, select events outside Delhi too are livestreamed on the channel such as engagements of the Prime Minister, special Government events, etc.
- **Instagram:** Attractive off-beat official photos, short videos, GIFs, and Instagram stories are published on PIB Instagram. By end of December 2020, PIB Instagram had more than **785K followers** and is currently one of the biggest government accounts on the platform.

Some of the new initiatives undertaken this year:

- **Fake news alerts:** Alerts in the public domain about fake news on social media regarding Government schemes and activities and a special fake news report for MHA. Till March 31, 2021, **370 fake news were busted**.
- **In-house production:** Special videos, GIFs, and images from various events of different ministries
- **Meme-based voter awareness campaign:** Innovative, humorous memes based on Bollywood dialogues, to encourage voter turnout

- **Posting of event promos in the build-up:** Advertises for PIB's upcoming events

PIB Fact Check Unit

The Fact Check Unit (established on pilot basis in December 2019) was set up by the PIB in order to **monitor** and **arrest** the circulation & dissemination of **factually incorrect/doctored news and information** over different modes of news media and social media platforms, which often mislead people on various issues. The mandate of the PIB Fact Check Unit is **to provide the official/authentic version of any news doing rounds on various media platforms** by making available the factually correct information in the public domain. The Unit identifies fake news either suo motu or under a reference via its various input methods. PIB Fact Check Unit has successfully **busted around 400 fake news** since December 2019.



- **Twitter:** @PIBFactCheck has **170K followers** with an average increase of 13K followers per month. PIB Fact Check has been adopting new types of content and presentation, such as GIFs, polls,

awareness posts, moment marketing, and campaigns resulting in an average of 3.6 million impressions per month.

- **Facebook: PIB Fact Check** on Facebook has **34,223 likes**.
- **Instagram: Stories** are published on PIB Fact Check Instagram with the purpose of cross-promotion to increase the reach of our platforms. By end of December 2020, PIB Instagram had more than **50K followers**.

Some of the new initiatives undertaken this year:

- **Campaign:** A week-long campaign was carried out around Diwali with the hashtag **#BustFakeNews**. Extensive social media coverage was given to the campaign. The format of the content included infographics and videos.
- **Polls:** Polls around fake news were generated to create awareness.
- **Quiz:** When PIB Fact Check completed three months on Twitter, a quiz was organized to generate awareness around fact check.
- **Moment Marketing:** It is an integral part of social media to expand the reach, so posts around #Monoliths, #25 years of DDLJ, memes around fake news were created.
- **Promotional posts:** The public need to be constantly reminded about the importance of fact check and in order to do so, weekly promotional posts are shared.

Information Dissemination during Election

PIB provides effective interface between the Election Commission of India (ECI) and media persons. Media briefings by ECI officials are organized upon announcement of election schedule. During the year, elections were

conducted for State Assemblies of Delhi and Bihar, and for Rajya Sabha seats, etc. **Backgrounders, factsheets, Twitter posts, graphics** were given out to disseminate details on Assembly elections, by-elections and Rajya Sabha elections.

In addition, **queries of media persons were answered on real-time basis** and specific interviews, articles were also coordinated on regular basis. To facilitate coverage of polling and counting process during State Assemblies' elections, PIB issued authority letters on behalf of ECI to national and international media persons based in New Delhi. **Trends/results on counting day were also shared on real-time basis** through website and Twitter by following counting data from ECI website and app. Quick data sharing was coordinated on priority with Doordarshan and AIR newsrooms.

Information about ECI's participation in international webinars held to share experience of conducting elections with COVID protocols and reforms such as re-examination of expenditure limits; criminal antecedents' publicity timelines and 1st Sukumar Sen lecture held to commemorate the first Chief Election Commissioner; Chairmanship of the Forum of Election Management Bodies of South Asia (FEMBOSA) to ECI, was also extensively publicised.

Feedback Unit

This unit keeps the Government informed of the public perception on its various initiatives, policies and programmes on a daily basis by providing various feedback products including Daily Regional Media Digest and Press Clippings, Media Digest and Press Clippings on special events and Daily International Media Digest. Regional Media Digest is prepared by collating feedback from 35 Regional/Branch Offices across the country, screening around 400 newspapers in 19 languages. From April 1 to November 30, 2020, nearly **151 Digests** and over **30 Special Digests** were sent and approximately **2,140 SMS alerts/emails** were sent to PMO and officers in charge for media management for various ministries.

Accreditation System

PIB also provides accreditation facility to media persons so as to facilitate access to information from the government sources. Accreditation is granted to media representatives including members of the foreign media at the PIB headquarters in New Delhi. From April 1 to December 15, 2020, **133 fresh accreditation cards** were issued for journalists residing in Delhi NCR.

Journalist Welfare Scheme

The scheme provides financial assistance to journalists (and their families) facing acute financial hardship on account of serious ailments, or death of a journalist. **JWS provides for one-time ex-gratia relief on urgent basis.** In a special drive to provide financial assistance to families of journalists who died due to COVID-19, a committee of the Ministry of Information and Broadcasting approved a proposal amounting to ₹1.95 crore to give an ex-gratia sum of ₹5 lakh to each of 38 family members of the deceased journalists who unfortunately died due to COVID-19 in the last 10 months. For this purpose, additional funds were placed for ensuring that the sanctioned amount reaches the families in quick time. During the financial year 2020-21, the Committee recommended disbursement of funds under the scheme in respect of 24 journalists totalling ₹1 crore. However, looking into the large number of casualties due to COVID-19, a special drive was initiated by the Hon'ble Minister of I&B to provide ex-gratia payment to the families of those who lost lives due to COVID-19. In the first phase of this drive, the Committee which is chaired by Secretary, Ministry of I&B, in its meeting held on February 15, 2021 recommended financial assistance to 38 such families involving a disbursement of ₹1.95 crore.

Initiatives during 2020-21

- PIB set up a dedicated COVID – fact check cell within its **Fact Check Unit (FCU)** to pre-empt any spread of misinformation by responding to queries in short span of time.

- PIB strengthened its capacity for translation of information material such as press releases, PM speeches, booklets on various themes and *New India Samachar* into 10 regional languages, in addition to Hindi, English and Urdu.
- PIB has partnered with MyGov by **translating MyGov infographics** on a variety of themes. The infographics are also used by PIB and its Regional Offices to amplify the reach of key messages.
- PIB has developed its capacity to organise webinars during this year as the webinars emerged as a potent communication tool in a year marked by COVID-19. Regional Offices of PIB had organized more than a thousand webinars (till November 30, 2020) on varying themes.

Major Activities undertaken by PIB during 2020-21

- **Jal Jeevan Mission:** The Jal Jeevan Mission (JJM) is **Government's flagship programme that aims to provide functional household tap connection to all rural homes of the country by 2024.**

During the year, PIB provided ample coverage in print, electronic and digital media to the silent revolution and progressive transformation of villages through this life changing mission. The recently held Mid-Term review of the JJM was widely publicized in national and regional media.

Along with this, **PIB has also been sharing success stories of transformation coming out of various parts of the country** with national and regional media outlets. Hon'ble Prime Minister Shri Narendra Modi reached out to all Sarpanchs/Gram Pradhans for effective implementation of the mission through a letter dated September 29, 2020. The Prime Minister also released the 'Margdarshika' and unveiled the logo of the JJM. The event and the Prime

Minister's letter were widely publicized and digital copies of the 'Margdarshika' and the logo were shared with the media. Jal Shakti Ministry launched a Mission Mode Campaign in October 2020 to saturate all schools and Anganwadi centres with potable tap water connections. PIB has provided ample publicity to this campaign and has been disseminating all available information to ensure that the masses are informed about the importance of the campaign.

- **Fit India Movement:** PIB has been highlighting the various activities under Fit India Movement through press releases and photographs. The social media posts by NYKS and YAS Ministry's Twitter handles are being retweeted regularly. PIB arranged **nationwide coverage of Hon'ble Prime Minister's 'Fit India Dialogue'** with fitness influencers held in September 2020. In this virtual dialogue, the participants shared their life experiences and fitness mantra with the Prime Minister. The programme was telecast live by Doordarshan and carried live by 40 leading channels—English, Hindi and regional. The programme received front page coverage with colourful displays in national and regional dailies. The hashtag #NewIndiaFitIndia trended at number 1 and keyword 'Fit India Dialogue' trended at number 6 on Twitter.
- **National Handloom day:** National Handloom Day was celebrated on August 7, 2020. To mark the occasion, a **mobile app** and **backend website for Handloom Mark Scheme** were launched, and My Handloom Portal and Virtual Indian Textile Sourcing Fair 2020 were inaugurated. A two-week long social media campaign with common hashtag **#Vocal4Handmade** was also launched to promote handloom products and to disseminate information about high-end handloom products

from different regions of the country. Information regarding these events was widely disseminated by PIB. In addition, the Bureau commissioned various articles written by eminent experts from the subject to promote the handicraft and handloom works which were published in prominent

national and regional newspapers across the country.

Swachhta Action Plan

During the year, 2020-21, ₹1.07 crore have been allocated to PIB for implementing Swachhta Action Plan.

Plan Performance 2020-2021

Budget Figures – 2020-2021

I	1.	B.E.2020-2021 (Category-I Establishment Expdr.)	-	₹9,961 lakh
	2.	R.E.2020-2021 (Category-I Establishment Expdr.)	-	₹7,972 lakh
II	1.	B.E. 2020-21 (Centre Sector Scheme 'DCID')	-	₹542 lakh
	2.	RE 2020-21 (Centre Sector Scheme 'DCID')	-	₹500 lakh

Actual Expenditure

III	1.	Category-I Establishment Expdr.	-	₹6,737.46 lakh (up to Dec 2020)
	2.	Centre Sector Scheme (DCID)	-	₹370 lakh (up to Dec 2020)

Use of Official Language Hindi in PIB HQ

All possible efforts are made towards the progressive use of Official Language Hindi in PIB HQ for the observance and implementation of the various orders and instructions issued by the Department of Official Language including targets fixed in the Annual Programme under the Official Language Act, 1963 (as amended in 1967) and the Official Language Rules, 1976 (as amended in 1987).

The Official Language Implementation Committee (OLIC) under the chairmanship of PDG (M&C) is constituted in PIB HQ which monitors the status of the implementation of Official Language Policy in Bureau's office through its quarterly meetings. The website of PIB is available in both Hindi and English.

It is to mention that PIB HQ is member of Town Official Language Implementation Committee

(TOLIC) and has participated in half-yearly meetings organized by the Committee. This year Hindi Pakhwada could not be organized due to COVID-19 pandemic.

Vigilance Section

The updated information in respect of Vigilance Section of PIB for the year 2020-21 is as under:

(i) Implementation of the Judgment/Orders of CATs: NIL

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

(iii) Women Welfare Activities: Internal Complaints Committee have been constituted in PIB HQ/Regional/Branch Offices of PIB

for redressal of grievances of the woman staff members as per the guidelines and norms laid down by the Hon'ble Supreme Court in matter relating to sexual harassment at work places which has been included in the CCS (Conduct) Rules, 1964 under Rule-3C. Recently, ICC has been reconstituted in PIB HQ.

Vigilance Cell

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

Punitive activities:

Number of complaints/references received during the period: **03**

Others: **Nil**

RTI related matters

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

Activities of Hindi and Urdu Units

Main activities of Hindi and Urdu Units consist of preparation of daily press roundup that includes English translation of headlines and editorials of Hindi/Urdu dailies, Hindi/Urdu translation of press releases, features, backgrounders, the President, the Vice President, the PM and the HM's speeches, and translation

and vetting of manuals and booklets. Both Hindi and Urdu Units have issued **12,642 press releases and backgrounders** for the period from April 1 to November 30, 2020.

PHOTO DIVISION

Photo Division (PD) of the PIB is mandated to provide visual support through photo coverage of the varied activities of the Government. Established in 1959, the Division has a rich repository of about 10 lakh negatives/transparencies preserved in digital format, beginning from the pre-Independence era to the present day. The Photo Division covers about approximately 4,500-5,000 news and features assignments in a year. The photographs are also available for sale to the general public.

Functions

The major function of the PD is to document photographically the socio-economic and political milestones of the country and to further disseminate and archive the images. The specific functions include:

- Providing **visuals (stills) to the media units of the M/o I&B for further dissemination to the media**
- **Press Photo Publicity of PIB** is completely supported by Photo Division.
- **BOC's Exhibition Wing is supported by the Division** in preparation of life size prints and other photo related requirements
- Providing **photo coverage for the offices of the Hon'ble President, Hon'ble Vice-President, and Hon'ble PM**, and for other important public events
- Providing **support to the XP Division of MEA** in terms of extensive coverage of visiting Heads of States/Governments.
- Supplying photographs on payment basis to the non-publicity organizations, private publishers and general public as per the pricing scheme

Synergy with other Media Units

The Photo Division has evolved with the changing times to support the digital requirements of sister media units. The **News Photo Network of the Division** has been functioning on complete digital mode to avoid the delay in sending photographs to PIB and concerned stakeholders. The Division caters to the requirement of life size digital inkjet images by BOC for the exhibitions it puts up and also provides visual support to Publications Division.

Annual Plan 2020-2021

The Photo Division has implemented the sub-scheme “National Centre of Photography (NCP) and Special Drive for North East Region”. The objective of the scheme is to streamline the digital photo library utilizing the services of outsourced library science professionals for scientific indexing and IT professionals for uploading of digital images on high-capacity server and archiving purposes.

Another significant part of the NCP is to conduct the **National Photography Awards** annually. Apart from rewarding the iconic photographers of the country with the Lifetime Achievement Award, six awards each are given away annually in the Amateur and Professional categories.

Production Figures

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

News and Features (assignments) covered	554
Images sent/uploaded on PIB website	1,845/1,484
Images uploaded on Photo Division website	1,484
Digital images acquired in house	51,929
Digital prints made/supplied	376



BURAEU OF OUTREACH AND COMMUNICATION

Bureau of Outreach and Communication (BOC) was set up in 2017 by integrating erstwhile Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity (DFP) and Song & Drama Division (S&DD). The Bureau aims at **providing 360-degree communication solutions to the ministries/departments/Public Sector Undertakings (PSUs)/autonomous bodies**. It acts as **an advisory body to Government on media strategy**. With 23 Regional Outreach Bureaus (ROBs) and 148 Field Outreach Bureaus (FOBs), BOC is engaged in educating people, both rural and urban, about the Government’s policies and programmes to elicit their participation in developmental activities. This is ensured by the Bureau using different vehicles of communication viz. print media, audio visual media, exhibitions, outdoor campaigns and new media.

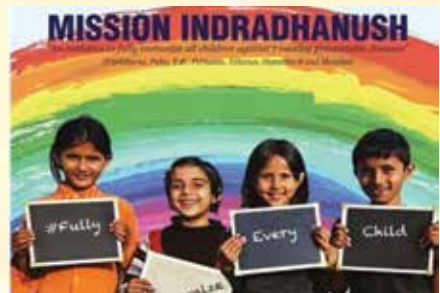
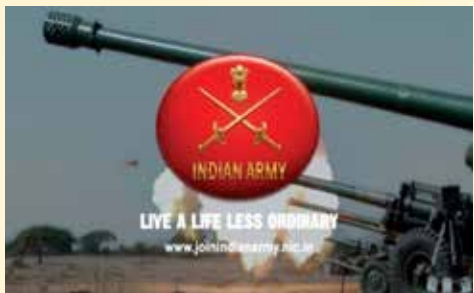
Branding of the Government as prime facilitator of people’s empowerment, and positioning of messages through different media vehicles to realize the same, is BOC’s mandate. **Advertising and Visual Communication Division** of BOC is the nodal division of the Bureau for dissemination of information about various schemes and policies of different ministries and departments of the Government, PSUs and autonomous bodies.

Folk Communication Division of BOC carries out interpersonal communication through live media utilizing wide range of performing arts — drama, dance-drama, composite-programme, puppetry, ballets, operas, folk and traditional recitals, mythological recital and other local folk and traditional forms.

Field Outreach Division undertakes direct and interpersonal communication programmes to

create awareness amongst the masses, particularly in rural and semi urban areas. ROB and FOBs accordingly seek to empower people through information to enable them to avail the benefits

from such programmes/schemes. It organizes ground activation and outreach programmes. Special Outreach Programmes (SOPs) are organized with the support of various stakeholders.



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

Highlights of the Year

- **COVID-19 Awareness Campaign** on social media along with telephonic calls and SMS
- Special **Awareness Campaign: 'Jab Tak Dawayi Nahi Tab Tak Dhilayi Nahi'**
- Print and electronic media **campaign about Arogya Setu app** launched by the Government to assist people during COVID-19 pandemic
- **AatmaNirbhar Bharat Abhiyan** – print media campaign
- Booklets on the themes '**Putting Farmers First**', '**Demonetisation: A Multi-Dimensional Success**' (enumerating various achievements of historic demonetization decision taken by the Government), '**PM Modi and his Government's special relationship with Sikhs**', and '**India's Women: Overcoming Challenges, Breaking Barriers**' (based on Government's women centric welfare

initiatives and the women achievers of India)

- Booklet titled '**Transforming India: 6 years of Inclusive Governance**' on major initiatives of the Government on social inclusion for the International Judicial Conference held in New Delhi
- Booklets on the **Speeches by PM in Rajya Sabha and Lok Sabha** as his reply to the Motion of Thanks by the President, Finance Minister's reply in Rajya Sabha and Lok Sabha and the highlights of Defence Expo 2020 held in Lucknow
- All India full page print advertisement released in prominent daily newspapers highlighting the benefits of New Farmer's Bill
- 74th Independence Day – half page colour advertisement
- Constitution Day Exhibition
- **Exhibition on the birth anniversary of Shri Atal Bihari Vajpayee** on December 25, 2020. The theme of the exhibition was "Vikas Purush Atal Bihari Vajpayee". **Exhibitions were organized at Dr. Ambedkar International Centre and Soochna Bhawan, New Delhi**
- **Social media campaign on the developmental activities in UTs of Jammu & Kashmir and Ladakh**

- Print and outdoor media **campaign to commemorate the Kargil Vijay Diwas on the theme of ‘Courage in Kargil’**

Important Activities

Republic Day Tableau: #VocalforLocal

BOC put up a tableau #VocalforLocal in the Republic Day 2021 parade at Rajpath on behalf of Ministry of I&B. The theme of the tableau was based on the clarion call ‘Vocal for Local’ given by the Hon’ble Prime Minister on August 30, 2020 to **encourage the use of indigenous local products**. The depiction showcased the fact that the country is vocal not only about local consumption but also about local production.

Digital Calendar & Diary of Government of India

In sync with the Government’s decision towards adopting digital technological innovations, BOC has developed a Digital Calendar and Diary App of Government of India for the year 2021. It is the **first Digital Calendar of the Government of India** in line with the Hon’ble PM’s Vision of Digital India. The app, in addition to access to official holidays and various important dates, also provides latest information on various schemes, events and publications of the Government. It allows users to take notes digitally, schedule meetings and set reminders. The application, currently available in Hindi and English, will be made available in other 11 regional languages in coming updates. The application will also be made accessible for Divyangjans in the coming days in line with the Hon’ble PM’s goal of Accessible India.



New India Samachar

To disseminate information on the initiatives and schemes of Government of India, a fortnightly titled *New India Samachar* was started by the BOC. *New India Samachar* is **an endeavour to provide correct information about various initiatives taken by the Government for benefit**

of the common people. It educates and informs the readers with Cabinet decisions, Mann Ki Baat highlights and gives insight into topical issues in its unique way.

The fortnightly is being printed in **13 languages and 4 lakh copies** are distributed to all Gram Panchayats, Zila Parishads, Blocks, people’s representatives in Parliament and State Legislatures, Union Ministers, Governors, Chief Ministers, Secretaries, senior functionaries of State Government, and educational institutions. Banner of *New India Samachar* is hosted on homepage of all Government websites including Ministries, Departments and PSUs with built in e-magazine in all 13 languages.

The first trial issue was printed in June 2020. First and second public issues (August 15-31, 2020 and September 1-15, 2020) of *New India Samachar* were printed and distributed in the month of August. E-versions of *New India Samachar* are sent to more than 6.4 crore readers in flip book as well as PDF format via email using e-Sampark platform of MyGov India.

Jagrati Rath (Mobile Van)

Some of the ROBs across the country disseminated information through **COVID Jagrati Rath** (Mobile Van)/auto rikshaw/e-rikshaw/tricycles, with pre-recorded audio clips and messages to create awareness about COVID-19.



Hon’ble Deputy Chief Minister of Uttar Pradesh, Shri Keshav Prasad Maurya flagging off the COVID Jagrati Rath of ROB Lucknow.

The content of the messages: Need for **social distancing**, strict adherence to **lockdown guidelines**, importance of **arogya Setu** app, when to home **quarantine**, when to get tested for COVID-19, regular **hand washing & sanitization**, wearing and making of **masks**, Government decisions and initiatives including **Pradhan Mantri Garib Kalyan Yojana (PMGKY)**, **Pradhan Mantri Garib Kalyan Ann Yojana (PMGKAY)** and **Pradhan Mantri Garib Kalyan Rojgar Abhiyaan (PMGKRA)**, myth busters, fake news alerts, and expert advice on issues related to COVID-19.

Other Activities by ROBs/FOBs

Online competitions

ROBs organized various competitions through online virtual platforms, which included Yoga video competition, essay writing, drawing and quiz competitions by coordinating with district administration, schools and colleges. As a prelude to the events, the emphasis was on promoting the video blogging contest organized by AYUSH Ministry on various platforms of ROB.

Observation of Important National and International Events/Days/Week by ROBs/FOBs

From April to November 2020, the FOBs under ROBs observed Anti-terrorism Day, World No Tobacco Day, World Environment Day, International Yoga Day, World Population Day, Kargil Vijay Diwas, Quit India Movement, Independence Day Celebration, Sadbhavna Diwas/Week, 150th Birth Anniversary of Mahatma Gandhi, Gandhi Jayanti, International Day of Non-Violence, National Unity Day, the Constitution

Publicity Activities in minority areas

Telephonic calls made	SMS sent	Facebook Posts	Tweets, Retweets (w/ 'impressions')	Posters/Messages /Videos circulated on WhatsApp	Instagram Posts	Webinars
24,830	70,915	60,587	66,138 (8,06,985)	2,51,608	10,606	157

Day through social media and disseminated the important messages on various flagship programmes of Government of India.

Poshan Maah (Nutrition Month)

ROBs and FOBs of BOC observed the Poshan Maah during September 2020. The bureaus conducted publicity awareness programmes through **COVID Vijaya Rath/ auto-rickshaw** ensuring social distancing on importance of **POSHAN Abhiyaan** (National Nutrition Mission). The message to improve nutritional status of children up to 6 years, adolescent girls, pregnant women and lactating mothers to achieve specific targets for reduction in low-birth-weight babies, stunting growth, under nutrition and prevalence of anaemia were conveyed through publicity activities including auto announcement, putting up of banners, slogan writing and paintings.

From April to November 2020, FOBs/ROBs organized number of webinars on "Nutrition Week and Poshan Maah" and related topics. Some of the topics were '*Establishment of Nutrition Surveillance System in India*', '*Poshan Ke Paanch Sutra*', '*The importance of Nutrition in COVID defence*', and '*Nutri Garden in the Backyard*'.

Programmes on Minority Welfare

From April 2020 to November 2020, all 148 FOBs and 23 ROBs of BOC conducted awareness activities on several Government schemes and initiatives, apart from COVID-19 Jan Andolan. As field programmes could not take place during the period, FOBs/ROBs have been using digital media to create awareness among the minorities.

Publicity activities in Left Wing Extremism (LWE) affected areas

Telephonic calls made by ROB	SMS sent	Facebook Posts	Tweets, Retweets (w/ 'impressions')	Posters/ Messages /Videos circulated on WhatsApp	Instagram Posts	Webinars
3,047	1,197	5,813	14,789 (67,430)	10,726	1,075	19



REGISTRAR OF NEWSPAPERS FOR INDIA

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

Functions

The RNI maintains a Register of Newspapers and Publications published across the country, **issuing Certificate of Registration to newspapers and publications**, informing District Magistrate (DM) concerned about approval of titles of fresh newspapers, and scrutinizing and analyzing the annual statements submitted by the publishers of newspapers and publications.

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

Title Verification

During April to October 2020, RNI scrutinized **10,590 applications for verification of title** out

of which **5,514 titles were approved**. As many as **34 titles were de-blocked** between April 1, 2020 to March 31, 2021. An entry in this regard is also made in the register of RNI. Out of **1,46,746 publications registered** as on March 31, 2021, 20,223 are newspapers and 1,26,523 are periodicals. As many as 1,097 new publications have been registered till March 31, 2021.

Automation

At present, **application for titles can be filled online**. Apart from computerized processing of title verification and registration, all the verified titles are put on RNI website and can be downloaded. With the introduction of this facility, any person/prospective publisher can access the existing title data base. In the second phase of digitalization, various procedures of the Office, including application for title and registration will be made completely online. 35% of this project has been completed till March 31, 2021.

Annual Statement

As per the Section 19D of the PRB Act, 1867 an Annual Statement in Form-II prescribed in the Registration of Newspapers (Central) Rules, 1956 is required to be submitted to the Press Registrar on or before the last day of May each year. The publishers are also to print every year in the first issue of their respective publications (brought out after the last day of February) a statement indicating the ownership and other relevant particulars in Form IV. Every year, RNI brings out 'Press in India' report by analyzing and compiling the growth of print media in the country based on the Annual Statements filed by the publishers. As many as 32,883 publications filed Annual Statements for 2019-20.

Circulation Verification

Regular circulation check/verification of publications is done to reconfirm the circulation data/figures submitted by the publications in their annual returns/report. As per the new Print Media Advertisement Policy released by the Ministry of I&B with effect from August 1, 2020, circulation verification by RNI/Audit Bureau of Circulation (ABC) has been made compulsory for publications claiming circulation above 25,000 copies.

Newsprint

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

Official Language

Office of RNI organized Hindi Pakhwada in September 2020 wherein different programs and competitions were held to promote the use of Hindi in official work.

Public Grievance and RTI

A Public Grievance Cell looks after the complaints and queries sent by publishers. A Deputy Press Registrar has been designated as



RNI Officers taking the Integrity Pledge

the head of the internal Grievance Redressal machinery of this office. As many as 309 applications received under RTI Act during April-October 2020 were answered to.

Publication of 'Press in India'

As per Section 19(G) of the PRB Act, 1867, the Press Registrar submits to the Central Government an Annual Report, which contains summary of the information obtained during the previous year in respect of the newspapers in India. This report, titled 'Press in India' is submitted by the month of December every year. Since 2013-14, the Press in India is also being brought out in digital format and is available on the RNI website www.rni.nic.in.

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

Strengthening of RNI Headquarters

During the remaining 14th Finance Commission period i.e., 2017-20, RNI has been allocated following funds for implementation of scheme 'Strengthening of RNI HQs' under the Ministry of I&B's umbrella scheme 'Media Infrastructure Development Programme':

(Figures in lakh)

Year	BE	RE	Final Grant	Expenditure
2017-18	50.00	131.00	131.00	125.71
2018-19	90.00	90.00	90.00	82.00
2019-20	135.00	146.00	-	100.13

* As on 31.10.2019

From FY 2020-21 onwards, the entire scheme has been merged into an automation project expenditure of which shall be met out from Establishment Expenditure. As of now, there is no scheme of RNI.



DIRECTORATE OF PUBLICATIONS DIVISION

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

Publications Division has published several books on Gandhian thoughts including the **Collected Works of Mahatma Gandhi (CWMG) in 100 volumes** in English which is considered to be the most comprehensive and authentic collection of Gandhiji's writings. The Division, in collaboration with Gujarat Vidyapeeth and under supervision of Gandhian scholars, has also prepared the e-version of the Collected Works (e-CWMG), fully searchable master copy, in the form of a well-designed set of DVDs which is also hosted on the Gandhi Heritage Portal. DPD and National Gandhi Museum are collaborating to bring out a series of authentic and well-designed books.

DPD has sales emporia at New Delhi, Mumbai, Chennai, Kolkata, Patna, Lucknow, Hyderabad and Thiruvananthapuram and regional Yojana offices at Mumbai, Kolkata, Chennai, Ahmedabad,

Guwahati, Hyderabad, Thiruvananthapuram and Bengaluru.

Highlights

- **Hon'ble President of India Shri Ram Nath Kovind released a book titled *Belief In The Ballot (Volume-2)***, published by the Publications Division in collaboration with Election Commission of India, on the occasion of 10th National Voters' Day on January 25, 2020. The book is based on hundred plus stories from Indian Elections depicting the nation's perseverance and commitment towards democracy.
- **A coffee table version of the book *Connecting, Communicating, Changing, chronicling the Vice President of India's three years in office***, published by Publications Division, was released by the Hon'ble Minister of Defence Shri Rajnath Singh in the august presence of Hon'ble Vice President of India Shri M. Venkaiah Naidu on August 11, 2020 at Upa-Rashtrapati Nivas in New Delhi. On the occasion, the Hon'ble Minister for I&B Shri Prakash Javadekar also unveiled the e-version of the book.
- Various activities were undertaken on social media on International Yoga Day, promoting 'Yoga at Home'. Comprehensive stories done by *Yojana* and *Kurukshetra* on 'Yoga at Home for Stress Management' were shared on social media. In addition, an **illustrated book on Yoga published by DPD was made available free online** to encourage the readers to do Yoga at home.
- Publications Division has been **registered as a 'Seller' (Original Equipment Manufacturer) on GeM (Govt e-Market place)** which is facilitating DPD to elicit bulk orders from Government institutions/ Government libraries/PSUs and other educational institutions. DPD has already begun to receive orders through GeM portal.



Hon'ble Vice President, Shri M. Venkaiah Naidu at the release of the book titled Connecting, Communicating, Changing, in New Delhi on August 11, 2020. Union Minister for Defence, Shri Rajnath Singh and Union Minister for I&B, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar are also seen.

- As part of its continued efforts to bring out books on apex institutions, **DPD published the book *Bharat ke Nyayalaya: Ateet se Vartman Tak in Hindi***. It gives a glimpse of history of the law and legal institutions of the country.
- **DPD participated in New Delhi World Book Fair 2020** held at Pragati Maidan, New Delhi from January 4 to 12, 2020 and registered a record sale of ₹52 lakh, the highest ever in the entire history of DPD in any book fair. During the fair, a total of 16 books published by DPD in various genres were also launched.
- **DPD participated in the first ever virtual Delhi Book Fair organized by Federation of Indian Publishers** held from October 30 to December 1, 2020. The Division booked three stalls for exhibiting its 120 books.
- Publications Division **organised a four-day special book exhibition from October 2-5, 2020 in collaboration with Gandhi Smarak Nidhi, Karnataka** through its regional units.
- *Kurukshetra* dedicated its issues to agriculture, rural economy, education, health, women empowerment, sanitation and skill development, with articles from concerned Secretaries/Ministers and other senior officials and field experts. *Employment News* published more than 1,680 advertisements from April 1, 2020 to November 30, 2020.
- In the year 2020-21, Publications Division brought out **92 books** till January 2021. Of these **27 were in English, 23 in Hindi and 42 in regional languages**. These included *The Republican Ethic Vol III* (English) and *Loktantra Ke Swar Khand 3*, Coffee table book *Connecting, Communicating and Changing*, *Bharat ke Nyayalaya – Ateet se Vartman Tak*, *Bengali Offbeat Cinema-After Satyajit Ray*, *Madhubani Paintings*, and *Legendary Cities of India*. Other



Union Minister of State for Home Affairs, G. Kishan Reddy releasing the October issue of Yojana (Telugu) on International Relations in Hyderabad on October 4, 2020.

important titles include *Kyon Karte hain Log Pratirodh*, *Guru Nanak*, *Guru Nanak-Jiwan aur Sandesh*, *Jallianwala Bagh*, and *Matsya Kumari*.

Digitization of Publications

Publications Division worked towards further enrichment of its digital repository of books. As a continuing progress, every new title is being published as both a p-book and an e-book. Over 2,221 titles were digitized, of which 466 e-books were put up for sale through platforms like Amazon and Google Play. Around 5,829 copies of e-books were sold till November, 2020.

e-Projects of DPD

- **Redesigned Dynamic Website:** The newly revamped dynamic website (www.publicationsdivision.nic.in) with integrated payment gateway is capable of providing real time purchase facilities as well as updated information about Publications Division's books and journals. All books are available on the website for sale via Bharatkosh payment gateway.
- **Mobile App 'Digital DPD':** The app is available for free download on Google Play

Store and facilitates easy purchasing of DPD books. The app is synced with the Digital Rights Management System to keep a check on piracy and is integrated with the Bharatkosh payment gateway for the ease of payment.



- **e-version of Rozgar Samachar:** A corresponding version of *Employment News* (English), *Rozgar Samachar* is a prominent Hindi journal, providing information about job opportunities in Central Government including Public

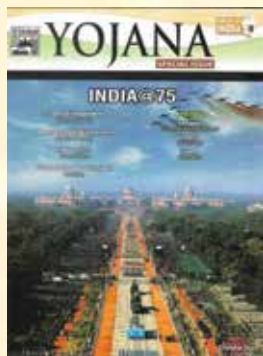
Sector Enterprises. It also provides guidance about admission and career opportunities in various streams through career-oriented articles by experts. The *e-Rozgar Samachar* provides the journal in digital form and is available at ₹400 for yearly subscription.

Publication of Journals

DPD brings out a total of 18 periodicals which include **four monthly journals** *Yojana*, *Kurukshetra*, *Bal Bharti* and *Aajkal*, and a weekly *Employment News/Rozgar Samachar*. These periodicals cover contemporary issues such as economic development, rural reconstruction, community development, literature, culture, children's literature, and provide information on employment and career opportunities.

a) *Yojana*

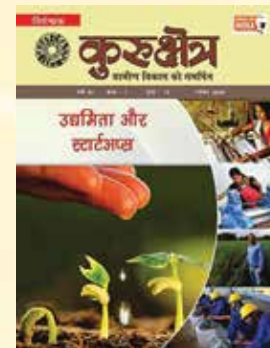
Yojana, published since 1957, is a journal devoted to the theme of economic development. It is published in 13 languages— English, Hindi, Gujarati, Assamese, Bengali, Kannada, Marathi, Malayalam, Odiya, Punjabi, Tamil, Telugu and Urdu. During the past year, the journal focused on contemporary issues and special issues were published on 'Union Budget 2020-21' and 'International Relations', apart from other well-sought after issues on themes like 'The Constitution of India', 'Ethics & Integrity' and 'Universal Health'.



Yojana has been consistently bringing together views and opinions from eminent personalities and a diverse range of domain experts including Government think-tanks. A special issue of the journal was brought out on **India@75** for the month of January 2021. Articles and messages from dignitaries including Hon'ble President of India, Hon'ble Governor of Manipur, Union Ministers and other domain experts are highlights of this collectible issue.

b) *Kurukshetra*

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



During the period under review, *Kurukshetra* (both Hindi and English) highlighted Government initiatives and programmes in its issues. Different sectors such as agriculture, rural economy, education, health, women empowerment, sanitation and skill development are being extensively covered in the articles of the journal. Eminent authors such as Ministers, Secretaries, NITI Aayog advisors and subject experts have been regularly contributing in the prestigious journal.

c) *Aajkal* (Hindi and Urdu)

Aajkal (Hindi) through its various issues during the year covered different aspects of Indian culture and Hindi literature. This year the focus was on birth centenary of Phanishwar Nath Renu. The journal took out a special issue dedicated to

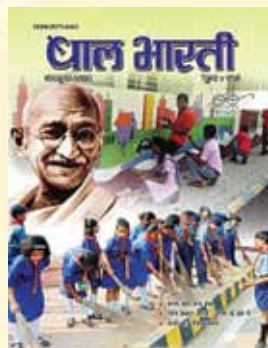


75th anniversary celebrations in January-February 2020. March 2020 issue focused on women's literature and November 2020 was on children's literature. September 2020 and December 2020 issues of the magazine featured special articles on prominent critic Nandkishor Nandan and Hindi literature on digital platform, respectively. The magazine continued its effort to promote Hindi literature through poems, stories, articles and book reviews throughout the year.

Aajkal (Urdu) continued to print interesting articles apart from the regular poems or *ghazals*. During the year 2020–21, the magazine brought out special issues on Independence Day, Gandhi Jayanti and Republic Day.

d) Bal Bharti (Hindi)

Bal Bharati, a special monthly magazine focused on children, is being continuously published since 1948. The magazine helps in imparting social values in children through informative articles, interviews, short stories, poems, comic, quiz, and pictorial stories, besides providing them healthy entertainment. Special articles were published on occasions/issues of national and international importance such as International Yoga Day, Teacher's Day, World Earth Day, World Environment Day, National Education Policy, and on campaigns like Beti Bachao Beti Padhao, Road Safety Week, and Swachha Bharat Mission. Besides these, special issues have been published like 'Kahani Visheshank' (July 2020). The magazine continued its effort to promote children's knowledge through publishing special articles, quiz competitions, biography of popular personalities and travel stories throughout the year.



e) Employment News/Rozgar Samachar

Launched in 1976, *Employment News*, the flagship job journal of Ministry of I&B, is published in English, Hindi and Urdu. It serves as a single window of information for jobs in Central and State Government, PSUs and autonomous bodies besides universities. It also publishes admission notices for professional courses, examination notices and results of organizations like UPSC, SSC and other general recruitment bodies. In addition, *Employment News* has an editorial segment which helps youth in preparing for various jobs available in the market besides upgrading their vocational and soft skills. Both its e-version and print version

can be subscribed online by visiting its website www.e-employmentnews.co.in.

Due to the COVID-19 lockdown and subsequent closure of printing and distribution facilities, the publication of *Employment News* had to be stopped for one and half months in April-May 2020. However, keeping the interest of the readers and job seekers, the journal resumed publication of digital copy on May 16, 2020. On July 18, 2020, it resumed full-fledged publication of both print and digital copies.

Employment News published more than 1,688 advertisements from April 1-November 30, 2020.

Business and Marketing

The Business Wing of Publications Division is engaged in multi-pronged marketing and promotions of its journals/books/publications. DPD is continuously making efforts to tap the new age readers from metro cities as well as the readers at grassroots level in towns and villages. Business Wing sells the publications of DPD through its own sales emporia, regional sales units (in Ahmedabad and Bengaluru), registered agents, and by participating in book exhibitions/fairs, public information campaigns and sales promotion activities.

Keeping up with the needs of a rapidly digitizing India and the world, Publications Division too has made its foray into the world of e-books and digital marketing. Currently, print books are available for online sale through Bharatkosh portal and DPD website. E-Commerce platforms (Amazon, Google Play) and e-Resource aggregators (GIST) are engaged for the marketing and sale of the e-books.

Publications Division has also undertaken a new initiative to list and sell its journals through online portals like Amazon Kindle, Google Play, Google Books. The journals (*Yojana*, *Kurukshetra*, *Aajkal*, *Bal-Bharti*) are now available in digital format with DRM protection on these portals. Currently DPD's 14 journals are available for online sale.

e-Commerce

Sale of eBooks on e-commerce platforms

- **475 eBook titles are live on Amazon Kindle and Google Play** (up to January 2021)
- Total **eBooks sold in FY 2020-21: 6,778** (up to December 31, 2020)

Online sale of Print Books

- More than **1,750 print books** are available for sale through Publications Division website and more than 350 print books can be bought online through Bharatkosh portal
- Total p-books sold on Bharatkosh portal: 1,155
- Total p-books sold on DPD website from April 2020-January 2021: 507

Journals' subscription (Yojana & other journals) on Bharatkosh Portal

Total no. of journals sold from April-December 2020: 5,85,617

Digital DPD app has been developed and was launched to sell e-books

Sales revenue (up to January 31, 2021):
DPD : ₹748.37 lakhs

EN (Receipts) : ₹625.11 lakhs

Direct Orders from Government/Institutions

Publications Division is pro-actively reaching out to Government bodies, autonomous organizations, State Government functionaries, institutions, and public libraries, which are being converted into tangible sales orders. A brief summary of the progress in this FY is below:

- A newly inaugurated library under the aegis of Uttar Haryana Bijli Vitran Nigam has acquired DPD books and the books are displayed prominently across the library.
- DPD has tied up with **Samagra Shiksha Abhiyan** (under MoE) for supply of books

to libraries of many states of India. The Division has received bulk order from Odisha, Tripura, Punjab, Andhra Pradesh and Delhi. The tentative gross amount of the order is ₹18.33 crore (approx.). Further, libraries in many other states (other than the above) are also approaching DPD for supply of books and those states to whom DPD has been already supplying books are placing orders again.

Computerization of Inventory Management

Computerization of Inventory Management and other Business Processes (CIM project) is central to DPD's efforts to reach out to the new-age readers and inform and educate them through the platforms of their preference and to keep pace with the changing technological and business environment. All modules of this ERP project were rolled out, including test-run of computerized billing in all DPD sales emporia.

Social Media

DPD utilized social media effectively for reaching out to its followers and prospective readers. DPD initiated an online fortnightly quiz on important issues/events of the month which enhanced engagement with the social media users. For the first time, DPD posted content in regional languages. DPD also started two collaborations with AIR, namely 'Employment News' and 'Books Review' which were given due coverage on social media. @DPD_India Twitter handle has over 9,134 followers and Employment News Twitter handle (@Emply_News) has over 24K followers.



INDIAN INSTITUTE OF MASS COMMUNICATION



Indian Institute of Mass Communication (IIMC) came into existence on August 17, 1965. It was established with the basic objective of teaching, training and undertaking research in the areas of media and mass communication. Over the last 55 years, the institute has graduated into conducting a number of specialized courses to meet the diverse and demanding requirements of the rapidly expanding and changing media industry in modern times, in keeping with its original mandate “to make available facilities for training and research to meet the information and publicity needs of public and private sector industries”.

In 2020, **IIMC was once again ranked as the No.1 institute in the field of mass communication** by *India Today* and as the No.1 institute amongst mass communication colleges in India by *The Week*. The institute has a vibrant presence on social media with verified Facebook and Instagram pages, an active Twitter Account, and a YouTube Channel.

On July 4, 2020, IIMC welcomed its new Director General, Prof. Sanjay Dwivedi, a senior journalist and renowned academician.

PG Diploma Courses

IIMC offers Post Graduate Diploma Courses in Print Journalism (English, Hindi, Odia, Urdu, Marathi and Malayalam), Radio & Television Journalism, and in Advertising & Public Relations. The courses offered by IIMC represent a meaningful blend of classroom teaching, duly supplemented by practical orientation through rigorous exercises, lab journals, projects, and field visits. Due to the COVID-19 pandemic and subsequent lockdown, in early 2020, the institute started using the online mode to teach/train students, which continues in the current 2020-21 academic session.

IIMC’s Placement Cell facilitated online placements for the 2019-2020 students and 40 organisations participated in the process. These included government departments, public sector organisations, corporate houses, media organisations and NGOs. A total of 151 positions were offered through the IIMC placement process, of which 121 were full-time jobs and 30 were internships.

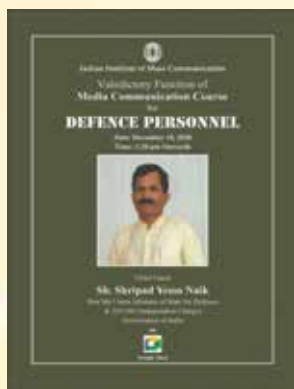
IIMC welcomed its 2020-21 batch of PG diploma students of all courses with a week-long online Orientation Programme from November 23-27, 2020. Shri Prakash Javadekar, Hon’ble Union Minister of I&B virtually inaugurated the Programme. During the week, a bevy of industry and academic stalwarts, apart from DG IIMC and all faculty members, interacted with the new batch.



Short Courses

IIMC also offers short term training programmes in communication, public relations and research for officers and staff of the Armed Forces, Central and State Government departments, PSUs, among others. In December 2020, a two-week Media Communication Course

was started by the Short Courses Department of IIMC for the Officers of Armed Forces. Hon'ble Union Minister of State for Defence & AYUSH (Independent Charge) Shri Shripad Yesso Naik addressed the Valedictory Function.



Development Journalism Course

IIMC's Development Journalism Course is an endeavour towards promoting international cooperation and understanding, especially among countries of the developing world, through exchange of experience, expertise and innovations in the field of harnessing communication as a tool of development. This is one of the premier courses under the ITEC/SCAAP and Colombo Plan schemes of the Government of India. Over the years, IIMC has trained over 1,600 foreign journalists from 127 countries, ranging alphabetically from Afghanistan to Zimbabwe.

Training of Indian Information Service (IIS) Officers

Since its inception, IIMC has been functioning as the training academy for the Indian Information Service. It imparts induction training for the IIS Group 'A' Officers, who are recruited through the Combined Civil Services Examination by UPSC. It also conducts the Foundation Training for IIS Group 'B' officers, who are recruited on the basis of prior journalistic experience. 22 OTs of IIS Groups were in Induction Training till November 2020. 21 OTs of 2018 batch underwent two weeks' phase II and completion of On-the Job Training in different media units. A six-month Foundation Course for training 66 Group 'B' Officers was conducted in the FY 2020-2021.

Communication Research and Outreach Activities

IIMC is Asia's first Institute to have a dedicated Communication Research Department that conducts research/analysis and impact

assessment studies for various Ministries and Government Departments. The research focuses primarily on government campaigns, impact analyses and feedback, and provides quality inputs for strategizing Government campaigns and communication programmes. The Department has established a benchmark for research in communication in the last 55 years with more than 200 research studies on various subjects and themes ranging from Public Health and Rural Development to Political Economy of the Media, for Ministries and UN Agencies.

Following are the major research and training activities undertaken (and ongoing) by the Department between April 2020-January 2021:

1. Evaluation and Impact Assessment Study of **Mass Media Campaign on Safe and Legal Migration** (*Commissioned by MEA*): The aim of the evaluation study is to assess the effectiveness of the communication campaign in terms of its reach among the target population, which comprises those aspiring to go abroad for employment. The study also aims to examine concerns amidst the target population about safe and legal migration.
2. Effectiveness of TV Health Programmes on **Health Literacy**: An Impact Evaluation of **Lok Sabha TV's Healthy India Programme** (*Commissioned by MoHFW*): The study will explore the effectiveness of *Healthy India* Programme broadcast on Lok Sabha TV in an environment infused with a variety of media platforms offering a plethora of health-related information. The study is important in terms of evaluating whether health programmes broadcast on television have any effect on health literacy among viewers.
3. Commemorative volume on **50 Years of Communication Research**: Creating a compendium of IIMC Research Studies since 1965 in digital format.

Community Radio

IIMC has been running its own Community Radio, 'Apna Radio 96.9' since 2015. Over the last six years, a number of initiatives have been taken to revitalise this Community Radio Station. In 2020, Apna Radio conducted a programme called the **Admission Series 2020** to acquaint prospective students about the various PG Diploma courses, the admission process and other key information related to IIMC. To mark the celebration of the **145th birth anniversary of Sardar Vallabhbhai Patel**, IIMC organised a webinar **Sabka Saath, Sabka Vikas** on Apna Radio in November 2020.



Communication Journals

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

Memorial Lecture

IIMC Dhenkanal organised the 5th Prof. K.M. Srivastava Memorial Lecture in August 2020 on the topic *Technology Enabled Learning: Is this the New Normal?* with Dr. Srikant Mohapatra, Vice-Chancellor, Odisha State Open University as the Speaker.

Information Resource Centre

The Institute has the largest specialized library of mass communication literature in the country. It has a collection of about 36,377 volumes of

books and bound journals on different aspects of mass communication and allied subjects. The library subscribes to over 84 journals/magazines and 32 leading newspapers. The library has also developed a state-of-the-art Multimedia, Reference and Research section.

Bibliographic Service

Subject bibliographies on mass communication and related subjects such as broadcasting, media, radio and television are provided online and also in print, on demand.

Plan Schemes and Infrastructure Development

The Plan Scheme 'Upgradation of IIMC to international standard' was included in the 11th Five Year Plan and approval was accorded for a total amount of ₹62 crore. The proposals of the scheme include upgradation of IIMC, i.e., construction of additional facilities at the IIMC campus, New Delhi, as well as starting of four new regional campuses of IIMC in Maharashtra, Mizoram, Kerala and Jammu. The projects of permanent campus at Kottayam and a new building in the Aizawl campus have been completed. The construction of the permanent building of Jammu is likely to be completed by June 2021.

Teaching Aids/Facilities

The Institute strives continuously for the creation of adequate and suitable infrastructure support for enabling its students to face the emerging challenges in the field with confidence. Constant upgradation of these facilities is undertaken and during the year, owing to the limitations of classroom teaching due to the pandemic, classes are being held online. To facilitate the process, all faculty and academic staff have been trained in a variety of online teaching software including Google Meet, G-Suite, Webex, Microsoft Teams, Streamyard and Go To Webinar since July 2020.

Citizen's Charter and Grievances Redressal Mechanism

The New Citizens' Charter has been prepared as per the new guidelines and placed on the

IIMC website. An officer from the Institute has been nominated as Public Grievance Officer and grievances received are examined by the Institute and redressed with the approval of the competent authority.

To safeguard the interests of the SC/ST category students and to deal with their complaints/grievances, at both Delhi Campus and the Regional Campuses, a separate SC/ST Cell has been created.

Other Key Activities

- IIMC Dhenkanal, in association with Kolkata Press Club, developed a guideline on *How to Verify Fake News*, which was translated in six languages (English, Hindi, Odia, Bengali, Telugu and Tamil) and distributed across the country. A Guideline on Journalists' Safety during COVID-19 was also developed in association with Kolkata Press Club. Translation of the Guideline into Tamil was undertaken by UNICEF Chennai in association with the Chennai Press Club.
- Four-week **Module on Social and Economic Sector Communication** was scheduled by the Institute from July 27, 2020. Shri Parameswaran Iyer, Secretary, Department of Drinking Water and Sanitation, Ministry of Jal Shakti, interacted with the IIS Officer Trainees about Swachh Bharat Mission. He highlighted the role of Above-the-Line and Below-the-Line communication in the success of one of the largest behavioural change campaigns in the world.
- IIMC celebrated its 56th Foundation Day on August 17, 2020. Shri Amit Khare, Secretary, Ministry of I&B, delivered the Foundation Day Lecture online on the National Education Policy.
- On the occasion of the bicentenary of Pandit Ishwar Chandra Vidyasagar, IIMC Dhenkanal in association with the Kolkata Press Club, organised an e-panel

discussion *Vidyasagar: The Man and His Mission* on September 11, 2020.

- IIMC Dhenkanal released a coffee table book *Photografia.3* on May 14, 2020. It also e-launched the *IIMC Dhenkanal Monograph: Media in the Time of COVID-19* on September 19, 2020.
- IIMC organised a webinar on *Mahatma Gandhi as a Communicator* on October 1, 2020 to mark the celebration of the 151st birth anniversary of Mahatma Gandhi. A tree plantation drive was held in the Institute to mark Gandhi Jayanti and Shastri Jayanti.
- On October 16, 2020, a special lecture on 'Values and Ethics of Journalism' with Dr. Remruati from Mass Communication Department, MZU, was organised at the NER Campus.
- IIMC signed an MoU with the University of Journalism and Mass Communication of Uzbekistan to promote journalism and media education and applied research.

INDIAN INSTITUTE OF MASS COMMUNICATION
REMEMBERING WARRIOR JOURNALISTS

Bharat Ratna
Pandit Madan Mohan Malaviya

Bharat Ratna
Shri Atal Behari Vajpayee

— Distinguished Speakers —

Shri Ram Bahadur Rai
Senior Journalist associated with *Pandit Iyer* and Chairman
Indira Gandhi National Centre for the Arts, New Delhi

Shri Ashok Tandon
Senior Journalist and Media Advisor to
former Prime Minister Shri Atal Behari Vajpayee

Convener
Prof. (Dr.) Pramod Kumar
Professor, Department of English Journalism
Course Director, Under Journalism
Edition, 'Sanchar' Madhyam

Date: 24 December 2020
Time: 4:00 PM
on Google Meet
Live on
IIMC Pages on

<https://www.facebook.com/IIMC-1940>
<https://www.youtube.com/channel/UCmLPHU14800Kp0C4N1AA>

- A new initiative '**Friday Dialogue**', was undertaken in December 2020, by the Institute. Under this initiative, prominent media persons, artistes, academicians, and industry experts address students via online conferencing on contemporary topics related to media each Friday.
- IIMC organised a special programme titled *Remembering Warrior Journalists: Pandit Madan Mohan Malviya and Shri Atal Bihari Vajpayee* on the eve of their birth anniversary, in December.
- On the birth anniversary of Swami Vivekananda, National Youth Day was celebrated at the IIMC HQ January 12, 2021.
- IIMC Dhenkanal organised an online workshop, webinar, film screening, exhibition and contest *Filmy Chakkar* from January 14-16, 2021.
- Swachhata Pledge was administered by DG IIMC, Prof. Sanjay Dwivedi to the faculty members and staff to mark the beginning of Swachhata Pakhwada on January 16, 2021.



PRESS COUNCIL OF INDIA (PCI)

Press Council of India functions under the Press Council Act, 1978. It is a statutory, quasi-judicial authority functioning as a watchdog of the press, for the press and by the press. It adjudicates the complaints against and by the press for violation of ethics and for violation of the freedom of the press, respectively.

Complaints before the Council

From April 1-November 30, 2020, a total of **2,266 complaints** were filed in the Council. Of these, **332** complaints were by the press against

authorities of the Government for violation of press freedom and **1,934** complaints were directed against the press for breach of journalistic ethics. In these, **82** matters were disposed off during the period (including previous year carrying forwarded complains), either by way of adjudication or through summary disposal by the Chairman on account of settlement by the mediation of the Chairman or due to lack of sufficient grounds for holding inquiries or non-pursuance or withdrawal or on account of matters having become sub-judice.

Suo Motu Cognizance

The Council took suo motu cognizance of the incidents of violence against media persons and threats to press freedom in the **32** cases.

National Press Day 2020

The National Press Day celebrations are held every year on November 16 at national and state levels. This year, due to COVID-19 pandemic, the National Press Day was celebrated through webinar having deliberations over the topic '**Role of Media during the COVID-19 Pandemic and Its Impact on Media**' at National Media Centre, New Delhi. On the occasion, the Hon'ble President, Shri Ram Nath Kovind, Hon'ble Vice President, Shri M. Venkaiah Naidu, Hon'ble PM, Shri Narendra Modi and Hon'ble Minister of I&B, Shri Prakash Javadekar shared their views through the message/audio-video addresses on the topic. Hon'ble Justice Chandramauli Kumar Prasad, Chairman, PCI presided over the webinar.



Hon'ble Justice Chandramauli Kumar Prasad, Chairman, PCI read out the written messages of the Hon'ble President and the Hon'ble Prime Minister.



Hon'ble Minister of I&B sharing his views, through audio video message, on the 'Role of Media During the COVID-19 Pandemic and its Impact on Media' at National Media Centre, New Delhi.

The Hon'ble President, in his message, appreciated the efforts of media as frontline corona warriors in educating people about COVID-19 and thus helping in mitigating the impact of the pandemic. The Hon'ble PM, in his message, applauded the media for continuously delivering exceptional service by spreading awareness about the COVID-19 pandemic and carrying forward the message of "Vocal for Local".

Official Language

Hindi Pakhwada was celebrated in the Secretariat of the Council from September 14-28, 2020. During the fortnight, besides other activities, posters were prepared in the Secretariat for displaying important quotations in Hindi. PCI employees were awarded for slogan writing competition and in various categories such as noting, drafting and typing under the Hindi Protsahan Yojna for their valuable contribution towards promoting the use of Hindi in the office.

Vigilance

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

NEW MEDIA WING

Set up in the year 1945, the Research, Reference and Training Division, renamed as **New Media Wing** (NMW) in 2013, functions as an information dissemination unit of the Ministry of I&B as well as the information serving unit for the Ministry. It provides background, reference and research material for the use of the Ministry, its media units and others engaged in mass communication.

NMW also provides functional and operational

support to the New Media Cell (NMC) section of the Ministry in handling its social and digital media publicity, public information and mass communication. The department supports Indian Institute of Mass Communication (IIMC) in the training of Indian Information Service (IIS) Officers. It also organizes training on communication aspects and assists other Ministries/Departments on various facets of social media.

Activities of New Media Wing since April 2020

Social Media

Owing to the interactive nature of social media, Government's engagement with the citizens for providing information and getting feedback from them has become more efficient. The NMW of the Ministry of I&B has been enabling these interactions by acting as an interface between Government and public at large in the virtual world.

Launch of a dedicated Twitter handle for official updates on COVID-19 management: #IndiaFightsCorona @COVIDNewsByMIB

NMW launched the dedicated Twitter handle on March 31, 2020 to place all official information related to COVID-19 released by the Government

at one place. This initiative has received good response from Twitter users. The Twitter handle is updated throughout the day with all the relevant information sourced from Ministry of Health and Family Welfare, PIB press releases, notifications and advisories issued by various ministries/departments as well as guidelines and good practices shared by international agencies.

The information posted through this Twitter handle includes myths and facts related to COVID-19, daily statistics on recovered and active cases in the form of charts and maps, preventive measures and actions taken by various ministries/departments, and important information such as helpline numbers.

The @COVIDNewsByMIB handle has been instrumental in educating and generating awareness amongst the general public on COVID-19 through easily understandable infographics, videos; and accurate and timely information.

Comprehensive coverage is being provided on social media platforms by NMW to the COVID-19 vaccination drive using a dedicated hashtag #We4Vaccine.

Statistics related to social media accounts of the MIB, as on March 31, 2021

Account/Handle ID	Platform	Subscribers/Followers
@MIB_India	Twitter (English) handle for MIB	1.2M
@MIB_Hindi	Twitter (Hindi) handle for MIB	66K
@COVIDNewsByMIB	Twitter handle, dedicated for COVID-19 related updates	130K
@inbministry	Facebook	1.3M
@MIB_India	Instagram	177K
Ministry of I&B	YouTube	171K

Twitter handle @MIB_India of the Ministry generates an average of 2.7 million impressions each month and YouTube channel gets 537K views per month, on an average. The content posted from @COVIDNewsByMIB earns 600K impressions per day, on an average. Content posted on the Facebook page of the Ministry reaches more than 295K users every month, on an average.

Coverage of Events and Programmes

NMW has supported various campaigns of the Government like POSHAN Maah 2020, International Yoga Day, Make in India, among others, across social media platforms. As and when a variety of such campaigns are launched by the government, content suitable for social media

is generated and disseminate across different platforms. All such activities are also coordinated with other departments to bring out a multiplier effect.

With regard to the publicity of and by the Ministry of Information and Broadcasting, various government schemes, initiatives, and missions like AatmaNirbhar Bharat Abhiyan, Vocal for

Local, Safe Diwali, National Unity Day, and National Handloom Day were publicized across social media platforms. NMW undertook a leading role for the social media publicity of COVID-19 appropriate behaviour, contributing to the public information and mass communication campaign on the containment of COVID-19 transmission, in the form of a 'Jan Andolan'.



One of the graphic posters created to publicize #SafeDiwali

NMW also provided extensive social media coverage of events related to Mahatma Gandhi's 150th birth anniversary and Swachh Bharat Abhiyan. Tweets were posted on MIB's English and Hindi Twitter handles while photos, videos and press releases from the related events were shared across all the social media platforms.

Social media publicity of policies and programmes of the Government, Mann Ki Baat and events of national importance such as Independence Day are covered on regular basis by NMW. The Wing also publicises Cabinet briefings, Health Ministry's briefings, press conferences and press releases on social media.

India - A Reference Annual

Every year the Wing compiles a reference book, *India-A Reference Annual*, on developments and progresses made by Central Ministries/Departments, States/UT Administrations and PSUs/autonomous bodies. It serves as a valuable source of information on diverse aspects of the country, its polity, economy, society and culture. It is simultaneously published in Hindi as *Bharat*.

Training

The Wing organized social media training module for Indian Information Service (IIS) officers. The training was led by experts from the field of social media analytics.





Union Minister for Information & Broadcasting, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar launching the 'DD Assam 24x7' channel, through video conference, in New Delhi on August 04, 2020.

5

BROADCASTING SECTOR

Overview

The Broadcasting Sector regulates the network of multi system operators and local cable operators through the Cable Television Networks (Regulation) Act, 1995 and policy guidelines issued from time to time. Broadcasting carriage services include Multi System Operators (MSOs)/Local Cable Operators (LCOs), Direct-to-Home (DTH) operators, Headend-In-The-Sky (HITS) operators and Internet Protocol Television (IPTV) service providers. It gives license/permission to DTH/HITS operators for their respective operations. **Doordarshan** provides its DTH services on a **free to air** basis.

Ministry of I&B vide order dated November 6, 2020 has carried out amendments in the existing “Guidelines for providing Headend-In-The-Sky (HITS) Broadcasting Service in India dated 26.11.2009”. These amendments allow HITS operator to share HITS infrastructure with Multi System Operator (MSO)/HITS operator.

During the COVID-19 pandemic, the Ministry issued an Advisory on April 7, 2020 to all DTH/MSO/LCO operators to telecast across their respective platforms following three free-to-air DTH Channels allocated for School Education in the best interest of the learners/students across India:

- i. PANINI Channel #27 allocated to NIOS
- ii. SHARDA Channel #28 allocated to NIOS
- iii. Kishore Manch Channel #31 allocated to NCERT

Ministry of Information & Broadcasting vide Gazette Notification no. S.O. 4136(E) dated

15.11.2019 notified “DD Yadagiri” as a must carry Doordarshan channel by all Distribution Platform Operators viz. MSO/LCO/DTH/HITS/IPTV operators.

Keeping in view the provisions of Rights of Persons with Disabilities Act, 2016, Ministry of Information & Broadcasting, on 11.09.2019 issued “Accessibility Standards for Television Programmes for Hearing Impaired” to facilitate accessibility to TV programmes for persons with hearing impairment.

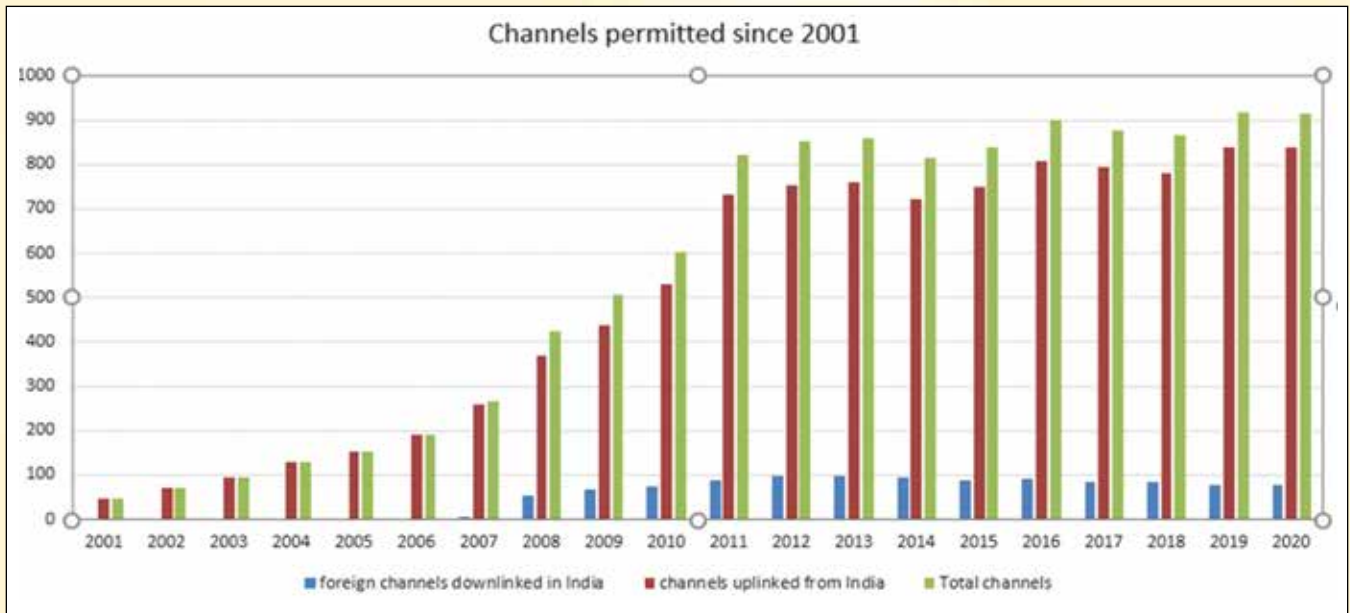
PRIVATE SATELLITE TV CHANNELS IN INDIA

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

Growth of Television Channels

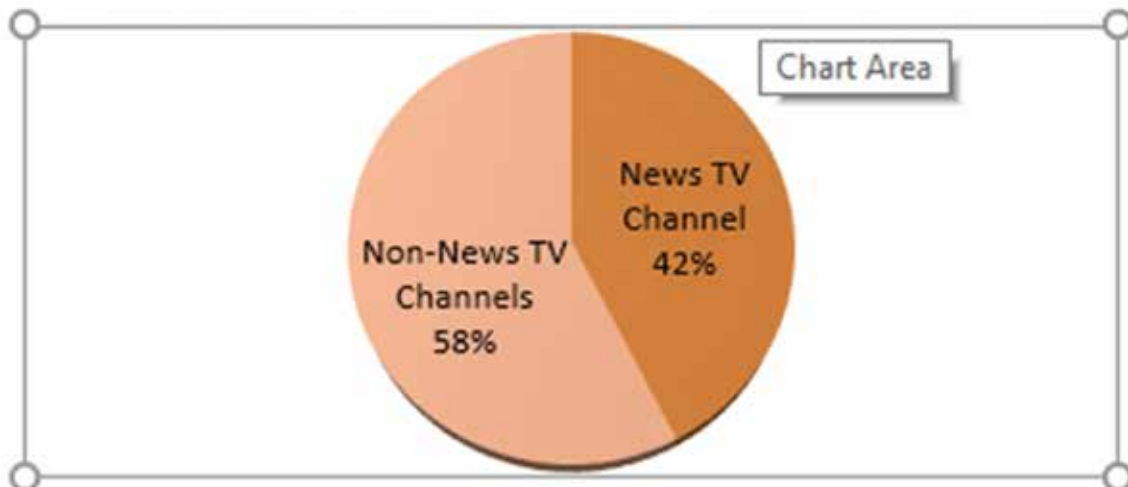
1. The first private satellite TV channel 'AajTak' was permitted in the year 2000. Since then, the bouquet of private satellite TV channels in India has been expanding at a fast pace. The Ministry has permitted **914 channels in India by December 14, 2020**, which includes 388 News Channels and 526 Non-News Channels.

Number of Television Channels permitted by the Ministry



Category wise permitted Channels

Permitted TV Channels News Vs Non-News



The Ministry has developed a portal viz. **BroadcastSeva**, for all broadcast services to provide efficient and transparent regime for the growth and management of the Broadcasting sector. **BroadcastSeva**, vide its following modules provides a comprehensive set of services to the applicants:

- i. Application for new permission and renewal of Uplinking/Downlinking of TV channels
- ii. Payment of Annual permission fee by existing broadcasters
- iii. Applications for Temporary Uplinking Permissions
- iv. Permission for DSNG/SNG equipment
- v. Permission for news agency
- vi. Application for various changes in the channel i.e., change of name and logo, change of satellite, change of teleport and teleport location, change of category/language of channel, mode of transmission, etc.

The applicant companies (broadcasters/teleport operators) can now view the live tracking/status of the applications filed online on web portal www.broadcastseva.gov.in. The process of seeking information from company and approval of the proposal of company has been streamlined.

Accordingly, the time period for seeking approval of competent authority has been reduced and the process is now speeded up.

CONTENT REGULATION OF TV CHANNELS

As per Cable Television Networks (Regulation) Act, 1995 and Policy for Uplinking/Downlinking of TV Channels from India, 2011, every broadcaster has been mandated to follow the Programme and Advertising Codes as prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder. For regulation of content on Satellite TV channels, an Inter-Ministerial Committee (IMC) under the Chairpersonship of Additional Secretary (I&B) has been constituted, with representatives from Ministries of Home Affairs, Law & Justice, Women & Child Development, Health & Family Welfare, External Affairs, Defence, Consumer Affairs and a representative from the industry in Advertising Standards Council of India (ASCI), which gives its recommendations on whether a violation has taken place or not. The IMC functions in a recommendatory capacity. The final decision regarding penalty and its quantum is taken on the basis of the recommendations of the IMC.

During the year, where violation of the Programme & Advertising Codes was established, appropriate action was taken by the Ministry by way of Advisories, Warnings, Orders for Apology Scroll, and off-air orders were issued.

General Advisories issued to TV channels:

Sr. No.	Subject-Matters	Date of Advisory
1	Telecast of Republic Day Ceremony/Parade with Sign Language Interpretation	24.1.2020
2	Running scrolls on the issues of lynching and mob violence – Compliance with Supreme Court order dated 17.7.2018 & 24.9.2018 in WP(C) No.754/2016 – Tehseen S Poonawala vs. UOI &Ors.	27.1.2020
3	Publicity to Emergency Response Support System on women safety/ persons in distress	30.1.2020

4	Strict compliance with Rule 6(1) (c), (d), (e) of the Programme Code	25.2.2020
5	Advisory related to coronavirus on compliance with revised travel advisory issued by Ministry of Health & Family Welfare	3.3.2020
6	Channels advised to be cautious with regard to the telecasting and reporting the proceedings of the Parliament and to desist from re-telecast of expunged portions of the proceedings of the Parliament	19.3.2020
7	Telecast of Independence Day Ceremony/Commentary with Sign Language Interpretation	14.8.2020
8	Telecast of surrogate advertisements in violation of rule 7(2)(viii)(A) of Advertising Code	15.9.2020
9	Compliance with Hon'ble High Court of Delhi order in the matter of WP(C) 6568/2020 – Rakul Preet Singh vs UOI &Ors directing the channels to show restraint in the reporting while making any report in relation to the petitioner	9.10.2020
10	Telecast of Advertisements of Online Gaming Sports etc on TV channels	4.12.2020

State level and District level Monitoring Committees

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

STATUS OF CABLE TV DIGITISATION

The cut-off date for digitalization of cable TV network across the country was March 31, 2017. After successful completion of Mission Digitization Programme by June 30, 2020, the country is now Digital Addressable System enabled in cable TV-Sector. It is now obligatory for every cable operator in the country to transmit/re-transmit programmes of any channel only in an encrypted form through a digital addressable system. Till November 2020, this Ministry had granted 1,702 MSO registrations.

Electronic Media Monitoring Centre

Electronic Media Monitoring Centre (EMMC), set up in 2008, is entrusted with the task of monitoring the content being aired by TV channels for any violation of Programme and Advertising Codes under the Cable Television Network (Regulation) Act, 1995. EMMC has the technical facility to record and monitor the content of 900 channels, beaming over the Indian Territory.

COMMUNITY RADIO

Community Radio is an important third tier in Radio Broadcasting, distinct from Public Service Radio broadcasting and Commercial Radio. Community Radio Stations (CRSs) are low power Radio Stations, which are meant to be set-up and operated by local communities. The policy guidelines for Community Radio were last amended in 2018. The guidelines and the list of CRSs currently in operation are available on the MIB website www.mib.gov.in

The Community Radio provides a platform to air local voices among the local community on issues concerning health, nutrition, education, agriculture etc. Moreover, the Community Radio is a powerful medium of the marginalised sections of society to voice their concerns. Community Radio also has the potential to strengthen people's participation in development programmes through its holistic approach. In a country like India, where every state has its own language and distinctive cultural identity, CRSs are also a repository of local folk music and cultural heritage. The unique position of CRS as an instrument of positive social change makes it an ideal tool for community empowerment. Up to December 2020, **313** CRSs were operational. To support the Community Radio

movement, a Central Sector Scheme **Supporting Community Radio Movement in India** is being implemented, under which financial support is provided to existing as well as new Community Radio Stations towards purchase of equipment/replacement of equipment.

Initiatives during this year:

In an earnest effort to reach all sections of the country for COVID-related communication, Union Minister for Information and Broadcasting, Shri Prakash Javadekar, on May 22, 2020, talked to community and answered their various questions. The talk was broadcasted on All India Radio and all Community Radio Stations. The talk was aimed at harnessing Community Radio Station power to reach the people in the remote corners of India.

During the year, Community Radio Stations were advised to broadcast public awareness programmes from Community Radios in the larger public interest. Advisories were issued for Government Programmes such POSHAN Abhiyan, COVID-related appropriate behaviour, Fit India movement, and International Day of Yoga.

Radio programmes that were broadcast by Community Radios during the year:

सूचना और प्रसारण मंत्रालय

कम्युनिटी रेडियो
पहुंचे दूर दराज

श्री प्रकाश जावडेकर
वन एवं पर्यावरण मंत्री, सूचना और प्रसारण मंत्री
भारी उद्योग एवं लोक उद्यम, मंत्री
भारत सरकार

भारत के सभी कम्युनिटी रेडियो से संवाद

22 मई 2020 | 07 सायं

भारत के सभी कम्युनिटी रेडियो के माध्यम से एक साथ प्रसारण

- Broadcasting programmes on COVID awareness, children education program and extracurricular activities during lockdown
- Messages from prominent personalities requesting all to follow the lockdown and with a request to stay at home
- Messages from doctors on facts about COVID-19 and tips for staying healthy
- Information regarding the initiatives taken by police, doctors and volunteers.
- Information on community kitchens and distribution of food and foodstuff
- COVID-19 Radio Quiz, special programmes dealing with civic issues
- Advises from psychologists for students who are facing problems during the lockdown. CRSs also broadcast programmes on stress management/Yoga
- Broadcast of 'Mann ki Baat' programme.
- On COVID-related issues, scripts in various languages were developed and disseminated.
- Series of interviews with experts and heads of organisations on the impact of COVID-19 in English and Hindi and shared them with all the CRSs.
- Campaign on COVID-safe behaviour: three-month long country-wide campaign with 190 CR stations on creating awareness regarding COVID-safe behaviour of mask-wearing, maintaining social distancing and practising hand hygiene.
- Ministry of I&B had shared real-time COVID-related information to community radio stations through various communication means such as WhatsApp groups, emails, advisories, and online meetings.

Other initiatives on COVID-19 through CRSs by various organizations

- Series of webinars on “Corona CR Diary” from April 2020 to June 2020. These webinars were organized zone wise (Northeast, South Zone, North, and West Zone). The discussions were on innovative ways to create content dissemination through Community Radio Stations, Content Creation, and Combating COVID 19: Stories from the ground and other issues
- Ministry of AYUSH has initiated a project for engaging Community Radio Stations for its Information Education and Communication (IEC) campaign ‘AYUSH for Immunity’. The aim of the campaign is to boost immunity among local communities through different systems of Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homeopathy

Announcement of 8th Community Radio Awards

To encourage innovation and healthy competition amongst CRSs, the Ministry had instituted National Community Radio Awards in the year 2012 which were conferred to CRS every year. The Ministry has announced 8th Community Radio Awards for the year 2020-21 in four categories—Thematic Award, Most Innovative Community Engagement Award, Promoting Local Culture Award, and Sustainability Model Award.

Permission for and financial support to new CRS

During the year, a total of **37 new Community Radio Stations** were commissioned. Financial support in form of grant was given for purchase of equipment to 13 new CRS to the tune of ₹83.98 lakh till December 2020.

FM RADIO

FM Radio is one of the preferred modes of entertainment among youth and adults across the nation. The variety offered by various FM Radio

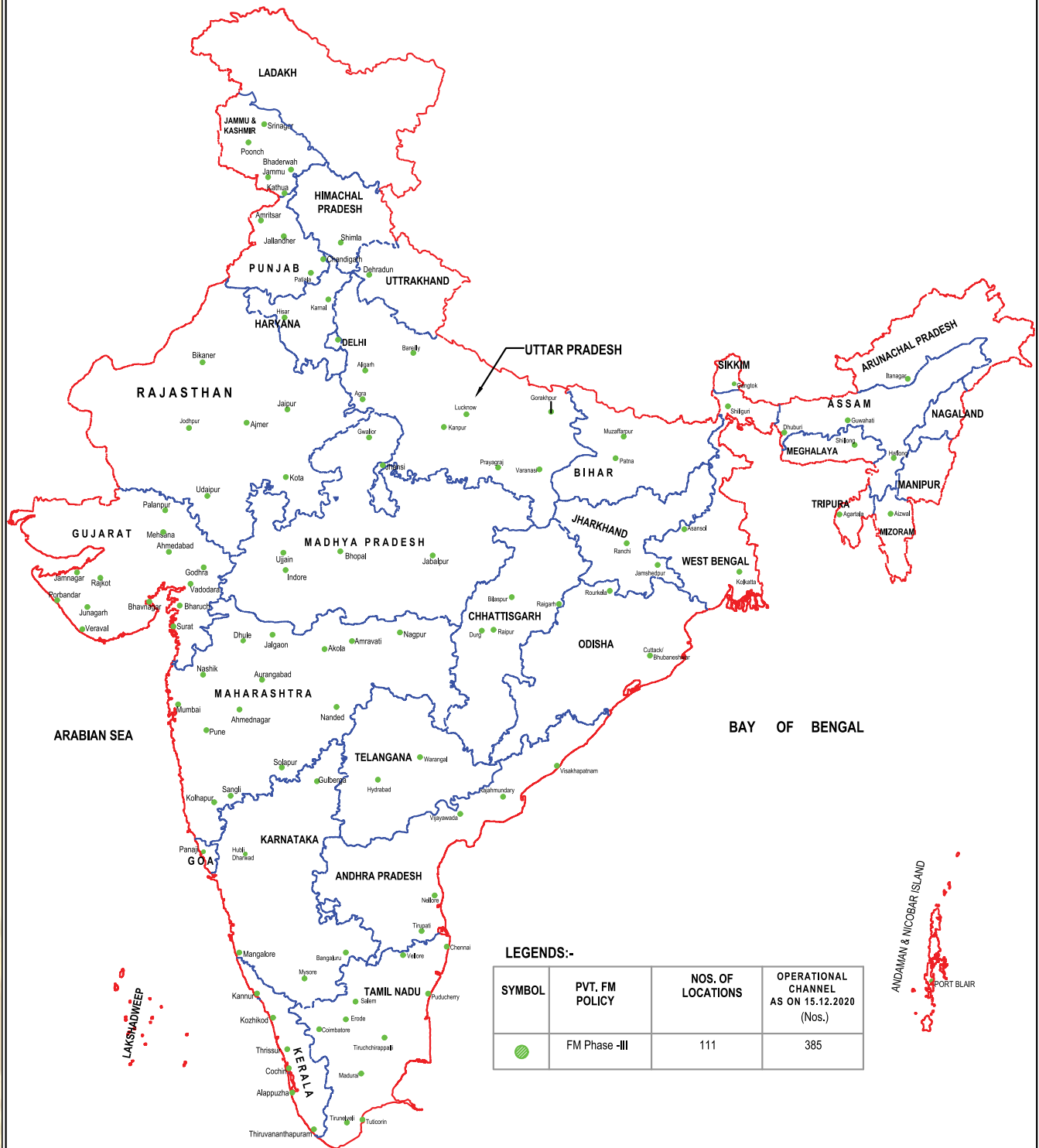
stations in local languages is welcomed by the masses. It has also evolved as a potential medium for local businesses to expand their reach through radio advertisements.

Ministry of I&B is also utilizing Private FM Radio as a platform to reach the masses for furthering the developmental agenda of the Government. During the COVID-19 pandemic, the private FM Radio stations have made laudable efforts to sensitize the populace on adopting COVID-appropriate behaviour such as wearing masks, keeping two yards distance and practising hand hygiene. The pro-bono campaign by FM radio channels in the fight against COVID-19 by sensitising the masses, especially in the identified high-risk districts, has tremendously helped in containing the spread of coronavirus.

The FM Cell of the Ministry deals with all matters related to Private FM Radio broadcasting in India as per Policy Guidelines on expansion of FM Radio broadcasting services through private agencies phase III approved by Union Cabinet on July 7, 2011, which along with latest updates is available at https://mib.gov.in/all_broadcasting_documents.

As on January 12, 2021, **385 FM Radio channels** are operational in 111 cities across the country spread across 26 States and 4 Union Territories.

Operational Pvt. FM Station (as on 15.12.2020)



THIS DRAWING IS COPYRIGHT AND THE PROPERTY OF "B E C I L" AND IS NOT TO BE REPRODUCED, COPIED HANDED OVER TO A THIRD PARTY OR USED FOR ANY PURPOSE OTHER THAN THAT FOR WHICH IT HAS BEEN ISSUED.

Map No. BECIL/FM/E&P/STATION/001/A



BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED
 HEAD OFFICE:- 14-B, RING ROAD,
 I.P. ESTATE, NEW DELHI-110 002 (INDIA),
 Tele:- 2337 8823, Fax No. 2337 9885

Revenue Accrual to the Government

The Government receives revenue from the Private broadcasters by way of non-refundable One Time Entry Fee, Migration fee, Annual license fee, processing fee and Tower rental.

The total revenue earned by the Government

by way of non-refundable one-time entry fee, migration fee, annual license fee, tower rental and processing fee from Pvt FM Radio broadcasting in the country during last 20 years since the inception of private FM Radio Broadcasting in the year 2000 amount to ₹6092.12 crore (approx.) as shown below:

(Rs. in crore)

Annual License Fee	Details of processing Fee	Non-refundable One Time Migration Fee (NOTMF)	Non-refundable One Time Entry Fee (NOTEF)	Tower rent from private FM Radio Operators	Total
1,836.03	0.10	1,993.63	2,252.74	9.62	6,092.12



PRASAR BHARATI

Prasar Bharati (India's Public Service Broadcaster) is the only Public Service Broadcaster in the country, with Akashvani (All India Radio) and Doordarshan as its two constituents. It came into existence on November 23, 1997 with the mandate to organize and conduct public broadcasting services to inform, educate and entertain the public, and to ensure a balanced development of broadcasting on radio and television. Prasar Bharati also operates India's largest and only free to air DTH platform, DD FreeDish DTH, which reaches into more than 35 million households across India.

Keeping pace with latest technologies, Prasar Bharati has made its presence felt in the digital platform as well with its popular **NewsOnAir App**. Live streaming of content, informative new websites, availability of programmes on YouTube, mobile apps and Alexa have ensured a vibrant appearance of Prasar Bharati on these platforms. Active presence on social media platforms like Twitter and Facebook is being created. The need for a public service broadcaster like Prasar Bharati is even more important in view of approximately 900

channels that are mainly focusing on commercial programmes. Prasar Bharati is the only counter-balancing force in a highly commercialized electronic media environment. The ethical norms and guidelines developed by Prasar Bharati over a period are serving as benchmarks for the industry.

Objectives

- To uphold the unity, integrity of the country and the values enshrined in the Constitution.
- To promote national integration.
- To safeguard the citizen's right to be informed on all matters of public interest and presenting a fair and balanced flow of information.
- To pay special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health & family welfare and science & technology.
- To create the awareness about women's issues and to take special steps to protect the interests of the children, the aged and other vulnerable sections of the society.
- To provide adequate coverage to the diverse cultures, sports & games and the youth affairs.

- To promote social justice, safeguarding the rights of working classes, minorities and tribal communities.
- To promote research and expand the broadcasting facilities and development in the broadcasting technologies.



Hon'ble Prime Minister Narendra Modi dedicated to the nation, the World's longest Highway tunnel – Atal Tunnel Rohtang, Himachal Pradesh on October 3, 2020.

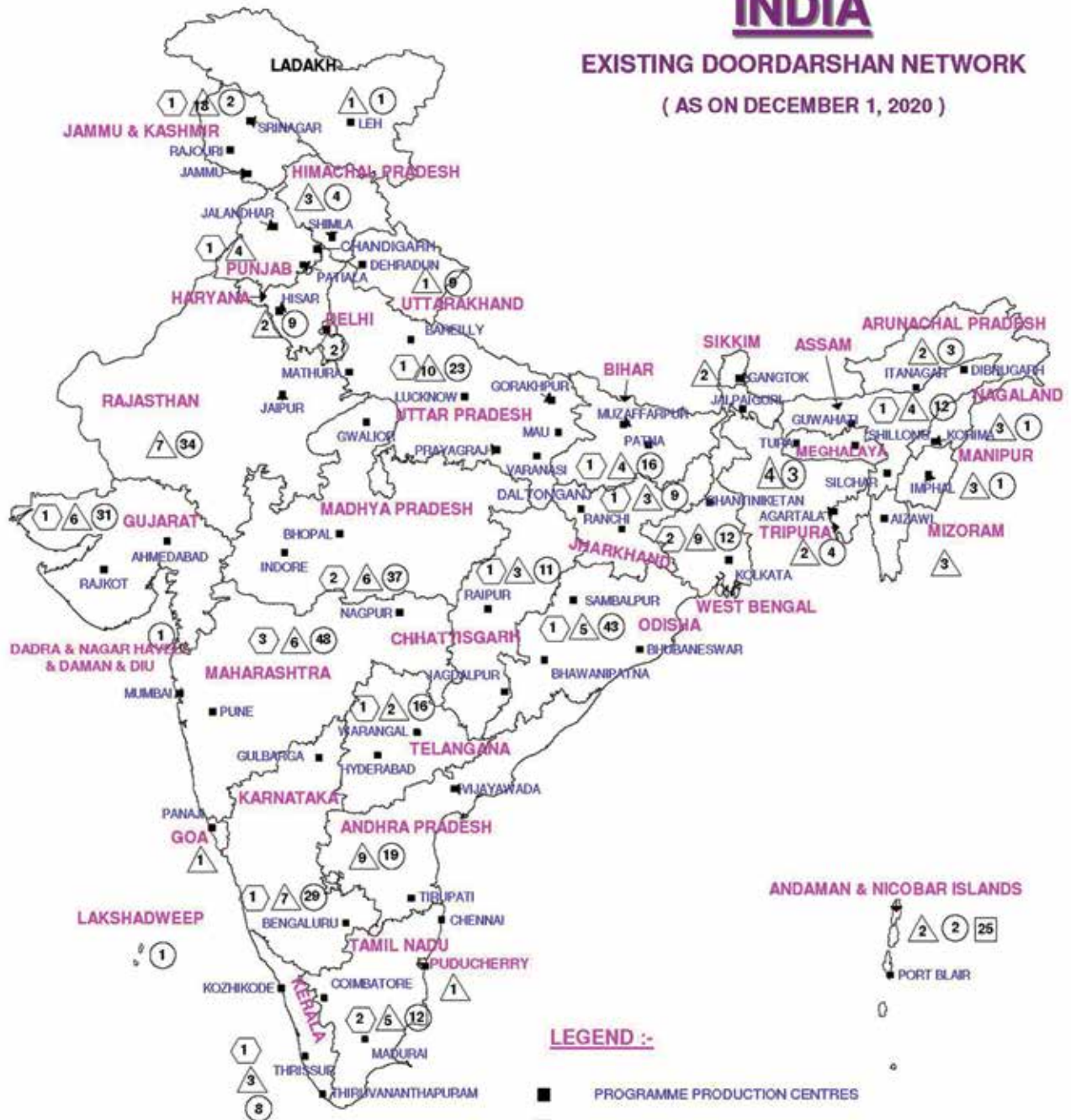


Hon'ble PM Narendra Modi at the Dev Deepawali Mahotsav in Varanasi, Uttar Pradesh.

INDIA

EXISTING DOORDARSHAN NETWORK

(AS ON DECEMBER 1, 2020)



LEGEND :-

- PROGRAMME PRODUCTION CENTRES
- ⬡ DIGITAL HIGH POWER TRANSMITTERS (DTH)
- ▲ HIGH POWER TRANSMITTERS
- LOW POWER TRANSMITTERS
- VERY LOW POWER TRANSMITTERS

Important Activities and Achievements

At a time when the world was suffering from the global pandemic, media became an indispensable source for vital and correct information. During this critical time Prasar Bharati's top priority was to ensure that only the authentic news and information regarding coronavirus is made available to the public in a timely manner. The broadcast team put in tremendous energy and efforts towards informing and educating the people about the pandemic through vast network of Doordarshan and All India Radio, including digital platform. DD and AIR's focus remained on providing authentic information related to COVID-19, at a time when multiple sources of unverified information and fake news were flooding the minds of citizens, especially during the lockdown. Prasar Bharati News Service, PBNS, took the lead in **busting fake news in real time in close coordination with the PIB Fact Check Unit**. Prasar Bharati worked at its best to cover all the news and to entertain the public at large with its educational and entertainment programmes during these tough times.

Prasar Bharati, being a public service broadcaster, undertook massive awareness campaign among the public through its wide networks of DD and AIR. Special programmes, promos and messages on COVID-19 and discussion programmes with doctors/subject experts formed a major strategy of awareness campaign. Also, the officials at State, district and local level were invited on the networks of DD and AIR for creating awareness in the concerned local area in local language. These programmes were organized both through phone-in and studio-based.

While COVID-19 pandemic crippled the activities around the world, India's public broadcaster, Prasar Bharati with more than 25,000 work force and more than 1,000 offices/broadcasting centres across the country managed to prevent the spread among its employees and remained operational with its 24*7 news services,

educational and entertainment programming.

Prasar Bharati played a very important role in combating fake news. Prasar Bharati News Service, PBNS, took the lead in busting fake news in real-time in close coordination with the Ministry of I&B's fact check unit. All India Radio (AIR) and Doordarshan (DD) aired authentic information related to COVID 19 at a time when there were multiple sources of unverified information and fake news floating around on social media.

One of the initiatives of Doordarshan was to re-telecast the old programmes on the public request in order to engage them during COVID 19 period, especially during lockdown. 'Ramayan' on DD National was telecast from March 28th during the 21-day nationwide lockdown. As the re-telecast of old classic shows was hugely accepted by the public, Prasar Bharati also launched a new channel, namely DD Retro which is dedicated to specifically telecasting old classics, to revive the nostalgia of memorable serials of Doordarshan.

DD News and DD India along with other 17 regional channels, AIR on radio, Prasar Bharati News Services (PBNS) and NewsOnAIR app on digital platform, played very crucial role in educating, disseminating the correct and timely information about the pandemic all over the country.

Reaching out to students during lockdown, Doordarshan and All India Radio broadcast virtual classes and other educational content through their regional channels across the country on TV, Radio and YouTube during the lockdown period. Such classes helped lakhs of students specially those preparing for their Board and competitive examinations. To keep the learning interesting apart from course books, virtual classes in few states included quiz shows and storytelling by eminent personalities. Some of the Doordarshan Kendras broadcasting virtual classes were Karnataka, Telangana, Andhra Pradesh, Tamil Nadu, Kerala, Gujarat and Jammu and Kashmir. AIR stations broadcasting virtual

classes were Vijayawada, Hyderabad, Bangalore, Tiruchirappalli, Coimbatore, Puducherry, Madurai, Trivandrum, Tirunelveli, Panaji, Jalgaon, Ratnagiri, Sangli, Gangtok, Guwahati, Jodhpur, and Jaipur.

Doordarshan Assam, a 24-hour dedicated channel for the State was launched in August, 2020. The Doordarshan channel in Assam is part of a 'never-before' focus on North East. From the month of April 2020, DD Nagaland, DD Tripura, DD Manipur, DD Meghalaya, DD Mizoram have been converted provisionally into 27x7 channels from limited hours channels by utilizing the DD News/DD India streams given the limited resources available at the respective originating Kendras. This is ensuring that no channel remains blank and all DD channels carry content 24x7 through a combination of local news/content during specified hours and national news at all other times.

In 2020, Digital channels of Prasar Bharati across DD and Akashvani have registered more than 100% growth, clocking **over a billion digital views and over 6 billion digital watch minutes**. During 2020, NewsOnAir App added over **2.5 million users** with the platform registering over **300 million views** with Live Radio streaming featuring over 200 streams being most popular feature.

A dedicated Prasar Bharati YouTube channel for all Sanskrit language content was launched in 2020, wherein all Radio and TV content being produced in Sanskrit language across DD-AIR nationwide network are uploaded, for easy access to viewers.

Dedicated **Mann Ki Baat YouTube channel** and Twitter handle have seen rapid growth in 2020, with the Twitter handle now having over 67,000 followers. The YouTube channel has regional language versions of different episodes of Mann Ki Baat.

Almost **1,500 radio plays** in different Indian languages are available across DD-AIR Network, which are now being digitized and uploaded on their YouTube channels.

A **12-hour long continuous live bilingual programme** on the Union Budget was broadcast by NSD, AIR. DD News telecast a three-hour long discussion with experts and a series of special discussion-based programmes on various aspects of budget.

Thousands of hours of educational content and tele-classes are now available on the YouTube channels in different Indian languages.

Hon'ble Minister for I&B announced on February 6, 2021 that the prestigious Akashvani Music Festival will henceforth be called **Bharat Ratna Pandit Bhimsen Joshi Akashvani Sangeet Sammelan**.

Rare Archival content of great historical value, available only with DD-AIR, are being digitized and uploaded on Prasar Bharati Archives YouTube channel. In public interest, a dedicated team is working to dig out such musical, cultural, political content from thousands of tapes recorded over many decades in various stations of DD and AIR across the country.

Prasar Bharati achieved another global milestone in broadcasting in 2020 with the CEO, Shashi Shekhar Vempati being elected as the Vice President of Asia Pacific Broadcasting Union (ABU), one of the largest broadcasting associations in the world. The Asia Pacific Broadcasting Union was formed in 1964 as a professional association of broadcasting organisations with over 286 members in 57 countries and regions, reaching the potential population of about three billion people.

The **National Sports Day Awards, 2020** presented by the Hon'ble President of India was telecast on DD News. An exclusive interview of the Hon'ble Sports Minister Shri Kiren Rijiju was telecast on DD News about the need for promoting indigenous sports on the big stage. Exclusive interviews with Gagan Narang, PT Usha, PV Sindhu and Yuzvendra Chahal were also telecast. A half-an-hour special show was also done in English and Hindi on winners of Rajiv Gandhi Khel Ratna 2020.

Bytes of over 6,500 beneficiaries and **Success Stories** of various flagship schemes of Government of India including Ayushman Bharat, Jan Aarogya Yojana and Food Grains under Pradhan Mantri Gareeb Kalyan Yojana from across the country were widely publicised on DD News network throughout the day.

Several **special programmes** on various important issues/events were broadcast on DD and AIR. These included:

- i. A **special edition of Tejaswini**, commemorating the completion of one year of the law abolishing Triple Talaq on July 31, 2020 was telecast on DD News, with interviews of Farah Faiz (advocate) and Shayara Bano (petitioner).
- ii. An exclusive live coverage of **Hon'ble PM in Ayodhya** where he performed **bhumi poojan of Ram Mandir** on August 5, 2020. Multi-camera setup (along with drones) was installed for the coverage.
- iii. Inauguration of **Atal Tunnel** in Himachal Pradesh by Hon'ble PM on October 5, 2020 was live telecast on DD News and NSD:AIR.
- iv. To mark the **75th Anniversary of Food and Agriculture Organization (FAO)**, the Hon'ble PM release a commemorative coin of ₹75 on October 16, 2020. The event found place in major bulletins of DD and AIR.
- v. Extensive coverage was provided to the Hon'ble PM's address at the inauguration of the **National Conference on Vigilance and Anti-Corruption** on October 27, 2020 on the theme 'Satark Bharat, Samriddh Bharat'.
- vi. Along with the live telecast of **India-US 2+2 Ministerial Dialogue** on October 27, 2020, a special series on **India-UN Partnership@75** was broadcast on NSD:AIR.
- vii. DD News and AIR news covered the virtual **inauguration of various development projects in Varanasi** by the Hon'ble PM on the occasion of 5th Ayurveda Day on November 13, 2020.

viii. DD News and NSD:AIR provided live coverage to conferring of Digital India Awards 2020 by the Hon'ble president of India on December 22, 2020.

ix. DD News also did **special programmes** — *Khadi: Vastra Nahi Ek Vichardhara, Rajmata Se Lokmata* (on the birth anniversary of Rajmata Vijaya Raje Scindia), *Good News – Jazba India Ka*, *Sant Kahin – Vocal for Local*, *Women UP! Reclaim the Cyber World*, and *Fire and Fury*. A special show on water governance titled *Jal Shakti Samachar* on DD was awarded as the Best TV show for Water Conservation under National Water Awards 2020 by the Ministry of Jal Shakti.

During the Super Cyclonic Storm '**Amphan**', that struck the States of West Bengal and Odisha in May 2020, DD News/DD India and NSD:AIR broadcast updates of the IMD forecast so that people in the affected regions could take necessary precautions and steps. Coverage included **daily ground reports** on loss of human lives and damage to public property, NDRF and SDRF's rescue operations and Centre and States' relief measures, post-disaster restoration work, and live inputs from authorities of Odisha and West Bengal. The press **briefings done by the IMD and the NDRF were given exclusive coverage** on DD News.

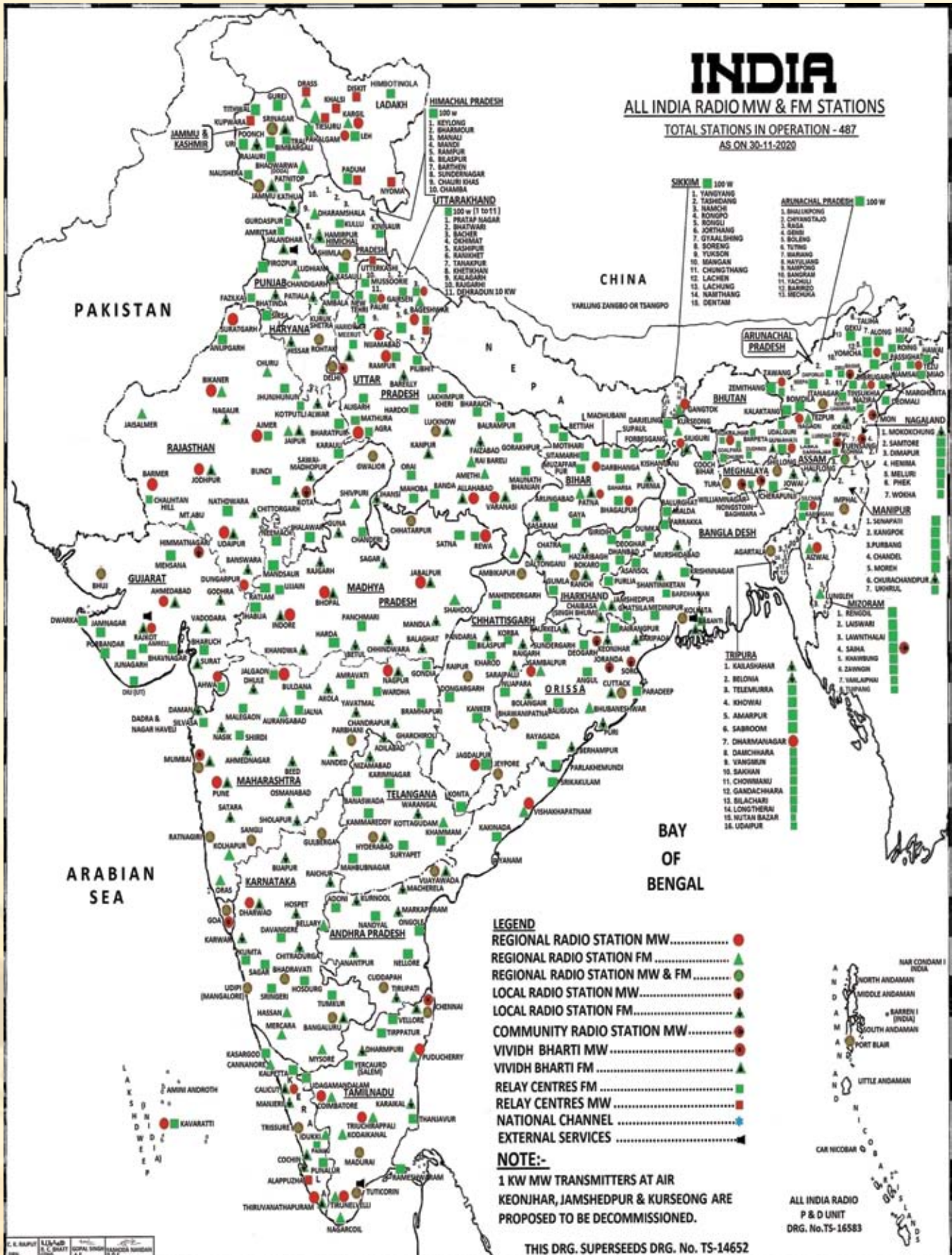
Prasar Bharati, in collaboration with Radio Republik Indonesia (RRI), co-produced a song titled as '**A Song for World Peace: Promoting harmony amongst nations**'. The key concept was 'Harmony', which applies to both human relationships and the music itself.

INDIA

ALL INDIA RADIO MW & FM STATIONS

TOTAL STATIONS IN OPERATION - 487

AS ON 30-11-2020



LEGEND

- REGIONAL RADIO STATION MW ●
- REGIONAL RADIO STATION FM ▲
- REGIONAL RADIO STATION MW & FM ■
- LOCAL RADIO STATION MW ●
- LOCAL RADIO STATION FM ▲
- COMMUNITY RADIO STATION MW ●
- VIVIDH BHARTI MW ●
- VIVIDH BHARTI FM ▲
- RELAY CENTRES FM ■
- RELAY CENTRES MW ●
- NATIONAL CHANNEL ●
- EXTERNAL SERVICES ■

NOTE:-

1 KW MW TRANSMITTERS AT AIR KEONJHAR, JAMSHEDPUR & KURSEONG ARE PROPOSED TO BE DECOMMISSIONED.

ALL INDIA RADIO
P & D UNIT
DRG. No. TS-16583

THIS DRG. SUPERSEDES DRG. No. TS-14652

C. S. RAJPUT
S. C. BHATT
S. C. BHATT
S. C. BHATT
S. C. BHATT

International Relations

Global Outreach Wing of Prasar Bharati deals with international relations activities such as signing of Agreements and MoUs with foreign country's Public Service Broadcasters/Organizations, implementation of the articles pertaining to Broadcasting of the content exchange, capacity building training and technical

support. It facilitates the official visit of foreign broadcasters to all the verticals of Prasar Bharati, organizing in-country/Sub-Regional workshops/conferences/events for the foreign MoU partners as well as the International Broadcasting Unions such as ABU and AIBD, organizing participation of its officials in international competitions/events/conferences.

MoUs/agreements signed by Prasar Bharati to expand its global footprint during this year:

Country	Broadcaster/organization	Date of Sign/ Remarks
Germany (MoU)	Deutsche Welle	Final MoU has been signed by CEO, Prasar Bharati and DG Deutsche Welle on January 20, 2021
USA (MoU)	International Broadcasting television (ITV)	Final MoU has been signed by CEO, Prasar Bharati and Chairman, ITV LLC on January 8, 2021
India (Agreement)	Novi Digital Entertainment Private Limited	Final agreement has been signed Prasar Bharati and Novi Digital Entertainment Private Limited on January 22, 2021

The major breakthroughs in this year are that the agreements have been signed and exchanged with the prominent broadcaster International Television (ITV) for 23 states of the USA and with HOTSTAR for USA, UK and Canada. The inauguration of the launch of DD India Channel on HOTSTAR and ITV USA took place on January 22, 2021 and January 26, 2021 respectively.

and production technologies including turnkey solutions in the specialized fields of Terrestrial & Satellite Broadcasting, cable and various IT related fields, including Acoustics & Audio-Video Systems.



BROADCAST ENGINEERING CONSULTANTS INDIA LTD.

Broadcast Engineering Consultants India Limited (BECIL), a Mini Ratna Public Sector Enterprise of the Government of India under Ministry of I&B was established in 1995 for providing consultancy services of international standards for broadcasting in transmission

and production technologies including turnkey solutions in the specialized fields of Terrestrial & Satellite Broadcasting, cable and various IT related fields, including Acoustics & Audio-Video Systems.

BECIL provides project consultancy services and turnkey solutions encompassing the entire gamut of Radio and Television Broadcast Engineering, viz content production facilities, Terrestrial Broadcasting, Transmission and Satellite & Cable Broadcasting in India and abroad. It also provides associated services like building design and construction related to Broadcasting, Human Resource related activities like training, providing man power. BECIL also undertakes supply of specialized communication, monitoring, security and surveillance systems to defence, police departments and various paramilitary forces. BECIL has its head office in New Delhi, corporate office in Noida and regional office in Bengaluru.

BECIL signed Memorandum of Understanding with Ministry of Information & Broadcasting for the Financial Year 2020-21.

Projects Highlights- Major Projects Executed

1. Setting up a monitoring and analytics platform for Print, TV and Digital Media for MoRTH

BECIL has enhanced the social media visibility

of the Ministry of Road, Transport and Highways. MoRTH now has verified Facebook and Twitter accounts. It also has Instagram and G+ pages. BECIL also started a blog to promote MoRTH's activities and set up a monitoring and analytics platform for the Ministry in New Delhi.



MoRTH's verified Facebook page

2. Setting up of Social Media Communication Hub (SMCH) and providing services related to function, operation and maintenance of SMCH for Information and Public Relation Department, Lucknow

Monitoring and Response services for Social Media Communication Hub related to 24x7 function, operation and maintenance for

Information and Public Relation Department, Lucknow, Government of Uttar Pradesh. The services include monitoring and analysing social media trends and sentiments, social campaigns, identifying actionable data (influencer identification, following enterprise routing and latest semantic analysis), and generating the analytical and reach reports.



Set up & operation and maintenance of Social Media Communication Hub for Information and Public Relation Department (IPRD), Lucknow.

3. SMCH and Strategy, Strength, Approach & Methodology for Election Commission of India

The project includes creative designing and repackaging of the content and publishing the content on social media platforms, providing social relationship management software to monitor system, engage/publish the content, segment responses and analytical reporting.

4. Design, Development and maintenance of Web-portal for Automation of Broadcasting Wing of MIB

The project includes developing a single and integrated view of the Broadcasting Wing's information system across all functions and automating and increasing the productivity of all the resources.

5. Supply, Installation, Testing and Commissioning of different items, equipment, system installed at EMMC in Sochna Bhawan, New Delhi

BECIL has carried out the augmentation of EMMC for monitoring 900 TV channels with setting up of Centralized Monitoring Mechanism provided for additional machinery, equipment, and other technical setup to EMMC. Augmentation of the setup includes enhancing the existing monitoring capacity and carrying out civil modifications and fabrications of lasting aesthetic quality and functionality to suit functional requirement.

6. Supply, Installation, Testing, Commissioning and Maintenance of CCTV surveillance system at 254 warehouses of Central Warehousing Corporation pan India



CCTV surveillance system at warehouses of Central Warehousing Corporation

7. Comprehensive Annual Maintenance Contract (CAMC) and Operation of Audio-Visual and CCTV Systems Installed at National Media Centre in New Delhi

8. Communication Analytics and Social Media Marketing for M/o Statistics and Programme Implementation

9. Handling Social Media platforms M/o Environment, Forest and Climate Change

10. Providing comprehensive consultancy and project management for facilities in new building at National Institute of Mental Health and Neuro Sciences (NIMHANS), Bengaluru

From concept to commissioning of the whole project, BECIL has carried out planning, designing of all the required IT facility rooms, civil and electric works.

11. Setting up TV Studio for Massive Open Online Courses (MOOCs) at Indira Gandhi Krishi Vishwavidyalaya, Raipur

12. Setting up of TV Studio, Internet Radio and CRS at Punyashlok Ahilyadevi Holkar Solapur University, Solapur



TV Studio setup at Punyashlok Ahilyadevi Holkar Solapur University

13. AMC part of the tender work for Supply, Installation, Testing & Commissioning & Maintenance of CCTV at 76 Depots of Food Corporation of India (FCI), South Zone

BECIL has got the order for the SITC of CCTV surveillance system including AMC for the South Zone of FCI.

14. Operation and Maintenances including the AMC's of TV, IR and Digital Signage's at JIPMER, Pondicherry

15. O&M and AMC's of 16 TV Channels monitoring, logging & Ad watch facility and auxiliary works with part

16. Setting up of Cyber Crime Coordination Centre comprising of Threat Analysis Unit

The technology employed by BECIL in this project includes establishment of state-of-the-art solution for the Intelligence agencies for the nation.

17. SITC of Surveillance System at Budget Press, Department of Expenditure, MoF

BECIL has setup CCTV Surveillance System at the Budget Press of Ministry of Finance comprising of High-End Security Surveillance to the Budget Press.

18. Social Media Accounts Monitoring of Ministry of Tourism

BECIL has developed marketing strategies based on Ministry's goals which include social media account setup, posting graphics and text, sharing current trends and news relevant to the Ministry, increasing social media reach, community facilitation to the target users, and market analysis.

19. Supply of Equipment/Supporting Aids for Divyangjans in Madhya Pradesh

BECIL provided mobility aids like calliper, artificial limbs, tricycle, wheel-chair, crutches,

walking stick, blind stick, braces, orthopaedic shoes, hearing aid, MR kit and TLM kit, education kit, and motorized tricycle to Madhya Pradesh's Anupur district



Wheel-chairs provided to Divyangjans in Madhya Pradesh

20. SITC of Surveillance System at Aayakar Bhawan, Vaishali, UP

The technology used to establish the system comprises of video surveillance through IP based extensive network of CCTV Cameras, x-ray baggage scanner system, personnel/visitor access control management system, vehicular access control system.

21. Project for Manpower Placement Services

BECIL has been providing technical as well as non-technical, unskilled, semi-skilled and skilled manpower to several Government offices, such as Rashtrapati Bhawan, PMO, DDA, AICTE, AIR, AIIMS, and PIB, as per their requirement.

The Financial Performance of BECIL FY 2019-2020 and FY 2018-2019:

(Figures in lakh)

Particulars		Financial Year	Financial Year
		2019-20	2018-19
A	Results of Operations		
	Income from Operations	34,707.48	32,181.32
	Other Income	354.89	374.15
	Prior Period Income	9.06	7.05
	Total business during the year	35,071.43	32,562.52
	Expenditure	34,576.89	31,372.02
	Operating Profit/(Loss)	494.54	1,183.45
	Finance Cost	780.03	701.71
	Depreciation & Amortization	159.02	199.60
	Prior Period Adjustments & Extra Ordinary Items	22.24	24.51
	Profit/(Loss) before Tax Expense	(466.75)	199.09
	Tax Expense	18.57	194.50
	Profit/(Loss) after Tax Expense	(485.32)	4.60
	Transfer to Corporate Social Responsibility	-	9,192
	Earnings/(Loss) Per Share (Rs.)	(356)	3
B	Sources of Fund		
	Issued, Subscribed and Paid-up Capital Reserve & Surplus	136.50	136.50
	Reserve & Surplus	621.92	1,107.25
	Non – Current Liabilities	819.39	2,674.90
	Current Liabilities	35,915.32	35,916.45
	Total	37,493.13	39,835.10
	Uses of Funds		
	Fixed Assets	1,094.66	1,184.69
	Current Asset	35,663.33	37,815.40
	Deferred Tax Assets (Net)	713.22	672.43
	Long-term Loans and Advances	-	-
	Other Non-Current Assets	21.91	162.58
	Total	37,493.13	39,835.10
C	Other Information		
	Authorized Capital	250.00	250.00
	Capital Employed	758.42	1,243.75
	Net worth	45.19	571.32

Share Capital

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

Performance

During the reported financial year, the revenue from operations of the Company has increased to ₹347.08 crore from ₹321.81 crore in the previous year, which is the highest turnover since the incorporation of the Company. However, BECIL has incurred net loss of ₹4.85 crore in FY 2019-20 which includes the interest cost on Overdraft amounting to ₹7.80 crore.

Future Business Activity

The Management of the Company is eager to increase Operating Profit in FY 2020-21 by increasing consultancy business, participation in foreign tenders, optimum utilization of available resources, increase in annual maintenance contracts, and diversification in new areas.

Appointment of Candidates Belonging To SC/ST/OBC/Minority Category

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

RTI Information

In compliance to the provisions of the Right to Information Act, 2005, Central Public Information Officers (CPIOs) have been appointed and utmost care is being taken for timely compliance and dissemination of information.

Vigilance Activities

Vigilance Section in BECIL has been regularly issuing norms and guidelines as per direction by the Central Vigilance Commission, Department of Public Enterprises and Ministry of I&B regarding measures to strengthen all aspects of preventive vigilance for compliance in BECIL. Periodical returns are being submitted regularly to CVC, CBI, and MIB and inquiries are properly and promptly attended along with surprise inspections.





Union Minister for Information & Broadcasting, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar lighting the lamp at the inauguration of the 51st International Film Festival of India (IFFI-2021), in Panaji, Goa on January 16, 2021. Chief Guest actor Shri Kichcha Sudeep, Chief Minister of Goa, Shri Pramod Sawant and other dignitaries are also seen.

6

FILMS SECTOR



FILMS DIVISION

The Films Division (FD) was established in 1948 under the Ministry of I&B to articulate the history, journey and all-round development of the nation through the medium of cinema. The

story of Films Division is synchronous with the eventful years of the country since Independence and over the last 73 years, FD has been motivating the broadest spectrum of Indian public with a view to enlist their active participation in nation building activities. Films Division has been active in **encouraging and promoting a culture of non-feature film-making in India**. The Division is the repository of priceless content in celluloid and digital format and holds more than 9,000 titles in its library.



Films Division presented 'RAAGOTSAV...Celebration of Monsoon', an online festival of selected films in its archive on Indian classical music.

The Films Division aims to **educate and motivate people in the implementation of national programmes** and to **project the image of the land and the heritage of the country to Indian and foreign audiences**. Growth of documentary film movement, which is of immense significance for the country in the information, communication and out-reach sectors, is also encouraged by the Division. It distributes public service awareness (PSA) content of topical importance for screening by cinema houses,

arranges film festivals and special screenings with the help of educational institutions, films societies and voluntary organizations all over the country, participates in international and domestic film festivals, loans films to TV channels and MEA, markets filmic content online and offline in digital format and caters to the requirement of archival footage by production houses in India and abroad.

Films Division produces over 100 documentaries, short and animation films,

along with PSA films every year on a vast array of topics covering art, culture, industry, science, environment, education, health, family welfare, agriculture, biographies, history, sports, and woman empowerment. Apart from in-house film making, the Division assists production of documentaries by independent film makers and NGOs.

Noteworthy Initiatives during 2020-21

1. In compliance with the order by the Hon'ble Supreme Court of India, a film on **Childline 1098** has been produced and is being released and telecast on digital platforms and Doordarshan.
2. Films on **Devika Rani, Aribam Syam Sharma, Waseem Barelvi, Guru Nanak Dev, Master Tara Singh, Pandhari Ke Rang, quotes of Mahatma Gandhi, Jallianwala Bagh, Swachhata, water conservation, anti-piracy, cyber-crime, and prevention of child abuse.**
3. Documentaries/PSA films on the subject **Celebration of the Constitution Day and Citizen's Duty Campaign** and celebration of the Constitution Day and subsequent activities culminating in Dr. Babasaheb Ambedkar Jayanti (**Rashtriya Samrasta Divas**) are under production. Documentary/PSA and animation films on **International Day of Yoga** are also under production.
4. Production of an awareness film on **Transportation Safety in Ports** to enhance safety awareness among the dock workers of the ports in India, sponsored by Directorate General of Factory Advice Service and Labour Institutes, Ministry of Labour and Employment is under progress.

Films Division has six distribution branch offices located in Kolkata, Vijayawada, Hyderabad, Thiruvananthapuram, Chennai and Bengaluru, and exhibitor cells in Mumbai and New Delhi. The Festival and Outreach Cell and Marketing Cell also function under the Distribution Wing.

Outreach Activities

Films Awarded:

Name of the Film Awards/Film Festival	Number of Awards
13 th Manipur State Film Awards 2020	6
8 th Liberation Docfest, Bangladesh 2020	1
Emerging Lens Cultural Film Festival – Canada	1
10 th Season of Tagore International Film Festival, West Bengal	1
Selection in Indian Panorama Section of 51 st IFFI	3

Social Media

Films Division is active in producing content and supporting Government's PSA-AV programmes on COVID-19 pandemic (#IndiaFightsCorona) through official Twitter and Facebook accounts. Towards this end, Films Division has retweeted 5,792 tweets of @narendramodi, @pmoindia, and @prakashjavdekar, among others, from March 2020 till date.

Events

- The 16th Edition of **Mumbai International Film Festival (MIFF) for Documentary, Short Fiction & Animation Films** was organized by Films Division with the support of the Government of Maharashtra from January 28 to February 3, 2020. The opening ceremony of the event showcased the spirit and essence of '**Ek Bharat, Shrestha Bharat**'.
- Ministry of I&B, in collaboration with Confederation of Indian Industry, participated in the **70th Berlin International Film Festival (Berlinale) 2020** held from February 19 to March 1, 2020 in Germany. An **India Pavilion** set-up at the Festival was inaugurated by Hon'ble External Affairs Minister Dr S. Jaishankar on February 19, 2020.

- Keeping up with the new normal due to the COVID-19 pandemic, **India participated virtually in the Cannes Film Festival** and Marche du Film with a virtual inauguration of the India Pavilion. The pavilion facilitated over 1,050 B2B meetings, with over 20 sessions/web interaction/official

meetings with various film entities world over. Two National Award-winning films, *Mai Ghat* and *Hellaro* were screened in the market. Additionally, the pavilion also had a small retrospective section, celebrating 100 years of Satyajit Ray.



Ray retrospective, including documentaries on and by Satyajit Ray, curated by Films Division at Virtual India Pavilion at Cannes 2020.

- **Indian Panorama Film Festival** was organized by Directorate of Film Festivals (DFF) from February 12 to March 2, 2020 at Siri Fort Auditorium, New Delhi.

Online Festivals organized up to January, 2021

A total of **16** film festivals on events of national and international importance were organized by the Films Division.



Films Division organized 'Nrityanjali', an online film festival on classical dance



Films Division organized 'Lok Virasat', an online festival of films on folk arts and paintings

Administration and Finance Wing

The Administration Wing consists of finance, personnel, stores, accounts, factory management and general administration.

Citizen's Charter: Films Division has already prepared Citizen's Charter and the same is available on <http://www.filmsdivision.org>. A Nodal Officer has been nominated for proper implementation of the Charter.

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

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



CHILDREN'S FILM SOCIETY, INDIA

Children's Film Society, India (CFSI) was founded soon after India's independence by Pandit Jawahar Lal Nehru, India's first Prime Minister, whose affection for children is well known. CFSI started functioning as an autonomous body under the Ministry of I&B in 1955. CFSI produces, exhibits and distributes quality content for children — from feature films, shorts, animations to television episodes and documentaries.

From April 1 to November 30, 2020, **CFSI conducted 463 shows benefiting 57,676 audiences.** The shows were organized on several occasions of national, international, and cultural importance. Screenings were held for orphan children, remand and observation home children, home for mentally deficient children, and HIV care centres. Shows were also held for students of Municipal Corporation of Greater Mumbai (MCGM) schools. Online link of CFSI's film *TARU* was circulate through MCGM Online Education Group for online screening.

Marketing of CFSI Films:

- CFSI film *Senani Sane Guruji* was telecast on Sahyadri Channel, Doordarshan Kendra.
- 4 DVDs were sold of various CFSI films.
- Total revenue generated: ₹600
- CFSI film *Chidiakhana* submitted for consideration in national/international film festivals.

Proposed Marketing/Distribution Activities:

- Proposed to re-telecast CFSI films on National network programme of *Chulbulli Filmen Chatpati Gupshup* is planned.
- CFSI has planned to send request letters to 669 District Child Protection Units pan India to reach out to maximum number of children residing in NGOs, orphanages, remand and shelter homes.
- To safeguard CFSI content, the Society is in process of developing Online Viewing Room Facility on its website, where paid as well as free screenings can be conducted.

Production Activities

Subtitling of Films: Two CFSI films on Mahatma Gandhi, *Bapu ne Kaha Tha* and *Abhi Kal Hi Ki Baat Hai* were subtitled for screenings during celebration of 150th Birth Anniversary of Mahatma Gandhi.

Conversion of Films for OTT platform: 129 CFSI titles were converted from DCP/DVD/.mov/ to MP4 format to provide the same for OTT platforms.

Dubbing of Films: Tender is being floated for lip-sync dubbing of 7 films in 5 regional languages totalling to 34 films, dubbing of 8 films in audio description in 5 regional languages totalling to 40 films, and making of above final films in DCP and DVD formats.

Conversion of CFSI films to digital format: Around 35 CFSI films will be converted into digital

format for screening -- DCP to .mov, mov to MP4 (1920 x 1080), mov to MP4 (1280 x 720), mov to MP4 (720 x 576), and DVD to MP4 (720 x 576).

Programmes on Minority Welfare Activities:

CFSI is a small organization with limited number of staff welfare. Activities are undertaken for the whole organization which includes minorities.

CAG Paras: All 24 Audit Paras of Inspection Report have been replied. Of these, one audit para is settled and 23 await settlement.

Policy decisions and activities undertaken for the benefit of Persons with Disabilities:

All Directives issued by the Ministry applicable to CFSI are being adhered to. The reservation in recruitment is implemented.

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

E-Commerce in the activities: The film production, submission of proposal and registration of delegates has been made online with integration of payment gateway. Submission of films for film festivals organized by CFSI are made online. For procurement of goods and services, e-tendering is done through Central Public Procurement Portal and services of GeM portal is availed.



Film and Television Institute of India

FILM AND TELEVISION INSTITUTE OF INDIA

The Film and Television Institute of India (FTII) was set up by the Government in 1960, in the premises of the erstwhile Prabhat Studios in Pune. FTII offers three-year and two-year Post Graduate Diploma courses, and one-year PG certificate course.

Highlights

- FTII launched its **first-ever Online Film Appreciation Course** from June 15- July 11, 2020. The 24-day course covered film appreciation through film theory, film production process, and genres of cinema. The course was organised in collaboration with NFAI, Pune.
- By January 2021, FTII had conducted **48 online courses in almost 20 areas of Film and Television under SKIFT** (Skilling India in Film and Television), thereby training over 1,500 participants. Courses were conducted in the field of screenplay writing, screen acting, digital cinematography, video editing, smartphone film making, film appreciation, appreciation of song picturization in Hindi cinema, appreciation of sound in cinema, visual storytelling, dialogue writing, and documentary appreciation.
- FTII conducted **online course, Alochana: Cinema and the Role of Critic** from August 3-28, 2020. The 20-day course covered film criticism through film theory, film review, and *reading* a film. Award-winning filmmaker and alumna of FTII, Ms Rajula Shah conducted the course. Participants from India and one from New Zealand had enrolled for the course.
- Online courses exclusively for the officials of Government of Maharashtra, the Indian Army and Indian Information Service Trainee Officers were conducted.
- Under AICTE's ATAL (AICTE Training & Learning) Academy, FTII conducted an online Faculty Development Programme on Animation Film Making, exclusively for the faculty members of AICTE-approved institutions, research scholars, and participants from government, industry and FTII staff. It was attended by 75 participants.
- **A book on FTII, *Being FTII*** was published by the Publications Division of MIB in collaboration with Department of Screen Studies and Research to commemorate FTII's Diamond Jubilee Year. Notable alumni like Shri Adoor Gopalakrishnan, Shri Shatrughan Sinha, Shri Subhash Ghai, Smt Shabana Azmi, Shri Rajkummar Rao, Shri Sreeram Raghavan, and Shri Shaji Karun have contributed articles for the book.
- FTII released **eight Public Service Advertisements and five short films on social media** emphasizing social distancing and staying at home. They were in Hindi, English and Marathi, featuring Raj Kumar Hirani, Sriram Raghavan, Divya Dutta, Gufi Paintal, and Dr Mohan Agashe among others.
- FTII conducted an **Online Digital Film Production Course** from January 11 to February 12, 2021 that covered scripting, cinematography, editing, sound design and direction elements of digital filmmaking.
- FTII conducted Online course in Hindi, **Alochana: Hindi Cinema Ke Bahaane**, from February 1-26, 2021 that covered the early days of Hindi cinema, the role of lyrics, music, and film society movement.

Participation in Film Festivals

- 20th International Film School Festival in Montevideo, Uruguay (August 19-22, 2020).
- 24th International Video Festival in Serbia (October 8-10, 2020).
- 18th Vladivostok International Film Festival Pacific Meridian in Russia (October 10-16, 2020).
- 25th Busan International Film Festival in South Korea (October 7-16, 2020).
- 64th London Film Festival organised by

- British Film Institute (October 7-18, 2020).
- 28th edition of Camerimage: International Film Festival of the Art of Cinematography in Torun, Poland (Nov 14-21, 2020).
- Poitiers Film Festival, France (Nov 27-Dec 4, 2020).
- 18th Kalpanirjhar International Short Fiction Film Festival 2019, Kolkata (Dec 1-5, 2020).
- 6th Jaffna International Cinema Festival in Sri Lanka (Dec 26-31, 2020).
- 4th Human Rights Short Film Festival Busan, South Korea (Dec 2020).
- 6th Annual Competition for Short Film on Human Rights organized by Human Rights Commission Maharashtra, 2020.
- 20th Dhaka International Film Festival (Jan 16-24, 2021).
- Indian Panorama of IFFI 2020-21 (January 16-24, 2021).
- 71st Berlin International Film Festival (Feb 21-28, 2021).
- The Clermont-Ferrand International Short Film Festival in France (Jan 29-Feb 6, 2021).
- 23rd Kyoto International Student Film and Video Festival Japan (Feb 2021).
- Busan International Short Film Festival (March 25-30, 2021).
- FTII student's *Cat Dog*, directed by Ashmita Guha, was sent to The Student Academy Awards is an international student film competition in narrative section.

Awards for FTII Films

Indian		
Dhiraj Meshram	<i>Swa Raksha Se Sarva Raksha</i> received 'Special Mention'	Nagpur City Police Online Awareness Making Campaign on Social Distancing in May 2020.
Prasantanu Mahapatra	'Light of Kindness' received Special Jury Award.	Lockdown Film Competition and Festival, Eternal Ray held in Mumbai, June, 2020.
Overseas		
Ashmita Guha Neogi	<i>Cat Dog</i> received 1 st Prize	Cine Foundation Festival (Cannes) held in October, 2020.

As part of the **Diamond Jubilee Year celebrations of Film and Television Institute of India**, an installation on the theme 'Prabhat To FTII', capturing the historic journey from Prabhat Film Company to FTII, was inaugurated on March 14, 2020. An FTII-era gallery was also put on display showcasing the numerous academic activities and events of the institute that took place over the last six decades.



SATYAJIT RAY FILM & TELEVISION INSTITUTE

Satyajit Ray Film & Television Institute was established in 1995 as an autonomous academic

institution and is registered under the West Bengal Societies Registration Act, 1961. Named after the legendary film maestro Satyajit Ray, the institute is a national centre of cine-pedagogy offering six specializations in films – Direction and Screenplay Writing, Cinematography, Editing, Sound Recording and Design, Producing for Film and Television, Animation Cinema, and also Electronic and Digital Media Management.

Highlights 2020-21

- The Department of Sound Recording & Design (Film) started a **free-of-cost online course named ‘Sound Possibilities’** for participants from all over India. It was a weekly course on introduction to sound recording and design in cinema. Sessions were conducted in Hindi, English, and Bengali.
 - The Department of Animation Cinema (Film Wing) started an **eight-week online animation appreciation course** with the students to enrich their knowledge regarding animation and film making.
 - The Department of Editing (Film) organized special sessions with lecturers from film institution of repute/working professionals like Shri Shamar Marcus, Smt. Nezaket Ekici and Smt. Isabelle Glanchant.
 - **Online masterclasses** were conducted by Smt. Celine Loop and Smt. Bina Paul for the Department of Producing for Film & Television (Film). Shri Paolo Bartolin organized a Q&A session with the students of the Department of Producing for Film and Television.
 - Professor Kaustabh Roy conducted a masterclass cum workshop on Art of Storytelling for Animation. Prasenjit Ganguly scheduled a short webinar on **the Art & Craft to Make Animated Short Film**.
- 
- Smt. Tara Douglas introduced *Tales of the Tribes: Story Telling from Tribal India* and Shri Vikram Nayak, in his live interview and workshop talked about *Funny, or What?*
 - Shri Haobam Paban Kumar, had an online screening of his film, *Phum Shang*, followed by an online conversation with the students of Department of Direction and Screenplay Writing (Film).
 - Shri Tarun Bhartiya had an interesting online Q&A session, post screening of his films.
 - Smt. Anuja Ghosalkar conducted an online session titled, **Imaginary Lines, Idea on Fiction & Non-Fiction**. Students got insight into role of archives, personal histories and documents in documentary theatre, and also possibilities of creating art during the lockdown.
 - SRFTI in collaboration with **Consulate General of Italy in Kolkata** and Centro Nazionale del Cortometraggio, an Italian

institution entirely focused on short movies, conducted a Short Film Festival for two days from December 21-22, 2020.

- SRFTI observed 6th International Day of Yoga in a non-congregative manner. In addition, the institute produced eight Yoga capsule videos based on Common Yoga Protocol that were uploaded to the official social media sites.
- Five audio-visuals to observe the **ninety-ninth birth anniversary of Satyajit Ray** were produced and widely circulated through the social media platforms.
- World Environment Day was observed by planting saplings of different trees in the campus on June 5, 2020.
- The institute observed Hindi Pakhwara from September 14-28, 2020. Competitions such as Prashashanik Shabdavali, Nibandh Lekhan and Shrutilekh on Official Language were organized by online mode in consultation with Department of Official Language, MHA.
- The institute observed **Fit India Movement** from August 15-October 2, 2020 to encourage fitness and spread awareness about obesity, stress and anxiety-related diseases. Banners highlighting 'Fit India Freedom Run' were displayed in the campus
- SRFTI observed Vigilance Awareness Week from October 27-November 2, 2020 on the theme, **Satark Bharat Samridh Bharat**.

Students' Achievement

Film Title	Student Name	Award/ Festival Details	Festival Date
Indian			
<i>Oru Paathiraa Swapnam Pole</i>	Sharan Venugopal	IFFI in Indian Panorama section	Jan 16-24, 2021
<i>Salana Jalsa</i>	Pratik Thakare	Kolkata International Film Festival	Jan 8-15, 2021
<i>Bhaba Nadir Pare</i>	Nikhilesh Mattoo	Kolkata International Film Festival	Jan 8-15, 2021
<i>Salana Jalsa</i>	Pratik Thakare	Dharmashala International Film Festival, Himachal Pradesh	Oct 29-Nov 4, 2020
<i>Bhaba Nadir Pare</i>	Nikhilesh Mattoo	Dharmashala International Film Festival, Himachal Pradesh	Oct 29-Nov 4, 2020
International			
<i>Salana Jalsa</i>	Pratik Thakare	Shanghai International Film Festival in the category Golden Goblet Award Official Selection	July 25-Aug 2, 2020
<i>Salana Jalsa</i>	Pratik Thakare	Munich International Student Film School Festival	Nov 14-20, 2020
<i>Neithal</i>	Ashokan Moorthy	Tel Aviv International Student Film Festival in International Competition Section	Sept 20-26, 2020



NATIONAL FILM ARCHIVE OF INDIA

Established in 1964, the National Film Archive of India (NFAI) traces, acquires and preserves for posterity the heritage of national cinema and builds up a representative collection of world cinema. This includes preservation of film and non-film material including but not limited to celluloid, stills, glass slides, posters, lobby cards, scripts and song booklets. NFAI Archive acts a centre for dissemination of film culture in the country and ensures the cultural presence of Indian cinema abroad. It also undertakes and encourage research on cinema, and publishes and distributes them.

With headquarters in Pune, the NFAI has three Regional Offices at Bangaluru, Kolkata and Thiruvananthapuram.

The Archive houses **27 state-of-the-art film vaults** designed according to international film preservation/archival standards. These vaults have the capacity of nearly two lakh film reels storage. The film vaults are maintained with varying temperatures for black and white films, colour films and nitrate-based films. NFAI has a reasonably well-equipped preservation department, a well-stocked book and periodical library and a cataloguing, research and documentation centre which contains a precious collection of cinema posters, stills and other ancillary material. The Archive has three cinema auditoriums for the public screening of films from its collection.

The historic Jayakar Bungalow in NFAI's main campus in Pune and the new digital library act as a functional cultural space for research and dialogue for film students and researchers. Personalized viewing spaces have been created so that film researchers and film lovers can choose the movie from NFAI collection and book the slot to watch the movie in privacy.

A mobile app **NFAI DIGIFILMLIB** has also been developed through which booking can be done for the same including digital payment facility.

Important Acquisitions in recent past

A vintage collection of photographs of veteran actor, director and producer Gajanan Jagirdar has now become part of NFAI. Ashok Jagirdar, son of Gajanan Jagirdar, handed over 130 photographs and other memorabilia from his personal collection to the Archive. One of the oldest photographs from the collection is from a 1935 film *Asire Havis*, apart from an image of a 1938 film *Meetha Jahar* where Jagirdar is seen with Naseem Banu. A major highlight of the collection is the original sketch of Gajanan Jagirdar as the protagonist of 1953 film *Mahatma* drawn by veteran cartoonist Bal Thackeray.

Prashant Girbane, Director General, MCCIA handed over the NFAI, a rare footage of about 1200-ft with a duration of 35 minutes having historically value. It chronicles major events in MCCIA's organizational history from the late 1940s to 1960s. Predominantly black & white, the footage also features some parts in colour. The footage also covers prominent institutes like Bank of Maharashtra and Pune Division Productivity Council and follows the industrial development in Pune Area and MCCIA's efforts in same.

Participation in Film Festivals

NFAI was an event partner for the **18th Pune International Film Festival** that was organized from January 9-16, 2020 daily. Four shows at NFAI Main Theatre and Phase II were held for the registered participants.

NFAI organized North East film festival – **Fragrances from the North East** in collaboration with Symbiosis (ELTIS) and North-east Cultural Association, Pune from February 14-16, 2020 at NFAI Main Theatre. Showcasing cinematic talent from various regions of North East India, the festival featured 16 films, including documentaries, feature and short films. Works of veteran filmmakers like Aribam Syam Sharma were also featured.

NFAI in collaboration with Savitribai

Phule Pune University's Department Of Mass Communication Studies organized **International Short Film Festival** from February 19-20, 2020.

Fourth edition of **Science Film Festival** was organised by the NFAI in collaboration with Sanshodhan Pune and Aashay Film Club from February 21-23, 2020 at NFAI Main Theatre.

Special Events

- Samapathik Trust organized **Queer Film Festival** on January 8, 2020 at NFAI Main Theatre.
- V&V Entertainment screened film **Kanyadaan** and Swa Nirmitee screened short film **Zingar** on January 9, 2020 at NFAI Main Theatre for their cast/crew members.
- Aashay Rotary regular programme (film show) was held on January 16, 2020 at NFAI Phase II.
- 24 Frames screened short film **Robot** on January 18, 2020.
- NFAI in collaboration with Beyond Entertainment organized **AV Programme** on January 20, 2020.
- 'Spectrum Ahead', a group for women, organized screening of **Sankarabharanam** (NFAI's film) on January 27, 2020.
- Aarti Films organized screening of film **Patang** for technical preview on January 31, 2020.
- Arbhaat Film Club organized short films screening on January 24, 2020 and a **'Shoot a Short' workshop** from January 30-February 2, 2020.
- Screening of **Chillar Party** was held for children on February 1, 2020 as part of NFAI Annual Day program.
- Aashay Film Club organized the screenings of documentary films **Being Apu** by Ashok Rane, and **My Essay on My Mother & Others** by Pradip Dixit on February 2, 2020.
- NFAI screened documentary films of

Dhiraj Akolkar **War's Don't End and liv & Ingmar** on February 10 and 11, 2020.

- Lokshahi Utsav Samiti organized screening of **Turup**.
- An exhibition on Bimal Roy was held at Entertainment Society of Goa, Panjim, in association with NFAI. 15 exhibits, capturing Roy's cinematic journey were exhibited.
- Beyond Foundation screened film **Nadivahate** on February 13, 2020.
- Srividya Enterprises & Shankar Jai Kishan Foundation organized AV programme on the musical journey of yesteryear hero/heroines on February 28, 2020.

To mark the beginning of legendary filmmaker **Satyajit Ray's birth centenary**, NFAI celebrated the filmmaker with 'Face of The Week' segment on its social media platforms. Along with the main birth anniversary post on May 2, NFAI celebrated the special week by posting Ray's images and about his works like *Pather Panchali* (1955), *Apur Sansar* (1959), *Charulata* (1964), *Nayak* (1966), *Goopy Gyne Bagha Byne* (1968), *Aranyer Din Ratri* (1970) and *Shatranj Ke Khiladi* (1977). As a tribute to the filmmaker, the month of May of NFAI 2020 calendar featured an image of Begum Akhtar from the song sequence 'Bhar Bhar Ayee Mori Ankhian' from Ray's *Jalsaghar* (1958).

NFAI is also celebrating the birth centenary of another maestro Pt. Ravi Shankar by putting up various posts showcasing his works.

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

The Archive supplies films for various screening programmes and film festivals across India. Seven films were supplied to **NFDC Mumbai** for online screenings for the **celebration of 74th Independence Day** in collaboration with NFAI. NFAI supplied *Ek Din Pratidin* (BRD Format) for **Aurangabad Film Festival**. For **Bimal Roy Film Festival**, NFAI supplied *Bandini*, *Sujata*, *Yahudi*, and *Parineeta* (all in BRD format). *Bhuvan Shome*, *Samskara*, and

Shantata Court Chalu Aahe (all in BRD) were supplied for the **3rd Eye Asian Film Festival**, Mumbai. For **FTII's Film Appreciation Course** for participants from IORA countries, *Elipattayam*, *Bhavani Bhavai*, *Jait Re Jait*, *Kummaty*, *Amma Ariyan* (all in BRD), and *Bhuvan Shome* (DVD) were supplied. NFAI supplied *Avviyar*, *Meera*, *Santh Tukaram*, *Sandhya Raaga* (all in BRD), and *Shankarabharanam* (DCP) for **Bengaluru International Film Festival**. For **Kalamaharshi Baburao Painter Film Society**, Kolhapur, 'Retrospective of G Aravindan' including *Vastuhara*, *Chidambaram*, *Thampu*, and *Pokuweil* were supplied.

NFAI's Distribution Library has about 25 active film club/members throughout the country. NFAI, Arbhaat Film Club and Raju Sutar together launched a film club that will showcase a documentary film every month, along with interactive sessions with filmmakers and film scholars.

Film Appreciation Courses

- **45th Film Appreciation Course** was conducted by FTII and NFAI from June 15 to July 11, 2020 via online mode. 49 participants enrolled for the course.
- The 15th edition of **Film Appreciation Course in Marathi** was held from November 1-7, 2020. Organized by NFAI and FFSI, the course was conducted

online for the first time with a total of 82 participants. The course, which was inaugurated by film and theatre artist Dr. Mohan Agashe, showcased 8 films from the NFAI collection.

- **IV Winter Film Appreciation Course 2020** was held in collaboration with FTII from November 23-December 19, 2020. 41 participants took part in the online course.

FIAF

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

Plan and Non-Plan Programmes

NFAI has a budget provision of ₹3.10 crore during 2020-21 for Plan Scheme namely Acquisition of Archival Films and Film Material. The new Plan Scheme namely National Film Heritage Mission (NFHM) has a total outlay of ₹ 24.04 crore during 2020-21. A statement showing Plan Performance during 2020-21 is enclosed.

Statement showing the Budget for Plan and Non-Plan are given below:

Budget Estimates 2020-2021

(Rs. in crore)

Major Head '2220'- Information & Publicity	Establishment	Central Sector Schemes
Revenue	9.50	10.48
Capital	0.00	13.56
Total	9.50	24.04

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

Use of Hindi as Official Language: Hindi Pakhwada was celebrated in September 2020 in NFAI. Competitions like Hindi Translation,

Official Language Policy Knowledge were conducted. All officers and employees of NFAI participated in these competitions. An online workshop was also organized where Rajendra Prasad Verma, Co-Director of the Dept. of Hindi Official Language talked about the Official language and Technology.

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

RTI Act – 2005: 15 RTI applications were received by NFAI for the period January-December 2020 and necessary information was provided to the applicants as per the rules.

Grievance Cell: Director, NFAI being the Head of Department has been designated as Grievance Officer. All grievances have been redressed as per the Government rules and norms.

Citizens' Charter: Citizens' Charter is hosted on NFAI's website. Citizens can visit www.nfaipune.gov.in and obtain necessary information. Information on Citizens' Charter is updated from time to time.

Implementation of Action Plan: SFC approval for the New Plan Scheme for the 12th Five Year Plan "Upgradation of Infrastructure of NFAI including Jayakar Bungalow and Setting up of Digital Library" was received on June 14, 2013 which is under implementation.

Modernization, Computerization and e-governance/e-commerce: General public, students of cinema and researchers from different parts of the country and across the globe enjoy better access to the collection and services of the Archive through its website.

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

1. **Preventive vigilance activities during the period:**

- i. Number of regular inspections conducted during the period: 12
- ii. Number of surprise inspections carried out during the period: 12

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

- i. Details of the areas selected for keeping surveillance: Security and copying of films.
- ii. Number of persons identified for being kept under surveillance: Nil

3. **Punitive activities:** Nil

National Film Heritage Mission

National Film Heritage Mission (NFHM), a ₹ 597.41 crore project, was approved by the Ministry of I&B in 2014 through Ministry of Finance for restoring and preserving the film heritage of India. This is a part of 12th Five Year Plan which will spill over to 13th Five Year Plan as per the year-wise allocation of Plan Outlay. This new plan scheme has taken care of digitization/restoration of films available with NFAI as well as other media units under Films Wing of the Ministry. Implementation of the plan scheme is given to NFAI, Pune.

Theatre Facilities

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

Max Mueller Bhavan, Alliance Francaise and British Council in Pune also organized screening programmes for the benefit of their members and NFAI Film Circle members on a regular basis. During the period under report the Main Auditorium and preview theatre were rented out for 168 programmes.

Facilities to Producers/Copyright Owners

NFAI is rendering services to producers/copyright owners in respect of supply of films for repairing their original negatives, preparation of duplicate copies and video copying for telecast purposes. A number of celluloid classics being

telecast on the national and satellite networks were collected from its collection.

17 fresh titles were added to the Archive during the period under report. As on December

31, 2020, 21,778 films, 3,714 video cassettes, 3,787 DVDs, 30,615 books, 45,040 scripts, 1,369 pre-recorded audio cassettes, 2,03,287 stills, 191 audio tapes (oral history) were acquired and 3,83,849 ancillary film material was digitized.

Statistics in respect of all important activities of NFAI:

No. of Reels/Films	16mm	35mm
Detailed checking of films	--	6,266

Dissemination of film culture:

Films supplied for special occasions	25
Joint Screenings	2
Films supplied for Film Appreciation Courses	42
Viewing facilities extended to research worker	21
Films supplied to FTII for academic screenings	18
Number of readers who availed of book library service	409
Number of research workers who availed of the services of Documentation Section	38



DIRECTORATE OF FILM FESTIVALS (DFF)

Directorate of Film Festivals was set up under the Ministry of Information and Broadcasting in 1973 with the objective of **promotion of Indian films and cultural exchange**. DFF is responsible for organising the National Film Awards and the Dadasaheb Phalke Award. The annual International Film Festival of India (IFFI) and several theme-based film festivals are organised by the Directorate. It also preserves prints of Indian Panorama films for non-commercial screenings.

51st International Film Festival of India (IFFI), 2020

In view of the COVID-19 pandemic, DFF followed all the Government advisories and instructions and successfully organised the 51st edition of the IFFI. The Festival, which is organized every year in the month of November, had to be shifted to January 16-24, 2021. Organized in collaboration with the State Government of Goa and the Indian Film

Industry, IFFI is one of the most significant film festivals in Asia. Providing a common platform for the cinemas of the world to project the excellence of the film art, IFFI contributes to the understanding and appreciation of film cultures of different nations in the context of their social and cultural ethos.



Artists performing at the inauguration of the 51st International Film Festival of India in Panaji, Goa on January 16, 2021.

The Festival this time was conducted in a **hybrid format**, i.e., virtual and physical formats. Fifty out of 224 films across various categories were screened both physically and virtually. The first-ever hybrid edition had the best of recent international cinema, along with special sections

such as International Retrospective, Festival Kaleidoscope, World Panorama and special screenings. In addition to these, a retrospective section with a package of four films was screened to celebrate the 150th birth anniversary of Late Shri Dadasaheb Phalke. A retrospective section with a package of five films was screened during the celebration of the 100th birth anniversary of Late Shri Satyajit Ray. To celebrate the 125th birth anniversary of Netaji Subhas Chandra Bose, his biographical film Netaji Subhas Chandra Bose: The Forgotten Hero was screened at the Festival.

Bangladesh was the focus country of the Festival this year. Films Rupsa Nodir Banke

and Jibandhuli directed by Tanvir Mokammel, Meghmallar by Zahidur Rahman Anjan, Under Construction by Rubaiyat Hossain and Sincerely Yours, Dhaka by eleven individual directors including Nuhash Humayun and Syed Ahmed Shawki were screened at the Festival. Virtual Masterclasses and In-conversation sessions were conducted throughout the duration of the Festival. Renowned film personalities like International Competition Jury Chairman Pablo Cesar (from Argentina), Shekhar Kapur, Subhash Ghai, Priyadarshan, Rahul Rawail, Sidharth Roy Kapur, and Prasanna Vithanage (from Sri Lanka) shared their valuable experiences in these sessions.



Hon'ble President, Shri Ram Nath Kovind presenting the prestigious Dadasaheb Phalke Award to Shri Amitabh Bachchan for his outstanding and invaluable contribution to cinema spanning over five decades, at a function, at Rashtrapati Bhawan, in New Delhi on December 29, 2019.

India Virtual Pavilion at Cannes 2020

The Cannes Film Festival had organized the Virtual Film Market from June 22 to 26, 2020. The Hon'ble Minister of I&B, Shri Prakash Javadekar inaugurated the **Virtual India Pavilion at Cannes Film Market 2020**, commencing India's participation at Cannes Film Festival. The Minister said that films are India's soft power and the Film Facilitation Office would

be made a single window for all Centre and State government permissions.

National Film Award winning movies Mai Ghat: Crime No 103/200 (Marathi) and Hellaro (Gujarati) were screened in the Market. Additionally, to mark the centenary year of legendary filmmaker Satyajit Ray in 2021, a preview festival of some of his films and also of his music and documentaries were showcased at the Indian pavilion website.

The website also made available the data on film shooting in India, producers who have experience in co-production, and a list of producers who are interested in collaborating with international media and entertainment industry.

67th National Film Awards

DFF announced the winners of the 67th National Film Awards at a press conference chaired by the eminent panel of filmmakers. The results were announced in 31 different categories after reviewing 441 eligible entries in several different languages.

The Awards are categorised into three sections; Feature Films, Non-Feature Films and Best Writing on Cinema. Feature Film and Non-Feature Film sections aim at encouraging the production of films of aesthetic and technical excellence and social relevance. These contribute to the understanding and appreciation of cultures of different regions of the country in cinematic form, thereby promoting unity and integrity of the nation. The Best Writing on Cinema section promotes the study and appreciation of cinema as an art form and dissemination of information, and critical appreciation through publication of books, articles, and reviews.



Veteran actor Biswajit Chatterjee being presented the Indian Personality of the year award at the closing ceremony of the 51st IFFI in Goa on January 24, 2021. The Governor of Maharashtra and Goa, Shri Bhagat Singh Koshiyari, the Chief Minister of Goa, Shri Pramod Sawant and the Secretary, Ministry of I&B, Shri Amit Khare are also seen.

An Engineered Dream (Hindi) bagged the award for Best Non-Feature Film, while Marakkar - Arabikadalinte Simham took home the award for Best Feature Film. Kastoori was accorded the Best Children's Film award. Shrikshetra ru Sahijata won the Best Arts and Culture Film award. Sikkim bagged the award for being Most Film Friendly State. Savani Ravindra won Best Female Playback Singer award for her song 'Raan Petala' from the Marathi movie Bardo. Gireesh Gangadharan was awarded Best Cinematography award for the Malayalam film Jallikattu.



केन्द्रीय फिल्म प्रमाणन बोर्ड
CENTRAL BOARD OF FILM CERTIFICATION

CENTRAL BOARD OF FILM CERTIFICATION

Central Board of Film Certification (CBFC) is a statutory body under Ministry of Information and Broadcasting, that regulates the public exhibition of films under the provisions of the Cinematograph Act 1952. CBFC is headquartered in Mumbai with nine regional offices in Chennai,

Kolkata, Mumbai, Bengaluru, Hyderabad, Thiruvananthapuram, Delhi, Cuttack and Guwahati. The Board is presently headed by Shri Prasoon Joshi, award-winning writer, noted lyricist, poet, scriptwriter, and advertising and communication icon.

Certification of Films

The certification process is done by the Board in accordance with the 1952 Act, the Cinematograph (certification) Rules, 1983 and the guidelines issued by the Central Government u/s 5 (B).

Due to the COVID-19 outbreak, the number in production of films as compared to previous years dropped, which resulted in lesser certifications. From April-November 2020, the Board issued a total **4,060** certificates. Out of these, **2,856** certificates were issued to video films (**667** to Indian feature films, **498** to foreign feature films, **1,675** to Indian short films and **16** to foreign short films). **1,204** certificates were issued to digital films (**423** to Indian feature films, **60** to foreign feature films, **657** to

Indian short films and **64** to foreign short films). **No certificates were issued to celluloid films.**

Board Meeting/ Regional Officers' Meeting:

In the wake of the pandemic, the 148th Board Meeting was held via video conferencing on July 7, 2020. The meeting was presided over by Shri Prasoon Joshi, Chairman CBFC. Regional Officers' Meeting was held on September 11, 2020 via video conferencing and was presided over by Shri Ravinder Bhakar, CEO CBFC.

Important Events: An interaction with the Film Industry representatives was held on August 6, 2020 via video conferencing to understand the difficulties being faced in online certification process.

Complaints: Complaints received over certification of films from the public primarily dealt with the subjects of sex, religion, and violence on screen. Majority of these complaints were general in nature, which were duly taken into consideration on the basis of their merit, in the process of certification.

Consolidated Statement Indicating Films Certified by the Board (1-4-2020 to 30-11-2020)

VIDEO									
	U	U *	UA	UA *	A	A *	S	S*	Total
Indian Feature Films	120	41	266	232	4	4	-	-	667
Foreign Feature Films	63	8	317	99	3	8	-	-	498
Indian Short Films	1,299	13	325	27	10	1	-	-	1,675
Foreign Short Films	4	-	11	-	1	-	-	-	16
TOTAL(B)	1,486	62	919	358	18	13	-	-	2,856
DIGITAL									
	U	U *	UA	UA *	A	A *	S	S*	Total
Indian Feature Films	71	70	62	181	13	26	-	-	423
Foreign Feature Films	9	4	22	6	11	8	-	-	60
Indian Short Films	466	8	157	13	11	2	-	-	657
Foreign Short Films	14	-	49	-	1	-	-	-	64
TOTAL (C)	560	82	290	200	36	36	-	-	1,204
GRAND TOTAL (A+B+C)	2,046	144	1,209	558	54	49	-	-	4,060

* with cuts

Consolidated Statement Indicating Indian Feature Films Certified by the Board

(1-4-2020 to 30-11-2020)

Region-Wise - Language-Wise (Digital)

Sr. No.	Language	Mum	Chen	Kol	Hyd	Beng	Thi'puram	Del	Cut	Guw	Grand Total
1	Telugu	-	4	-	89	5	-	-	-	-	98
2	Tamil	-	63	-	7	1	-	-	-	-	71
3	Kannada	-	-	-	3	61	-	-	-	-	64
4	Hindi	46	-	1	-	-	-	3	-	-	50
5	Bhojpuri	44	-	1	-	-	-	1	-	-	46
6	Bengali	-	-	26	-	-	-	-	-	-	26
7	Marathi	14	-	1	-	-	-	-	-	-	15
8	Malayalam	-	2	-	4	1	3	-	-	-	10
9	Gujarati	9	-	-	-	-	-	-	-	-	9
10	Assamese	-	-	-	-	-	-	-	-	7	7
11	Hindi Dubbed	5	-	-	-	-	-	-	-	-	5
12	Odia	-	-	-	-	-	-	-	5	-	5
13	Chhattisgarhi	-	-	-	-	-	-	-	3	-	3
14	Punjabi	1	-	-	-	-	-	1	-	-	2
15	Tulu	-	-	-	-	2	-	-	-	-	2
16	Bodo, Partly Dzongkha	-	-	-	-	-	-	-	-	1	1
17	Dogri	1	-	-	-	-	-	-	-	-	1
18	English	-	-	-	-	-	-	1	-	-	1
19	Garhwali	-	-	-	-	-	-	1	-	-	1
20	Gojri	-	-	-	-	-	-	1	-	-	1
21	Maithili	1	-	-	-	-	-	-	-	-	1
22	Nagpuri	1	-	-	-	-	-	-	-	-	1
23	Nepali	-	-	1	-	-	-	-	-	-	1
24	Sadri, Partly Assamese	-	-	-	-	-	-	-	-	1	1
25	Warli	1	-	-	-	-	-	-	-	-	1
	Grand Total	123	69	30	103	70	3	8	8	9	423

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

**Consolidated Statement Indicating Thematic Classification (Digital) of
Indian Feature Films Certified**

(1-4-2020 to 30-11-2020)

Sr. No.	Thematic Classification	Mum	Chen	Kol	Hyd	Beng	Thi'puram	Del	Cut	Guw	Grand Total
1	Feature	123	69	30	103	55	3	8	8	9	408
2	Social	-	-	-	-	11	-	-	-	-	11
3	Action/Thriller	-	-	-	-	2	-	-	-	-	2
4	Children's Film	-	-	-	-	2	-	-	-	-	2
	Grand Total	123	69	30	103	70	3	8	8	9	423

**Consolidated Statement Indicating Indian Feature Films Certified
by the Board (1-4-2020 to 30-11-2020)**

Region-Wise- Language-Wise (Video)

Sr. No.	Language	Mum	Chen	Kol	Hyd	Beng	Thi'puram	Del	Cut	Guw	Grand Total
1	Hindi	139	1	8	-	9	-	9	27	-	193
2	Kannada	-	21	-	69	7	-	-	-	-	97
3	Malayalam	-	43	-	17	1	27	-	-	-	88
4	Tamil	9	8	-	65	-	4	-	-	-	86
5	Telugu	1	39	-	31	1	2	-	-	-	74
6	Bhojpuri	47	-	-	-	-	-	3	11	-	61
7	Bengali	4	2	2	-	-	-	-	8	-	16
8	Marathi	12	-	-	-	-	-	-	-	-	12
9	Punjabi	3	-	-	-	-	-	9	-	-	12
10	Gujarati	8	-	-	-	-	-	3	-	-	11
11	Hindi Dubbed	7	-	-	-	-	-	-	-	-	7
12	Odia	-	-	-	-	-	-	-	6	-	6
13	Rajasthani	-	-	-	-	-	-	1	-	-	1
14	Hindi, Partly Rajasthani	1	-	-	-	-	-	-	-	-	1
15	English, Partly Hindi	1	-	-	-	-	-	-	-	-	1
16	Tulu	-	-	-	-	1	-	-	-	-	1
	Grand Total	232	114	10	182	19	33	25	52	-	667

Finances of the Board:

For administrative purpose, the Board is treated as a sub-ordinate office under the Ministry of I&B.

The revenue of the Board is by way of collection of certification fee as per the scales provided in the

Cinematograph (Certification) Rules, 1983. The Board also levies projection charges in respect of screening of the films done in the Regional Office. The total income accrued during the period **April 1, 2020 to November 30, 2020** is **Rs. 44,63,694**. The revenue collected is credited to the Consolidated Funds of India.

The Board receives grants from the Ministry of I&B under Non-Plan and the expenditure incurred

against these sub-heads from **April 1, 2020 to November 30, 2020** are furnished below:

Budget Allocation and Expenditure

(Rs in lakh)

	Non-Plan B.E (2020-21)	Expenditure up to November 30, 2020
Salaries	500.00	333.69
Medical	11.00	4.11
DTE	22.00	6.96
OE	355.00	89.98
PPSS	300.00	116.01
Rent Rates and Taxes	20.00	2.72
Other Administrative Expenses	33.00	2.33
Information Technology	05.00	0.74
SAP	02.00	1.07
Total	1,248.00	557.61



NATIONAL FILM DEVELOPMENT CORPORATION

The National Film Development Corporation Ltd. (NFDC) was set up by the Government of India in 1975 with the primary objective of **planning, promoting and organizing an integrated and efficient development of the Indian Film Industry** in accordance with the national economic policy and objectives laid down by the Central Government from time to time. NFDC was reincorporated in the year 1980 by merging the Film Finance Corporation (FFC) and Indian Motion Picture Export Corporation (IMPEC) with NFDC. Since inception, NFDC has funded/produced over 300 films in more than 21 regional languages, many of which have earned wide acclaim and won national/international awards.

NFDC undertakes production and distribution of films under the brand **Cinemas of India**, production of advertisement, short and corporate films for various government agencies, film exhibition, restoration, **Film Bazaar**, and skill

development. NFDC employs established as well as emerging formats for distribution and exhibition of film — from the conventional theatrical release to digital formats such as VOD — making high quality cinema available at reasonable rates to Indian viewers.



NFDC Film Bazaar Goes to Cannes 2020

In 2020, for the first time, NFDC leveraged its association with Marché du Film Online by collaborating with them for their GOES TO CANNES section. Due to COVID-19, the Cannes Film Festival was cancelled and the Marché du Film (Cannes film market) was shifted online. The Marché du Film Online, held from June 22-26, 2020, took the shape of a closed industry space including virtual booths and pavilions, meetings via video calls, online screenings of films and presentations.

Production

NFDC produces & co-produces feature films that reflect the diversity in Indian Cinema, under the scheme of the Ministry of I&B, titled “Production of films in various Indian languages”. The scheme

encourages debutant filmmakers by undertaking 100% production of their first feature film and co-production of good quality films in partnership with private players both from India and abroad.

International Co-Production

NFDC and Bangladesh Film Development Corporation has collaborated for cinema feature **Bangabandhu** (biographical feature film on Sheikh **Mujibur Rehman**). The film will be directed by eminent filmmaker Shyam Benegal under Audio-Visual Co-Production agreement between the Republic of India and the People's Republic of Bangladesh.

Own-Production

Shooting of Telugu film *Korangi Nunchi*, directed by K. Jayadev and Bengali film *Chhaad* was completed in January 2021.

Co-Production

- Manipuri feature film *Josephki Macha (Joseph's Son)*, by director Haobam Paban Kumar is under pre-production stage.
- Dongri/Kangri feature film *Ped Pe Kamra (The Invisible One)*, by director Amit Dutta is on hold as co-producer has requested for conversion of Live-action film to Animation along with Paperboat Studios which is under evaluation.

Distribution, Syndication & OTT

The Distribution Department is segmented into seven prominent verticals namely Theatrical Distribution, Syndication, Cinemas of India, OTT, Exports, Music Distribution and International film festivals & Marketing.

NFDC content is syndicated across TV, Digital, Video on Demand platforms and Home Video for appropriate exploitation, revenue and reach. The content is further leveraged globally by participating in film festivals and identifying international markets to maintain the positioning of *Cinemas of India* as the brand that is the face of independent cinema from India.

Theatrical Distribution: Owing to the COVID-19 pandemic, theatres across the country

were restricted to function at full capacity. A unanimous decision was taken to focus on digital syndication avenues to increase audience engagement for NFDC content.

Syndication

Television

1. The Distribution Department facilitated the telecast of Richard Attenborough's *Gandhi* (in both Hindi and English), *The Making of the Mahatma* and *Gandhi Se Mahatma Tak* on DD Bharati to commemorate the 150th Birth Anniversary of Mahatma Gandhi.

Digital

1. NFDC titles continue to stream on partner platforms namely Amazon Prime Video, MUBI, HOTSTAR, and Netflix. NFDC films are also available on streaming platform Epic On. 60 library titles are available for non-exclusive streaming for a period of 18 months.
2. NFDC has syndicated its library titles with Tata Sky. NFDC has syndicated 60 titles in the Subscription Video On Demand category and 25 NFDC titles in the Direct To Home category for a period of one year.

In-Flight

1. Owing to the ongoing pandemic, the licensing of NFDC titles for inflight entertainment is currently on hold and NFDC's inflight entertainment partner Contentino Media LLP will support the corporation to scout for possible content requirements by airlines.

Cinemas of India

Video-on-Demand OTT Platform www.cinemasofindia.com is empowered with sustainable technology that is customized for Indian and international users. Over **102 feature films**, including 65 digitally restored titles by veteran filmmakers and new talent, have made their digital debut on the platform. The Distribution Department is working towards overall enhancement of the



streaming platform to ease user experience, along with the development of mobile and smart TV applications.

Independence Day Film Festival was held on NFDC's OTT platform www.cinemasofindia.com for free between August 7-21, 2020.



NFDC organised first ever online patriotic film festival as a part of Independence Day Celebrations 2020 from August 7-21, 2020

Preview Theatre

NFDC gives on hire its 81 seater Preview Theatre at Mumbai and 100 seater Preview Theatre at Chennai, for exhibition of films to various government/non-government clients. NFDC is associating with film societies/embassies to conduct film festivals on a regular basis.

Overseas Promotion and Marketing

The Overseas Division works towards building the presence of Indian Cinema at international film festivals and markets. The division has also fostered partnerships with private and government film institutions from across the world, and is focused on promoting *Cinemas of India* and showcasing Indian talent around the globe.

Skill Development and Vocation Training

NFDC has signed MoU with various State and Central Government departments for imparting skill development training as per the National Skills

Qualification Framework (NSQF) and Qualification Packs (QPs).

Under the Skill India Mission, the Training Division in the Chennai Regional Office is conducting various media related training programmes and vocational courses for the unemployed youth in the southern states. Over 16,000 youth have been trained in the spheres of Animation, Camera, Editing, Multimedia, Photography and Audio Engineering. Skill development training is also being conducted in collaboration with Tamil Nadu Skill Development Corporation.

Around 250 Divyangjans, through Differently Abled Persons Welfare Department, are being trained in Editing, Animation, Multimedia, Audio Engineering, and Digital Still Photography.

Media Production

NFDC undertakes various commissioned projects for advertisement, film production and

communication. NFDC strategizes and executes the communication of the Government's premium flagship programmes to ensure synergy in advertising, thus leading to better reach with the target population. During the lockdown, NFDC managed production and deliveries of time sensitive COVID-19 related films for various Government Ministries/Departments.

The **360 Degree Bouquet: One Stop Shop Effect**: Prompted by the COVID-19 pandemic, NFDC diversified its bouquet of services into unconventional formats of advertising like virtual events and exhibitions, interactive/immersive videos. As a first, NFDC successfully completed its first virtual event, the India International Science Festival 2020 commissioned by CSIR-NISTADS. Inaugurated by the Hon'ble Prime Minister, it was the largest online event conducted by the Government of India and ended up setting **5 new Guinness World Records**.

- a) Most people assembling sundial-kit simultaneously online on December 22, 2020
- b) Most people washing hands simultaneously online on December 23, 2020
- c) Most people applying masks simultaneously online on December 24, 2020
- d) Most viewers of a nutrition lesson live stream on a platform on December 25, 2020
- e) Largest attendance for a virtual science conference in one-week December 20-25, 2020

Film Facilitation Office

The Film Facilitation Office (FFO) was set up under the Ministry of I&B in the National Film Development Corporation (NFDC) in 2015 with the objective of positioning and promoting India as a preferred destination for filmmakers across the world. FFO acts as a single-window facilitation and clearance mechanism that eases filming in India. The Office also gives away 'Most



Film Friendly State' award to encourage States and UTs to create a film-friendly ecosystem.

Highlights

Four international applications were received, namely *Mia and Me - The Hero of Centopia* (Animated Feature Film), *90 days Fiancé {2021}* (TV Reality Show and Series), *The Battle for Bengal* (Feature Film) and *What's Love Got To Do With It* (Feature Film) of which permissions were facilitated for the first three and the last one is currently under process. *Mia and Me - The Hero of Centopia* also received the status of the first animated Indo-German Co-Production. **28** domestic applications have been received on the FFO portal started since April 2020. These include Hindi feature films *Jersey*, *Badhaai Do*, *Tejas*, Telugu feature film *MNR* (Working Title), and TV show/series by Roy Kapur Production, Balaji Telefilms' *Punch Beat 2*.

The FFO worked with the States of Madhya Pradesh, Himachal Pradesh, Uttarakhand, Manipur and Rajasthan in **helping them frame their respective post-COVID-19 shooting guidelines**. COVID-related filming guidelines have also been framed by Andhra Pradesh, Goa, Karnataka, Maharashtra and Telangana. These are available on www.ffo.gov.in as well as on their respective State pages.

The FFO organized an online workshop/session of the State Nodal Officers with regards to integrating with the FFO Web Portal on August 26, 2020. The session emphasized the need to tap the maximum advantages of FFO's single-window facilitation system by the States and to integrate the State portals with the FFO to ease the process.

The FFO gathered data on economic value added through international projects that were filmed in India, since June 2016. **111 international projects** (feature films, TV/web shows and series) were accorded permissions by the Ministry of I&B. Of these, 80 have completed shooting in India. The data reveals that approximately **₹396.35 crore has been spent in India towards production** and over 28,000 people were employed as cast.





Union Minister for Information & Broadcasting, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar at the inauguration of the 51st International Film Festival of India in Panaji, Goa on January 16, 2021.

7

INTERNATIONAL CO-OPERATION

India and UNESCO

India is among the founder members of United Nations Educational, Scientific and Cultural Organization (UNESCO), one of the specialized agencies of the United Nations. UNESCO's main goal is to promote international co-operation in the field of education, science and technology, social sciences, culture, and mass communication. In order to promote communication capabilities of developing countries, the 21st Session of the General Conference of UNESCO in 1981 approved the setting up of an International Programme for the Development of Communication (IPDC). India played a significant role in its conception and has been a member of the IPDC and also of the IPDC's Inter-Governmental Council (IGC). India was elected by acclamation by the General Conference at its 35th Session, to be a member of the IGC for the period 2009-2013.

The Indian National Commission for Cooperation with UNESCO (INCCU) set up by the Government of India in 1949 for associating its principal bodies interested in educational, scientific and cultural matters with the work of UNESCO was reconstituted in 2019 as the term of previous commission expired after four years. After its reconstitution, the first meeting of reconstituted Sub-Commission on Communication was held under the chairmanship of Secretary, Ministry of I&B on January 27, 2020 to discuss the framework, mandate and objective of the Sub-Commission under INCCU. Thereafter, a meeting was convened through video conference on July 13, 2020 under the chairmanship of the Secretary to discuss the current situation of COVID-19.

Indian Institute of Mass Communication (IIMC) has been working as the lead collaborator for the 9-country UNESCO project on 'Role of Women in Media' including India, Nepal, Bhutan, Myanmar, Bangladesh, the Maldives, Sri Lanka, Pakistan and Afghanistan. IIMC has also jointly organized

Regional Training & Consultation Workshop on 'Women for Change: Building a Gendered Media in South Asia' in collaboration with South Asia Women's Network and UNESCO.

International Media Programme

This Programme comprises Media Exchange Programme, Joint Working Groups & Agreement on cooperation in the field of information & film sector, and international media seminars/workshops. The main objectives of the programmes are:

- Recognizing the vital role that media play in the promotion of better understanding between countries and in enhancing regional cooperation through greater interaction between media persons and for dissemination of information about each other
- Recognizing the critical role that media plays in the promotion of democratic values and tolerance in societies
- The broad objective of this scheme is to strengthen the friendly ties with different countries by promoting better understanding in the fields of information and print media, inspired by a common desire to establish and develop closer relations with other countries in the field of information and mass media
- To strengthen the relationship between India and the other countries
- To promote exchange of ideas between India and the other countries in the spheres of mass media, broadcasting and films
- Advanced media training
- Crisis communication
- Social and multimedia training

Shanghai Cooperation Organisation

Shanghai Cooperation Organisation (SCO) shared the draft action plan for 2021-2025 on 'Implementation of the Development Strategy of the SCO until 2025' and the Ministry supported the same.

BRICS

India's BRICS chairship began in January 2021. India will be steering the agenda, meetings and overall outcomes of BRICS through 2021, including the Leaders' Summit and other Ministerial meetings. MEA is therefore in the process of finalizing the calendar of events for BRICS 2021 along with the list of priorities and deliverables for India's presidency. The Ministry has apprised MEA of the potential areas of cooperation with BRICS nations.

Cultural Exchange Programmes (CEP) with Foreign Countries

The Cultural Exchange Programmes/Agreements are signed by the M/o Culture on

behalf of Government of India. These Programmes/Agreements have the aims and objectives to strengthen the relationship and with respect to the Ministry of I&B, promote exchange of ideas between India and the other countries in the spheres of mass media, broadcasting and films. During 2020-21, CEPs signed between India and other countries such as **Iceland** and **Sierra Leone** were received from M/o Culture for their implementation by the Ministry.

Visit of Foreign Delegation

The French delegation led by H.E. Mr. Frank Reister, Minister of Culture, Republic of France along with other delegates met Hon'ble Minister of I&B on January 28, 2020. **India and France** discussed on ways and means on co-production of films and also collaborate in audio visual exchanges. Both the Ministers agreed to have a joint working group towards implementation of the objectives.





Hon'ble Prime Minister Shri Narendra Modi holding a video conference meeting with the Chief Ministers of all States to discuss the road ahead in India's fight against COVID-19 on May 12, 2020.



Union Minister for Information & Broadcasting, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar addressing the virtual CII Partnership Summit, in New Delhi on December 16, 2020.

8

RESERVATION FOR SCHEDULED CASTES/SCHEDULED TRIBES AND OTHER BACKWARD CLASSES

All efforts are made to ensure adequate representation of Scheduled Castes, Scheduled Tribes and Other Backward Classes in the posts and Services under administrative control of Ministry of Information & Broadcasting in accordance with the orders/instructions/guidelines issued in this regard from time to time. Efforts are also made to ensure adequate representation of officers belonging to Schedules Castes, Scheduled Tribes and Other Backward Classes in various training programmes. Post-based rosters are

maintained by all the attached/subordinate offices/PSUs/autonomous bodies under the administrative control of the Ministry.

The guidelines and instructions regarding reservation for SC/ST/OBC in Services and for other benefits are circulated to all the media units for strict compliance.

The percentage of representation of SC, ST and OBC vis-à-vis the total number of employees in the Ministry of I&B and attached and subordinate offices as on January 1, 2021:

Group	Total Employees	SC (Representation %)	ST (Representation %)	OBC (Representation %)	Others (Representation %)
'A'	1,534	289 (18.83)	86 (5.61)	96 (6.26)	1,054 (68.71)
'B'	7,955	960 (12.07)	641 (8.06)	792 (9.96)	5,556 (69.84)
'C'	8,005	1,607 (20.07)	958 (11.97)	788 (9.84)	4,652 (58.11)
'D'	141	55 (39)	12 (8.51)	36 (25.53)	38 (26.95)
Total	17,631	2,911 (16.51)	1,697 (9.63)	1,712 (9.71)	10,984 (62.3)

...

Group	Office	Total Employee	Total Employee	No. of SCs	No. of STs	No. of OBCs	No. of EWSs	Others
		(Sanctioned)	(In-Position)					
A	Main Sectt. (including IIS Officers)	639	501	63	35	46	0	354
	FCAT	0	0	0	0	0	0	0
	DPD	3	0	0	0	0	0	0
	CBFC	13	3	0	0	0	0	0
	Photo Division	3	1	0	0	0	0	1
	BOC	25	8	2	2	0	0	4
	BECIL	114	50	11	2	6	0	31
	PIB	53	42	8	2	8	0	24
	PCI	9	5	1	1	0	0	3
	NFDC	35	12	3	0	1	0	8
	SRFTI	35	29	0	0	0	0	29
	EMMC	5	4	1	0	0	0	0
	NMW	5	3	0	0	0	0	3
	NFAI	4	1	0	0	0	0	1
	IIMC	34	17	2	1	1	0	13
	DFP	8	5	1	0	1	0	3
	RNI	10	8	1	1	0	0	6
	FTII	66	30	5	2	2	0	21
	Films Division	31	15	3	1	4	0	7
	DG: AIR	2,002	800	188	39	27	0	546
CFSI	3	0	0	0	0	0	0	
TOTAL	3,097	1,534	289	86	96	0	1,054	
B	Main Sectt.	589	393	49	22	93	0	224
	FCAT	0	0	0	0	0	0	0
	DPD	17	5	1	1	1	0	2
	CBFC	24	12	2	1	2	0	7
	Photo Division	7	3	0	1	0	0	2
	BOC	142	73	13	4	14	0	42
	BECIL	15	6	2	0	1	0	3
	PIB	94	62	10	2	15	0	35
	PCI	27	19	5	0	2	0	12
	NFDC	20	11	4	0	3	0	4
	SRFTI	29	17	0	0	0	0	17
	EMMC	0	1	0	0	0	0	0
	NMW	14	3	2	0	0	0	1
NFAI	3	2	1	0	1	0	0	
IIMC	36	14	5	1	1	0	7	

Group	Office	Total Employee	Total Employee	No. of SCs	No. of STs	No. of OBCs	No. of EWSs	Others
		(Sanctioned)	(In-Position)					
	DFF	10	4	2	0	0	0	2
	RNI	41	26	3	3	1	0	19
	FTII	51	26	6	2	1	0	17
	Films Division	192	144	34	8	33	0	69
	DG: AIR	12,056	7,128	819	596	622	0	5,091
	CFSI	12	6	2	0	2	0	2
	TOTAL	13,379	7,955	960	641	792	0	5,556
C	Main Sectt.	135	104	30	6	11	0	57
	FCAT	0	0	0	0	0	0	0
	DPD	224	80	21	5	7	0	47
	CBFC	60	32	3	3	8	0	18
	Photo Division	66	31	7	3	6	0	15
	BOC	1,465	903	181	141	172	4	405
	BECIL	41	5	1	0	0	0	4
	PIB	478	256	74	16	50		116
	PCI	51	47	7	5	4	0	31
	NFDC	56	38	10	0	10	1	17
	SRFTI	42	34	3	0	2	0	29
	EMMC	0	0	0	0	0	0	0
	NMW	24	8	3	0	0	0	5
	NFAI	20	9	2	0	1	0	6
	IIMC	89	53	13	2	9	0	29
	DFF	25	11	5	1	0	0	5
	RNI	30	18	5	0	1	0	12
	FTII	196	74	18	16	8	0	32
	Films Division	243	164	33	12	48	0	71
	DG: AIR	12,071	6,115	1,184	746	442	0	3,743
CFSI	30	23	7	2	9	0	5	
TOTAL	15,346	8,005	1,607	958	788	5	4,647	
D	CBFC	1	1	0	0	0	0	1
	BECIL	16	5	4	0	0	0	1
	NFDC	6	0	0	0	0	0	0
	NFAI	22	14	2	2	3	0	7
	Films Division	143	108	45	10	29	0	24
	PIB	21	13	4	0	4	0	5
	TOTAL	209	141	55	12	36	0	38
TOTAL		32,031	17,635	2,911	1,697	1,712	5	10,979



Skill Development and Vocational Training at NFDC

9

REPRESENTATION OF PHYSICALLY DISABLED PERSONS IN SERVICE

The instruction and guidelines regarding Persons with Disabilities (PWDs) issued by the nodal Ministry/Department from time-to-time are circulated to all media units and administrative sections in Main Secretariat of Ministry of Information & Broadcasting for strict compliance. In the Main Secretariat, a Liaison Officer is also appointed to look after the interest of PWDs.

In accordance with the guidelines issued by DoPT, special recruitment drive is under process in the Ministry to fill up backlog vacancies reserved for PWDs. The representation of PWDs in this Ministry is also compiled annually and furnished to DoPT. The representation of PWDs in the Ministry collectively and in Direct Recruitment and Promotion quota as on January 01, 2021 is given below:

PWD REPORT-I

Annual Statement Showing the Representation of PWDs in Service

For the Year 2020 (as on 01.01.2021)

Group	Number of Employees						
	Total Post	Reserved posts for PWDs	A	B	C	D	E
Group A	3,982	25*	05	03	03	00	00
Group B	17,358	23*	15	21	64	17	04
Group C & D	30,821	101*	23	11	56	02	05
Total	54,199#	149	43	35	123	19	09

*Reserved posts for PWDs in Prasar Bharati not included.

#including 2,038 posts abolished from ADRP 2002 to ADRP 2008-2009

Note

- (i) A (Blindness or low vision)
- (ii) B (Deaf and hard of hearing)
- (iii) C (Locomotor disability including cerebral palsy, leprosy cured, dwarfism, acid attack victims and muscular dystrophy)
- (iv) D (Autism, intellectual disability, specific learning disability and mental illness)
- (v) E (Multiple disabilities from amongst persons under clauses (a) to (d) including deaf- blindness in the posts identified for each disabilities)

PWD REPORT-II

**Statement Showing the Number of PWDs Appointed During the Calendar Year
For the Year 2020 (as on 01.01.2021)**

GROUP	No. of Vacancies Reserved for PWDs under Direct Recruitment Quota					No. of Appointment Made in Direct Recruitment Quota					No. of Vacancies Reserved for PWDs under Promotion Quota					No. of Appointment Made in Promotion Quota							
	A	B	C	D	E	Total appointment made	A	B	C	D	E	Total appointment made for PWD	A	B	C	D	E	Total appointment made for PWD	A	B	C	D	E
	Group A	02	00	03	04	02	01	00	00	00	00	00	00	00	00	00	00	00	01	00	00	00	00
Group B	14	08	67	39	01	06	00	00	00	00	00	01	00	00	00	00	00	00	00	00	00	00	00
Group C & D	19	26	68	14	13	05	03	01	00	01	03	02	03	01	01	01	01	21	00	00	00	00	00
Total	35	34	138	57	16	12	03	01	00	01	03	04	02	03	01	01	01	22	00	00	00	00	00

Note:

- (i) A (Blindness or low vision)
- (i) B (Deaf and hard of hearing)
- (iii) C (Locomotor disability including cerebral palsy, leprosy cured, dwarfism, acid attack victims and muscular dystrophy)
- (iv) D (Autism, intellectual disability, specific learning disability and mental illness)
- (v) E (Multiple disabilities from amongst persons under clauses (a) to (d) including deaf- blindness in the posts identified for each disabilities)

Note: There is no reservation for PWDs in case of promotion for Group A and B posts.





Special Programmes broadcast by DD News and NSD:AIR

हिंदी दिवस / हिंदी पखवाड़ा समारोह सितम्बर 14, 2020

हिंदी दिवस के अवसर पर ऑनलाइन फिल्म उत्सव

1. संविधान के साक्षी (44 मिनट / रंगीन / हिंदी / 1992)
2. 14 सितंबर, 1949 (17 मिनट / रंगीन / हिंदी / 1991)
3. भारत की वाणी (52 मिनट / रंगीन / हिंदी / 1990)
4. हमारी भाषा (04 मिनट / रंगीन / हिंदी / 2011)
5. हिंदी की विकास यात्रा (10 मिनट / रंगीन / हिंदी / 2000)



फिल्म प्रभाग, सूचना एवं प्रसारण मंत्रालय, भारत सरकार

लॉग ऑन करें www.filmsdivision.org • <https://www.youtube.com/user/FilmsDivision> 24 घंटे के लिए ऑनलाइन स्क्रीनिंग

Online Film Festival launched by Films Division on 'Hindi Diwas -2020'.

10

USE OF HINDI AS OFFICIAL LANGUAGE

Hindi, written in Devanagari script, is the Official Language of the Union of India as provided in the Constitution of India. To implement this provision, there is a well-considered policy of the Government under which every Ministry/Department has been mandated to accelerate the progressive use of Hindi in official work by way of motivation and incentives.

In view of the above obligation, Ministry of Information and Broadcasting too has been making constant efforts to use Hindi in its day-to-day official work as per the Official Language Policy of the Government of India. The Official Language Implementation Committee (OLIC) has been constituted under the Chairmanship of Joint Secretary in the Main Secretariat of the Ministry, which monitors the progressive use of Hindi in the Main Secretariat as well as in its attached and subordinate offices. The meetings of OLIC are held regularly in which the status of implementation of the Official Language Policy in the Ministry and its media units/organizations is discussed and suggestions are given by the members to augment the use of Hindi in official work which help achieve the targets as fixed in the Annual Programme issued by the Department of Official Language.

To meet the needs of translating various routine and important time-bound documents of the Ministry like Cabinet notes, Parliament questions and Standing Committee matters and also to implement the Official Language, Main Secretariat of the Ministry has an approved strength of one Director (OL), one Deputy Director (OL), two Assistant Directors (OL), two Senior Translation officers and two Junior Translation officers.

To ensure that of all papers/documents under Section 3(3) of the Official Languages Act are issued in bilingual form, check-points, at the level of the officers signing the document, have been created and that as per rule 5 of Official Language Rules, 1976, letters received in Hindi or signed in Hindi are invariably replied to in Hindi only. In addition, quarterly progress reports received from different sections of the Ministry and its media units are reviewed to ensure better compliance of the Official Language Policy.

For promoting the use of Hindi in official work by way of motivation and incentives, various activities were held in the Ministry's Main Secretariat. In this regard, *Hindi Pakhwada* was organized in the Ministry from September 14 to 28, 2020. During the Pakhwada, six competitions namely (i) self-portrayed coloured poster with slogan on Rajbhasha; (ii) self-penned poem writing; (iii) essay writing; (iv) Hindi dictation for MTS only; (v) Hindi typing; and (vi) Hindi stenography competitions were organized in which around 120 officials participated.

A new incentive scheme is in operation for all the sections of the Ministry and its media units wherein cash prizes and trophies are awarded on the basis of their respective annual performance for use of Hindi in their official work. In order to facilitate the officials in use of Hindi in official work, attached and subordinate offices also organized OLIC meetings, Hindi workshops, Hindi Pakhwada and various other activities in their organizations.





Union Minister for Information & Broadcasting, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar unveils the e-compendium of articles on the Constitution, Fundamental Rights and Fundamental Duties, on the 70th anniversary of the adoption of the Indian Constitution, in New Delhi on November 26, 2020.

The Vigilance Wing of the Ministry functions under the overall supervision of the Secretary, I&B. The Wing is headed by a Chief Vigilance Officer (CVO) at the level of Joint Secretary/Additional Secretary who is appointed with the approval of Central Vigilance Commission (CVC) out of one of the Divisional Heads of the Ministry. CVO, M/o I&B is assisted by Deputy Secretary (Vigilance), Under Secretary (Vigilance) and a Vigilance Section. CVO of the Ministry provides a link between the Ministry and its subordinate/attached offices and CVC as well as CBI. In Ministry's autonomous/attached/subordinate offices, public sector undertakings and registered societies also, separate vigilance set-ups exist. The CVO of the Ministry coordinates vigilance activities of the attached and subordinate offices, public sector undertakings of the Ministry as per CVC guidelines.

Concerted efforts were made to streamline the procedures in order to minimize scope for corruption. Regular and surprise inspections were carried out by senior officers to ensure proper observance of rules and procedures. Efforts were also made to rotate the staff posted in sensitive positions. During the period from April 1 to

December 31, 2020, 23 regular and 10 surprise inspections were carried out. In addition, a total of 20 areas and 82 persons have been selected for being kept under surveillance in the different media units/Main Secretariat of this Ministry. A week-long Vigilance Awareness Week was observed by the Ministry of I&B and its Media Units from October 27 to November 2, 2020.

During the period from April 1 to December 31, 2020, 173 fresh complaints were received in the Ministry and its media units from different sources. These were examined and preliminary inquiries were ordered in 15 cases. In addition to this, Preliminary Inquiry reports in respect of 35 cases (current and old) were also received. Regular departmental action for major penalty was initiated in 4 cases and for minor penalty in 6 cases. Minor penalties have been imposed in 11 cases during the period and administrative actions have been taken under relevant provisions of rules in 60 cases. Two officials were placed under suspension under relevant provisions of rules.

■ ■ ■



Indian Film Director, Shri Haobam Paban Kumar receiving citation and memento from the Additional Secretary, Ministry of Information & Broadcasting, Smt. Neerja Sekhar at the 51st International Film Festival of India (IFFI-2021), in Panaji, Goa on January 17, 2021. The Joint Secretary (Films), Ministry of I&B, Smt. Anju Nigam is also seen.

CITIZEN'S CHARTER

The Citizen's Client's Charter of the Ministry of Information & Broadcasting for the year 2020-21 is available on the website of the Ministry i.e., <http://www.mib.gov.in>. Twelve main services have been included in the Charter which are being provided by this Ministry directly to its stakeholders.

- i. Issue of license for providing DTH services to prospective licensee;
- ii. Issue of License to Multi System Operators;
- iii. Issue of license for providing HITS services to prospective licensee;
- iv. Registration of Television Rating Points (TRP) Agencies to operate in India;
- v. Setting up teleports by TV Channels for uplinking/downlinking;
- vi. Issue of permission for uplinking/downlinking of TV Channels uplinked from India;
- vii. Issue of Permission for Downlinking of TV Channels uplinked from abroad;
- viii. Grant of permission for the setting up of Community Radio Stations (CRS);
- ix. Issue of approval letter for the publication of Indian editions of foreign magazines/journals/periodicals/new magazines by an entity having foreign investment in the category of Specialty/Technical/Scientific;
- x. Issue of approval letter for the publication of Indian editions of foreign magazines dealing with news and current affairs/Newspapers by an entity having foreign investment/facsimile edition of foreign newspaper by an entity having/not having foreign investment;
- xi. Grievance Redressal Mechanism; and
- xii. Issue of permission letter to the foreign Producers for shooting of feature films for TV/Cinema and reality shows/commercials TV Serials.

GRIEVANCE REDRESSAL MECHANISM

The Grievance petitions received in the Ministry are registered and processed in the computerized Centralized Public Grievance Redress and Monitoring System (CPGRAMS). All petitions received are acknowledged according to norms and the acknowledgement letter contains registration number of the grievance, expected time of disposal and the details of the contact person. The grievance petitions are sent to the concerned media units/offices/divisions to redress the grievance, with the direction to send a suitable reply to the petitioner, as per rules. These petitions are monitored on regular basis, by sending reminders to the concerned offices/divisions and by convening regular review meetings etc. In all the media units, attached/subordinate offices, autonomous bodies and public sector undertakings working under the administrative control of the Ministry, normally an Officer not below Junior Administrative Grade is designated as Public Grievance Officer of the Unit. In important and urgent nature of cases, senior Officers of the concerned media units/offices hold discussions for quick disposal of the cases. The position regarding final disposal of petitions is also intimated to the petitioners by post or through CPGRAMS.

The guidelines regarding redressal of public grievances/activating machinery for redressal of public grievances received from Department of Administrative Reforms and Public Grievances etc. are circulated to all media units/autonomous bodies etc. from time to time. Disposal of grievances is also monitored at the highest level in this Ministry as well as by Hon'ble Prime Minister in monthly PRAGATI Meetings.

Time Frame Prescribed for Redressal of the Grievances:

Sr. No.	Subject	Time
1	Issue of acknowledgment/interim reply to the petitioner	3 days
2	Time taken for transfer of the Grievance Petition to the concerned Administrative Wing/Responsibility Centre	7 days
3	Time taken to give final reply to the petitioner from the date of receipt of grievance or date of receipt of clarification/additional information sought from the petitioner, whichever is later	2 months

Grievance Status of the Ministry from 1-04-2020 to 03-12-2020

Brought Forward as on 03-12-2020	Grievances Received (from 01-04-2020 to 03-12-2020)	Total Grievances	Grievances Disposed (from 01-04-2020 to 03-12-2020)	Grievances Pending as on 03-12-2020
683	6,385	7,068	6,401	667

Majority of grievances received by the Ministry are of the following categories:

Sr. No.	Grievance Category	Percentage of grievances received from 01-04-2020 to 03-12-2020
1	Petitions Pertaining to other Ministries	34%
2	Miscellaneous	13%
3	Complaint against DTH Operators LCOs MSOs	12%
4	COVID-19 Related Issues	10%
5	Broadcasting Content News and Non News Programmes	8.3%
6	Suggestions and Queries	7.5%
7	Pension Matters Delay in release of pension n other benefits	4%
8	Category Not Assigned	1.8%
9	Broadcasting Content Advertisements	1.2%
10	Corruption and Malpractices	1.2%
11	Film Content Matters	1.1%
12	Press Journalist Issues	1.1%
13	Press Content Matters	0.8%
14	Service Matters Casual Employees	0.9%
15	Subscription Publication of DPD Journals	0.8%
16	Registration and Title Verification	0.7%
17	Service Matters Regular Employees	0.6%
18	Pension Matters Revision of Pension	0.4%
19	Pension Matters Wrong fixation of pension	0.4%
20	Compassionate Appointments	0.2%
21	Harassment and Misbehaviour	0.1%
22	Advertisement and Publicity Matters	0%
23	Sexual Harassment	0%





COVID-19 Mobile Van of PIB's ROB Sangli (Maharashtra) creating awareness regarding the 'Jan Andolan' launched by the Hon'ble Prime Minister Shri Narendra Modi.



Minister of State for Housing & Urban Affairs, Civil Aviation (Independent Charge) and Commerce & Industry, Shri Hardeep Singh Puri and Union Minister for Information & Broadcasting, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar at the release of the booklet 'Prime Minister, Shri Narendra Modi and Government's relations with Sikh Community', in Punjabi, Hindi and English, on the occasion of Prakash Parv of Guru Nanak Dev Ji, in New Delhi on November 30, 2020. Secretary, Ministry of Information & Broadcasting, Shri Amit Khare is also seen in the picture.

13

RIGHT TO INFORMATION ACT, 2005 RELATED MATTERS

The Right to Information (RTI) Act, 2005 provides freedom to every citizen to secure access to information under the control of public authorities, consistent with public interest, in order to promote openness, transparency and accountability in administration and in relation to matters connected therewith or incidental thereto. RTI means the right to information accessible under this Act, which is held by or under the control of any public authority and includes the right to

1. Inspection of work, documents, records;
2. Taking notes, extracts or certified copies of documents or records;
3. Taking certified samples of material;
4. Obtaining information in the form of CDs or in any other electronic mode or through printouts where such information is stored in a computer or in any other device.

Implementation of RTI Act in the Main Secretariat

The RTI Cell of the Ministry was established on July 4, 1997 in pursuance of the decision of the Government to make administration more transparent and responsive.

All applications, appeals and decisions of the Central Information Commission (CIC) under RTI Act, 2005 related to the Ministry, its attached offices, subordinate offices, PSUs and autonomous bodies are received in the RTI Cell. The Ministry of I&B has designated 25 CPIOs and 16 Appellate Authorities (AA) to provide information and to take decision on the appeals filed. List of CPIOs and Appellate Authorities are available in this Ministry's website <https://www.mib.gov.in>.

The year-wise RTI applications & appeals received and action taken:

Year	No. of applications & appeals received and action taken
2017	1,733
2018	1,580
2019	1,424

1,385 applications and **166 appeals** have been received during the period from January 1, to December 7, 2020 at RTI Cell and **all the applicants have been replied suitably**. A web portal accessed at <https://rtionline.gov.in> was launched in April 2013. MIB received 1,037 online applications and 122 appeals. An amount of ₹7,534 has been received as application fee/information charges/inspection charges for the period from January 1, to December 7, 2020. Apart from this, RTI Cell also attends to all RTI queries received from visitors.

The RTI Cell of the Ministry provides the following services:

- (a) Information regarding services provided through brochures, folders;
- (b) Facilitating information in a timely, efficient and transparent manner and providing forms etc. of public usage;
- (c) Information regarding the standards of quality of service, time norms etc. with reference to the services/schemes.
- (d) Information Manual under RTI Act, 2005 is being revised/updated by Ministry of Information & Broadcasting from time to time.

Mechanism to deal with RTI applications

All applications received under RTI Act are scrutinized and RTI applications which do not concern this Ministry are transferred to the CPIO of the concerned Ministry and the remaining

applications are forwarded to the concerned CPIOs with in the Ministry.

As a mechanism to follow up the pending application, colour-coded reminders are sent to CPIOs on blue and pink papers after 15 and 25 days respectively so that there may not be any lapse in providing information to the applicant within the prescribed period of 30 days.

RTI applications and appeals received through online RTI portal are forwarded online to concerned CPIOs/AAs of the Ministry. All the CPIOs and AAs have been provided username and passwords to check status of the applications/appeals and send online replies.

Implementation of Section 4 of the RTI Act, 2005

The Ministry has already completed the obligations under Section 4(b)(i) and 4(b)(ii) which

deals with Suo motu disclosure of all information held by the Public Authority. Quarterly Report giving the figures of applications/appeals received, rejected, transferred is uploaded on the CIC's website regularly.

Implementation of RTI Act in the Attached/ Subordinate offices of the Ministry

CPIOs and Appellate Authorities have been appointed by all the attached/subordinate/ PSUs and autonomous bodies under this Ministry. They are working in accordance with the instructions issued in this regard by DoPT from time to time.





GANDHI FILMOTSAV
Online screening of
Documentary, Animation & Children's films
26th September to 2nd October, 2020

To watch, log on to...
www.filmsdivision.org
(Documentary of the Week section)
<https://www.youtube.com/user/FilmsDivision>
www.cfsindia.org
(24 hours streaming)

150 YEARS OF CELEBRATING THE MAHATMA

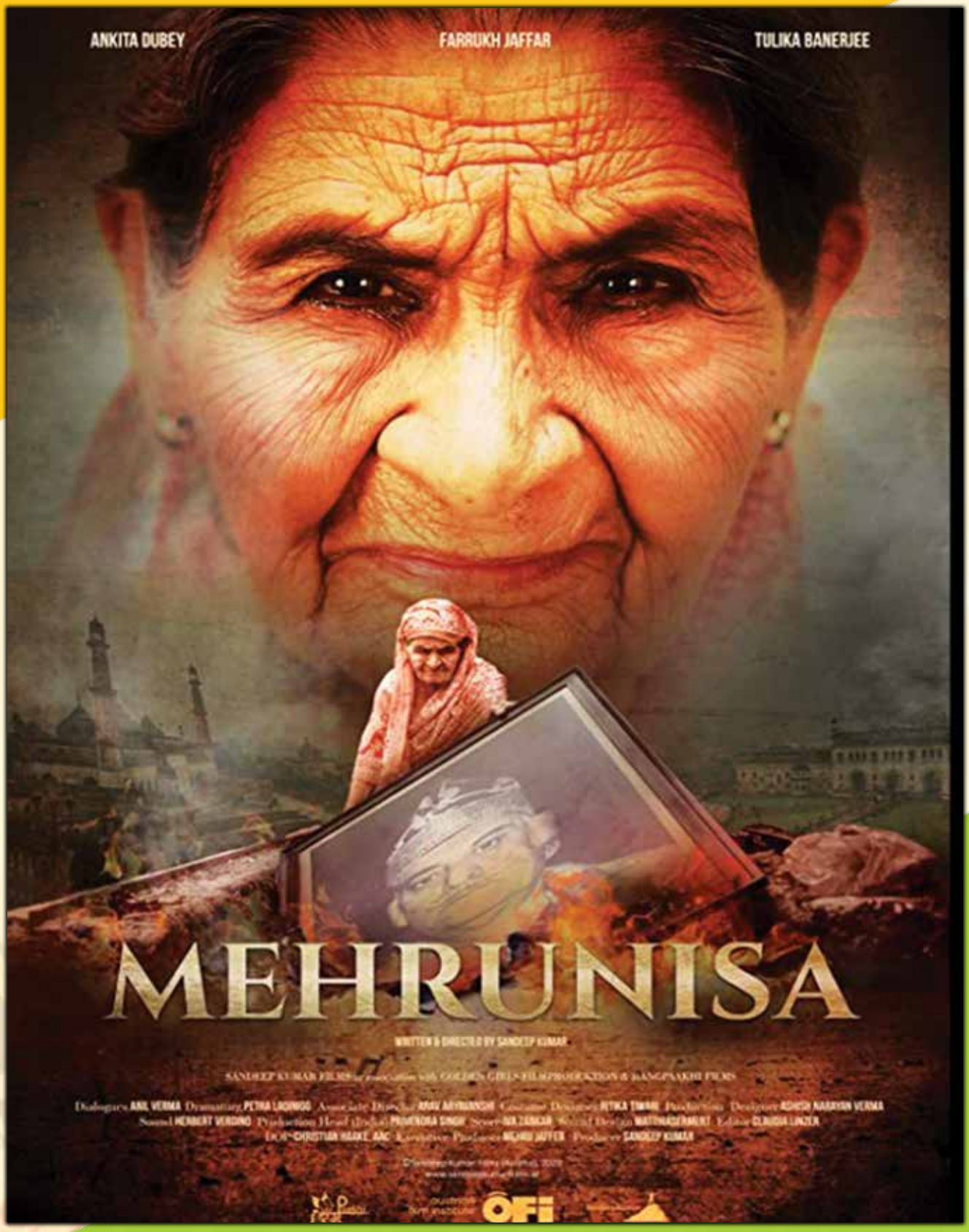
 Films Division, Ministry of Information & Broadcasting, Govt. of India 

Gandhi Filmotsav, an online screening of documentary, animation, and children's films organized by the Films Division and the CFSI to celebrate 150 years of Mahatma Gandhi.

ANKITA DUBEY

FARRUKH JAFFAR

TULIKA BANERJEE



Mehrunisa, the Austrian film in Hindi language and the Mid-Fest Film had its world premiere at the 51st International Film Festival of India.

14

WOMEN WELFARE ACTIVITIES

To review the programmes and monitor implementation of development schemes for women in accordance with the guidelines of the National Commission for Women, a Women Cell was created in the Ministry in 1992. Later in accordance with the Supreme Court guidelines laid down in Vishakha & Others Vs. State of Rajasthan case, the Cell was re-constituted on May 16, 2002 as the Complaint Committee for matters relating to sexual harassment at work place. An external expert from YWCA as non-official member in the Women Cell was included on January 13, 2006.

Later on, in accordance with the guidelines of the Supreme Court and recommendation of National Commission for Women, Women's Cell has been renamed as "Internal Complaint Committee" on October 25, 2013.

This Committee has been reconstituted last time on June 13, 2019 vide Circular No.

B-11020/17/2011-Admn.III (Vol- II). Ms. Anju Nigam, Joint Secretary, Ministry of Information & Broadcasting has been nominated as Chairperson of ICC. Besides, Ms. Kalpana David, National Secretary Administration, an external expert from YWCA of India has been nominated as non-official member of this Committee. Three other women members and one male member of the Ministry are its official members.

The Internal Complaint Committees are also functioning in the attached/ subordinate offices and autonomous bodies of the Ministry. The Guidelines regarding Central Civil Services (Conduct) Rules, 1964 regarding prevention of sexual harassment of women at the workplace issued by Department of Personnel & Training from time to time are also forwarded to all the Media Units under this Ministry for adherence.





Union Minister for Information & Broadcasting, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar addressing the media after handing over the appreciation letters to the Corona Warriors, during the nationwide lockdown to curb the spread of COVID-19, at his residence, in New Delhi on April 23, 2020.

15

ACCOUNTING AND INTERNAL AUDIT

Accounting Organization of Ministry of Information & Broadcasting

The Secretary as Chief Accounting Authority in the Ministry of Information & Broadcasting discharges his functions with the assistance of Financial Adviser and Chief Controller of Accounts. The Chief Controller of Accounts, Ministry of Information & Broadcasting performs his duties with the assistance of Controller/Dy. Controller/Assistant Controller of Accounts, three Pr. Accounts Officers at HQ and fourteen Pay and Accounts Offices including six attached to Prasar Bharati and their field formations for the purpose of GPF and Pension only. Zonal Internal Audit Parties are stationed at Chennai, Kolkata, Mumbai and New Delhi whose works are being monitored by Internal Audit Wing at HQ.

Responsibilities

The overall responsibilities of Departmental Accounting Organization in respect of Ministry of Information & Broadcasting are:

- Consolidation of monthly accounts of Ministry and its submission to the CGA.
- Annual Appropriation Accounts.
- Statement of Central Transactions.
- Preparation of "Accounts at a Glance".
- Union Finance accounts which are submitted to the CGA, Ministry of Finance and Principal Director of Audit.
- Payments of grants-in-aid to Grantee Institutions/Autonomous Bodies etc.
- Rendering technical advice to all PAOs and Ministry; if necessary, in consultation with other organizations like DoPT, Ministry of Finance and CGA etc.
- Preparation of Receipt Budget.
- Preparation of Pension Budget.
- Procuring and supplying of cheque books for and on behalf of PAOs/Cheque Drawing DDOs.
- To maintain necessary liaison with Controller General of Accounts office and to effect overall co-ordination and control in accounting matters and accredited Bank.
- To verify and reconcile all receipts and payments made on behalf of Ministry of Information & Broadcasting through the accredited bank i.e., State Bank of India.
- To maintain accounts with Reserve Bank of India relating to Ministry of Information & Broadcasting and to reconcile the cash balances.
- To ensure prompt payments.
- Speedy settlement of pension/provident fund and other retirement benefits.
- Internal Audit of the Ministry, subordinate and attached offices under Ministry of Information & Broadcasting and its Grantee institutions, Autonomous Bodies etc.
- To make available accounting information to all concerned Authorities/Divisions.
- Budget co-ordination works of Ministry of Information & Broadcasting.
- Monitoring of New Pension Scheme and revision of pension cases from time to time.
- Computerization of Accounts and e-payment.
- Administrative and co-ordination function of the accounting organization.

- Roll out of PFMS under Central Sector Schemes in Grantee Institutions/ Autonomous Bodies.
- Non-Tax Receipt Portal (NTRP) in Ministry of Information & Broadcasting.

Accounting information and data are also provided to the Financial Advisor and Chief Accounting Authority to facilitate effective budgetary and financial control. Monthly and progressive expenditure figures under various sub-heads/object-heads of the grant of the Ministry of Information & Broadcasting are furnished to Budget Section of the Ministry including Jt. Secretary of the Media Division. Progress of expenditure against budget provisions is also submitted weekly to the Secretary and Addl. Secretary & Financial Adviser as well as Heads of Divisions of the Ministry, controlling the grant for purposes of better monitoring of expenditure in last quarter of the financial year.

The Accounting organization also maintains accounts of long-term advances such as House Building Advance, Motor Car Advance and GPF accounts of employees of the Ministry.

The verification and authorization of pensionary entitlement of officers and staff members is done by the Pay & Accounts Offices on the basis of service particulars and pension

papers furnished by Heads of Offices. All retirement benefits and payments like gratuity, cash equivalent to leave salary as well as payments under Central Government Employees Group Insurance Scheme; General Provident Fund etc. are released by Pay & Accounts Offices on receipt of relevant information/bills from DDOs.

Internal Audit Wing

The Internal Audit Wing carries out audit of accounts of various offices of the Ministry to ensure that rules, regulations and procedures prescribed by the Government are adhered to by these offices in their day to day functioning. The Internal Audit Wing working under the overall guidance of Chief Accounting Authority and Financial Advisor has focused on strengthening governance structures, capacity building and leveraging technology in appropriate manner to ensure an efficient and effective Internal Audit practice. There are 620 units (Prasar Bharti-552 and Non Prasar Bharati-68) located all over India under various media units of the Ministry spread throughout the length and breadth of the country, which fall within the purview of Internal Audit.

Status of Outstanding Internal Audit paras in Ministry of Information & Broadcasting and Prasar Bharati as on 31.03.2020 and as on 31.10.2020 are given below:

I. PRASAR BHARATI					
Zone	Outstanding Paras upto 31.03.2020	Paras Raised from 01.04.2020 to 31.10.20	Total Paras Outstanding as on 31.10.20	Paras Dropped from 01.04.20 to 31.10.20	Total Outstanding Paras as on 31.10.2020
South Zone (Chennai)	697	92	789	82	707
West Zone (Mumbai)	123	9	132	0	132
North Zone (Delhi)	124	67	191	10	181
East Zone (Kolkata)	425	31	456	8	448
TOTAL (I)	1,369	199	1,568	100	1,468

II. NON PRASAR BHARATI					
Zone	Outstanding Paras upto 31.03.2020	Paras Raised from 01.04.2020 to 31.10.20	Total Paras Outstanding as on 31.10.20	Paras Dropped from 01.04.20 to 31.10.20	Total Outstanding Paras as on 31.10.2020
South Zone (Chennai)	447	21	468	46	422
West Zone (Mumbai)	553	60	613	27	586
North Zone (Delhi)	381	48	429	31	398
East Zone (Kolkata)	334	0	334	0	334
TOTAL (II)	1,715	129	1,844	104	1,740
GRAND TOTAL (I + II)	3,084	328	3,412	204	3,208

Individual Running Ledger Accounting System (IRLA)

Pay & Accounts Office (IRLA) came into existence along with other departmentalized PAOs of other Ministries. The idea of IRLA system (Individual Running Ledger Accounts for Group-A officers) originated to keep all service and payment detail in a centralized system so that officers of Media Units of the Ministry of Information and Broadcasting and Prasar Bharati, who have an all India transfer liability can draw their salary conveniently. Pay & Accounts Office (IRLA) is maintaining service and salary records of Media Units of the Ministry of Information and Broadcasting and offices of Prasar Bharati (Doordarshan and All India Radio) located in various cities all over the country. PAO (IRLA) has been on-boarded on Digital Platform with launch of a new website (<https://iis.mib.gov.in/irla/>) developed in consultation with the NIC cell of M/o I&B. It facilitates Group-A officers in getting online services viz. salary slip, income tax Form-16 and GPF statement etc.

Banking Arrangements

State Bank of India is the accredited bank for PAOs and its field offices in the Ministry of Information & Broadcasting. E-payments processed by the PAOs/CDDOs are settled

through CMP, SBI, Hyderabad in favor of the bank account of vendors/beneficiaries. In some cases, cheques issued by the PAOs/CDDOs are presented to the nominated branch of the accredited bank for payment. The receipts are also remitted to the accredited banks by the respective PAOs/CDDOs apart from Non-Tax-Receipt Portal (NTRP). Any change in accredited bank requires specific approval of Controller General of Accounts, Department of Expenditure, Ministry of Finance.

Principal Accounts Office has 14 Pay & Accounts Offices, including of six PAOs attached with Prasar Bharati. Five PAOs are located in New Delhi, two each in Mumbai, Chennai, Kolkata and one each in Nagpur, Lucknow and Guwahati. All payments pertaining to the Department/Ministry are made through PAOs/CDDOs attached with respective PAOs. Drawing and Disbursing Officers present their claims/bills to the designated PAOs/CDDOs, who issue cheques/release e-payment after exercising the necessary scrutiny as per provisions contained in Civil Accounts Manual, Receipt and Payment Rules and other orders issued by Government from time to time.

Computerization of Accounts

The process of computerization of accounts in the Departmentalized Accounting Organization of

M/o Information and Broadcasting started with computerization of accounting function by the O/o Controller General of Accounts, Ministry of Finance. The software titled CONTACT had been used in the Pr. Accounts Offices for consolidation of monthly accounts. In this Ministry, all PAOs used voucher level computerization IMPROVE. From the month of November 2008 onwards, the monthly account has been submitted to the O/o CGA after PAO wise adjustment of Put through Statement with online acceptance by the Principal Accounts Office. Window based applications like Microsoft Word and Excel are also used for preparation of Head-wise Appropriation accounts, Material of Union Government Finance Account (Civil) and monthly expenditure and receipt statements for submission to Ministry and for other MIS purposes.

Initiatives on e-payment

The e-payment system in all Pay & Accounts Offices of Ministry of Information & Broadcasting had been successfully implemented from 2011 onwards.

e- Payment System

Since the IT Act, 2000 recognizes the digitally signed documents or electronic records digitally authenticated by means of an electronic method or procedure in accordance with the provisions of Section 3 of the Act, the Controller General of Accounts had developed a facility in COMPACT for electronic payment (e-payment) through digitally signed electronic advices. This had replaced the existing system of payment through cheque while leveraging the COMPACT application running in all Pay & Accounts Offices in all Ministries/ Departments of Central Government.

The e-payment system developed is a fully secured web-based system of electronic payment services which introduces transparency in Government payment system. Payment of dues from the Government under this system are made by credit of money directly into the bank account of payee through a digitally signed e-advices generated from COMPACT through

the 'Government e-payment Gateway (GePG)' on a secured communication channel. Necessary functional and security certification were obtained from STQC Directorate for its roll out. The system has been implemented in all Central Government Civil Ministries/Departments in a phased manner.

GePG has further been upgraded to PFMS system, which is an integrated Financial Management System of Controller General of Accounts, for sanction preparation, bill processing, payment, receipt management, Direct Benefit Transfer, fund flow management and financial reporting.

Registration of Digital Signatures

The Pay & Accounts Officer obtains digital signature from the NIC Certifying Authority. The digital signatures obtained from the NIC Certifying Authority are stored in a USB Token called i-Key. The PAO registers the digital signatures with PFMS portal through the Principal Accounts Office of the concerned Ministry/Department. The concerned banks download the PAOs digital signatures from the PFMS portal. Digital signatures of the authorized signatory of the concerned banks are also uploaded on PFMS portal for authentication of e-payment scrolls provided to PAOs by the banks.

Submission of Bill

The Drawing and Disbursing Officers (DDOs) submit bills for e-payment along with mandate form and details of payee viz. IFSC Code of Bank Branch, A/C Number, Name, Address, etc., to the Pay & Accounts Officer (PAO). A token number is generated from COMPACT and communicated to DDO.

Bill Processing

The bills are processed in the Pay & Accounts office in COMPACT System.

Digital Signatures

Once the bill is passed by the PAO, it is digitally signed using the secure I-Key and e-payment authorization is generated by the system.

Uploading authorization on PFMS

The e-payment authorization file (e-advice) is uploaded on the PFMS in a secure environment. Concerned banks download the e-advice from PFMS and after necessary verification of digital signature etc., the bank would credit the beneficiaries' account using CBS/NEFT/RTGS

as applicable.

e-Scrolls

A digitally signed electronic scroll is generated and uploaded by the bank on PFMS for all successful e-payments. e-Scrolls are downloaded by the PAOs and incorporated in the COMPACT system for reconciliation and other MIS purposes.

Advantages of e-payment

- Saves time and effort due to online fund transfer using digitally signed unique e-authorization ID.
- Secure mode of payment.
- Transparency in payment procedure.
- Elimination of physical cheques and their manual processing.
- Elimination of constraints of manual deposit of cheque by the payee into his bank account.
- Enhancement of overall payment processing efficiency.
- Online auto-reconciliation of payments.
- Efficient compilation of accounts.
- Complete audit trail of transactions at all level.

Public Financial Management System (PFMS)

Public Financial Management System (PFMS) is the scheme of Department of Expenditure, Ministry of Finance and being implemented by O/o Controller General of Accounts across the country. The PFMS is administered by the O/o Controller General of Accounts in the Department of Expenditure which is an end-to-end solution for processing payments, tracking, monitoring, accounting, reconciliation and reporting. It provides the scheme managers a unified platform for tracking releases and monitoring their last mile utilization.

At present, all 14 Pay & Accounts Offices of M/o Information & Broadcasting (including six PAOs attached with Prasar Bharati for GPF & Pension) are functioning successfully on PFMS. All payments are routed through PFMS and e-payments being directly credited into the beneficiary's bank account.

I. Employees Information System (EIS)

Module of PFMS: This Module has been implemented in all Drawing & Disbursing Offices of Ministry of information & Broadcasting.

II. CDDO Module of PFMS: CDDO module of PFMS has been rolled out in all twenty Cheque Drawing and Disbursing Offices of Ministry of Information & Broadcasting.

III. Online Portal (Bharatkosh) for collection of Non-Tax Revenue in the Ministry

- The objective of Non-Tax Receipt Portal (NTRP) is to provide a one-stop window to citizens/corporates/other users for making online payment of Non-Tax Revenue payable to Government of India.
- Non-Tax Revenue of Government of India comprises of a large bouquet of receipts, collected by individual departments/ministries. Primarily

these receipts come from dividends, interest receipts, spectrum charges, RTI application fee, purchase of forms/magazines by students and many other such payments by citizens /corporates/other users.

- The online electronic payment in a completely secured IT environment, helps common users/citizens from the hassle of going to banks for making drafts and then to Government offices to deposit the instrument for availing the services. It also helps avoidable delays in the remittance of these instruments into Government account as well as eliminates undesirable practices in the delayed deposit of these instruments into bank accounts.
- NTRP facilitates instant payment in a transparent environment using online payment technologies such as Internet banking, credit/debit cards.
- NTR Portal has been functional in Ministry of Information & Broadcasting from November 1, 2016.

IV. Expenditure, Advance and Transfer (EAT) Module of PFMS: All six Autonomous Bodies of Ministry of Information & Broadcasting have been on-boarded on Expenditure Advance Transfer (EAT) module of PFMS.

New Developments in the Ministry

Treasury Single Accounts (TSA)

Department of Economic Affairs, Ministry of Finance vide its O.M. No. F.No.1(18)-B(AC)/2017 dated May 12, 2020 rolled out Treasury Single Accounts (TSA) in Autonomous Bodies in order to minimize the cost of Government borrowings, to enhance the efficiency in fund flows to Autonomous Bodies, for better cash management and to avoid parking of funds released by the Government to Autonomous Bodies in their

bank accounts. In compliance to the above, the Ministry of Information & Broadcasting has also operationalized TSA in Prasar Bharati since October 1, 2020, except for Grants-in-aid Salaries component. Four hundred and fifty nine Assignment Accounts have been opened with Reserve Bank of India (RBI) pertaining to various units/sub-units of Prasar Bharati.

Hindi Pakhwara

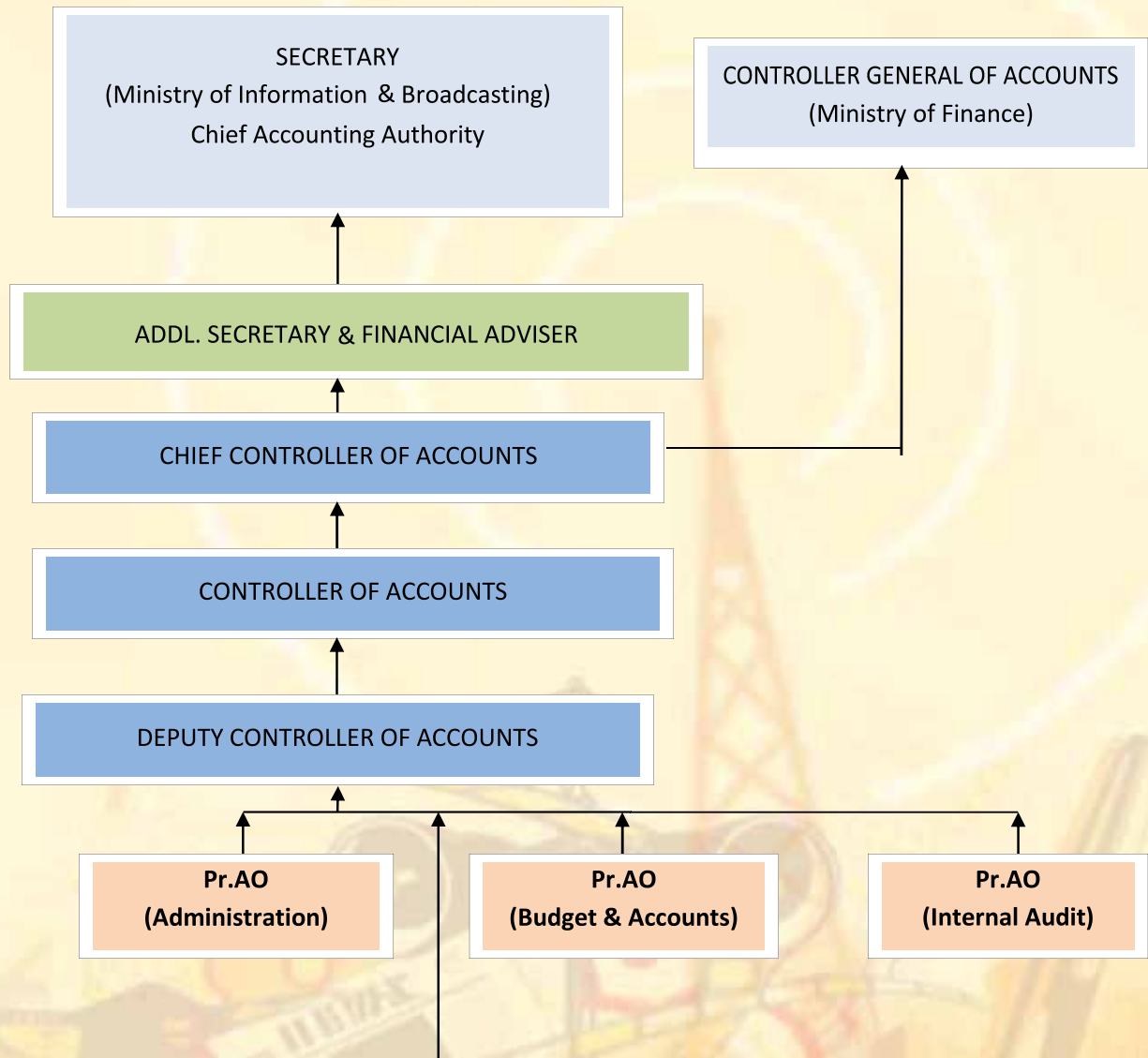
Hindi Pakhwara was organized in Office of Chief Controller of Accounts, MIB in the month of September 2020 with special emphasis on use of Hindi language in day to day official work. Various activities viz. Hindi quiz, Hindi essay writing, Hindi debate etc. were conducted during the Pakhwara.

Enforcement of enhanced security layers in online payment process in Public Financial Management System (PFMS)

In order to ensure safety measures on PFMS platform, the following features are being enforced for treasury operations:

- a) Verification of each payment request with physical bill without fail before putting the digital signature by Pay & Accounts Offices (PAOs).
- b) Use of NIC/GOV domain e-mail IDs for user registration by the officials dealing with PAO and DDO module of PFMS.
- c) Immediate deactivation of user(s) found to be no longer active
- d) Deactivation of user ID/digital key of PAO/AAO user type at the time of permanent transfer/superannuation).
- e) Implementation of OTP based log in system on PFMS in phased manner.

ACCOUNTING ORGANIZATION SETUP IN MINISTRY OF INFORMATION & BROADCASTING



- 1) PAO (MS) New Delhi
- 2) PAO (BOC etc.) New Delhi erstwhile PAO (DAVP etc.)
- 3) PAO (IRLA) New Delhi
- 4) PAO (DD) Nagpur
- 5) PAO (FD) Mumbai
- 6) PAO (DD) Chennai
- 7) PAO (AIR) Lucknow
- 8) PAO (DD) Kolkata

- 9) PAO (DD) New Delhi
- 10) PAO (DD) Guwahati
- 11) PAO (AIR) Chennai
- 12) PAO (AIR) Kolkata
- 13) PAO (AIR) Mumbai
- 14) PAO (AIR) New Delhi
- 15) 21 Senior Accounts officers
working as NCDDO/CDDO and IFA
to ADG (Region) in various ROBs.

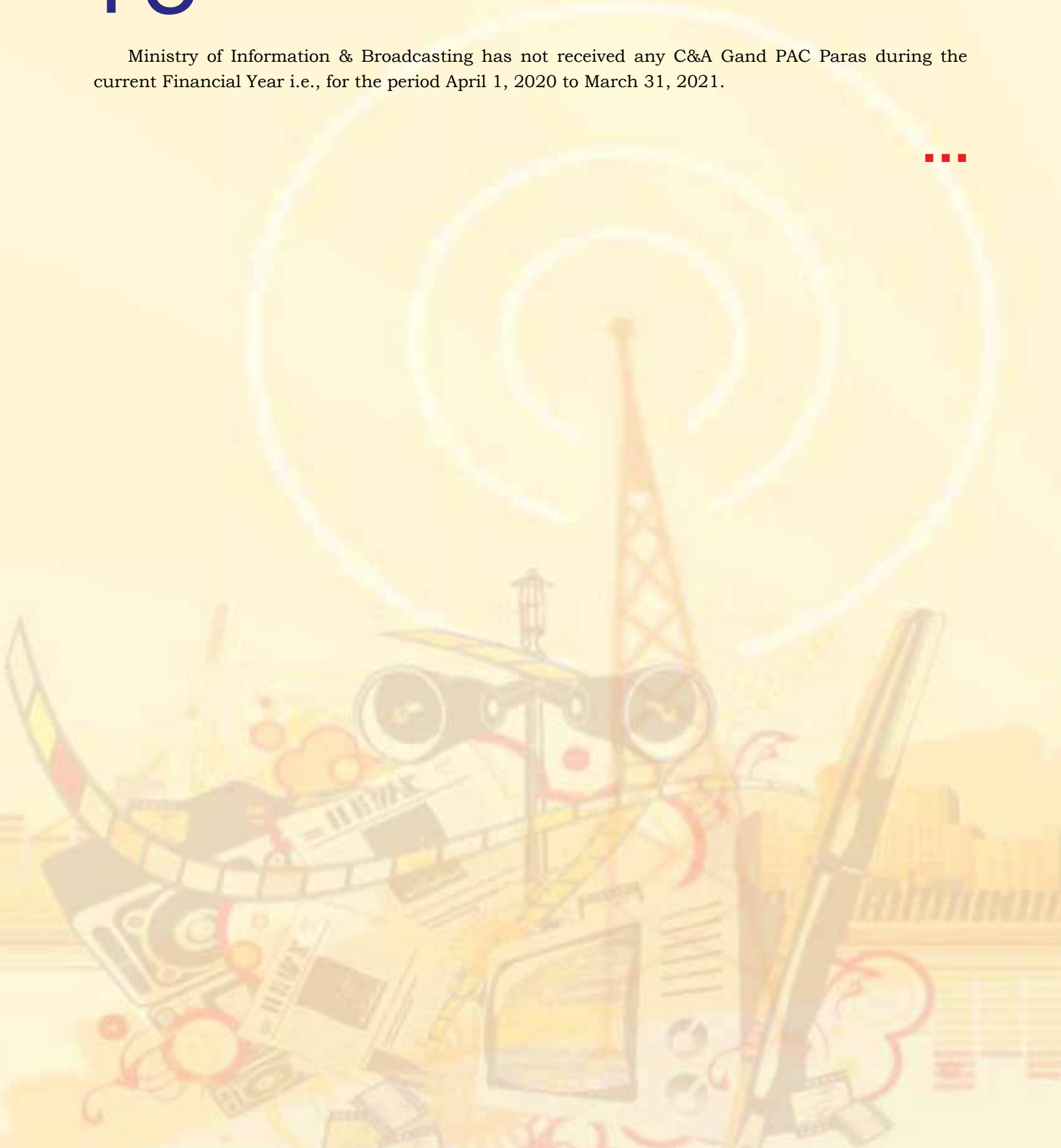


Union Minister for Information & Broadcasting, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar addressing the inaugural session of the 9th CII Big Picture Summit 2020 on December 16, 2020.

16

AUDIT PARAS

Ministry of Information & Broadcasting has not received any C&A Gand PAC Paras during the current Financial Year i.e., for the period April 1, 2020 to March 31, 2021.





Union Minister for Information & Broadcasting, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar addressing the media at the release of the Standard Operating Procedures (SOP) for film exhibition, in New Delhi on October 06, 2020. Secretary, Ministry of Information & Broadcasting, Shri Amit Khare is also seen in the picture.

17

IMPLEMENTATION OF THE JUDGEMENTS/ORDERS OF CATs

Information on Implementation of the Judgements/Orders of CAT Cases of various Media Units and Main Secretariat of the Ministry for the year 2019-20 is as follows:

Sr. No.	Media Units	No. of Orders received from CAT for the year 2019-20	No. of the Judgements/Orders implemented 2019-20
1	Main Secretariat	5	3
2	BOC	2	0
3	PIB	2	2
4	IIMC	1	1
5	DG: AIR	126	44
6	DG: DD	35	16
7	SRFTI	2	2
8	Films Division	2	2
	TOTAL	175	70

■ ■ ■



Union Minister for Information & Broadcasting, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar addressing a webinar on “National Education Policy” organised by Vidyapeeth Vikas Manch, NYCS & Savitribai Phule, Pune University, in New Delhi on August 13, 2020.

18

MEDIA UNIT-WISE BUDGET

Demand No. 60- Ministry of Information & Broadcasting

(Rs. in thousands)			
Name of Media Unit/Activity	BE 2020-21	RE 2020-21	BE 2021-22
Revenue Section			
CAT. I ESTABLISHMENT EXPENDITURE OF THE CENTRE (Non-Scheme Expenditure)			
Major Head-'2251' -Secretariat Social Services			
Main Sectt. (including PAO)	8,88,300	7,19,600	8,91,800
Major Head -'2205' - Art & Culture			
Certification of Cinematographic films for public exhibition			
Film Certification Appellate Tribunal	4,900	3,500	4,900
Central Board of Film Certification	1,24,800	85,000	1,33,300
Total Major Head '2205'	1,29,700	88,500	1,38,200
Major Head - '2220' - Information & Publicity			
Films Division	5,35,800	4,43,900	5,24,000
National Film Archive of India	94,800	59,600	1,05,800
Directorate of Film Festivals	1,40,400	84,400	1,41,000
New Media Wing (erstwhile Research, Reference & Training Division)	17,200	16,200	16,700
Bureau of Outreach and Communication (BOC)	18,64,731	15,48,200	18,85,300
Press Information Bureau (PIB)	9,96,100	7,97,200	10,29,900
Registrar of Newspapers for India	78,100	54,300	85,200
Publications Division	4,43,000	3,18,400	4,15,000
Employment News	1,51,650	49,400	1,41,800
Electronic Media Monitoring Centre (EMMC)	1,82,500	1,27,675	2,31,100
Payment of Annual Membership Subscription to International Programme for the Development of Communication (IPDC)	2,100	2,100	2,100
Contribution to Asia Pacific Institute for Broadcasting Development (AIBD)	2,869	3,000	3,000
Payment of annual membership subscription to Association of Moving Images Archivists (AMIA)	40	0	40
Contribution to membership of International Organizations by NFAI	210	225	260
Private FM Radio Station	20,500	5,500	26,500
Total: Major Head '2220'	45,30,000	35,10,100	46,07,700
Total: Establishment Expenditure of the Centre	55,48,000	43,18,200	56,37,700

(Rs. in thousands)			
Name of Media Unit/Activity	BE 2020-21	RE 2020-21	BE 2021-22
<i>Cat. II CENTRAL SECTOR SCHEMES (Scheme Expenditure)</i>			
INFORMATION SECTOR			
Development Communication & Information Dissemination (DCID)	22,00,000	10,34,000	18,80,000
Total (Information Sector)	22,00,000	10,34,000	18,80,000
FILMS SECTOR			
Development Communication and Dissemination of Filmic Content	11,55,000	6,35,100	12,26,200
Champion Service Sector Scheme	3,00,000	38,000	15,900
Total (Film Sector)	14,55,000	6,73,100	12,42,100
BROADCASTING SECTOR			
Supporting Community Radio Movement in India	45,000	21,200	38,400
Broadcasting Infrastructure Network Development	37,00,000	17,39,000	31,60,000
Total (Broadcasting Sector)	37,45,000	17,60,200	31,98,400
Total - CENTRAL SECTOR SCHEMES	74,00,000	34,67,300	63,20,500
OUT OF WHICH NE ALLOCATION	7,40,000	4,52,900	6,32,400
ALLOCATION UNDER CAPITAL	1,35,600	64,000	1,26,200
<i>Cat. III OTHER CENTRAL EXPENDITURE (Autonomous Bodies) (Non-Scheme Expenditures)</i>			
Grants-in-aid to Indian Institute of Mass Communication (IIMC)	6,13,000	4,14,100	6,50,000
Grants-in-aid to Press Council of India (PCI)	89,000	82,000	2,00,000
Grants-in-aid to Children's Film Society, India (CFSI)	39,000	36,700	39,000
Grants-in-aid to Film & Television Institute of India, Pune (FTII)	4,94,000	3,79,700	5,84,800
Grants-in-aid to Satyajit Ray Film & Television Institute, Kolkata (SRFTI)	6,75,500	4,45,500	8,79,200
Grants to Prasar Bharati	2,88,93,600	2,73,59,000	2,64,01,100
Total - OTHER CENTRAL EXPENDITURE (Autonomous Bodies)	3,08,04,100	2,87,17,000	2,87,54,100
Total - Demand No. 60	4,37,52,100	3,65,02,500	4,07,12,300

■ ■ ■

Cabinet Briefing

21st October, 2020

Press Information Bureau
National Media Centre



Union Minister for Information & Broadcasting, Environment, Forest & Climate Change and Heavy Industries and Public Enterprise, Shri Prakash Javadekar holding a press conference on Cabinet Discussion in New Delhi on October 21, 2020.



Secretary, Ministry of Information & Broadcasting, Shri Amit Khare presenting the Swachhta Awards, during the Swachhta Pakhwada to IIMC, DD News and PIB, in New Delhi on August 17, 2020.

19

SCHEME OUTLAY

Budget Estimate (2020-21):

The Central Sector Scheme outlay for 2020-21 with respect to the Ministry of I&B is ₹ 740.00 crore.

(Rs. in crore)

S. No.	Sector	GBS*
1.	Information Sector	220.00
2.	Films Sector	145.50
3.	Broadcasting Sector	374.50
	Total	740.00

2. Scheme wise break-up for the Central Sector Schemes 2020-21 is annexed.

3. The North East component at ₹ 74.00 crore represents 10% of the total Central Sector Schemes outlay (GBS) of ₹ 740.00 crore. The break-up of North East component is as under:

(Rs. in crore)

S. No.	Sector	GBS*
1.	Information Sector	22.00
2.	Films Sector	11.00
3.	Broadcasting Sector	41.00
	Total	74.00

* Gross Budgetary Support

Annexure

Ministry of Information and Broadcasting Statement of Budget Estimates 2020-21 (Scheme Wise)

(Rs. in crore)

Sl. No.	Name of the Central Sector Scheme	BE 2020-21 (proposed by Ministry)	BE 2020-21 fixed as per formal ceiling given by M/o Finance	BE 2020-21 earmarked for NER
INFORMATION SECTOR				
1	Up-gradation of IIMC to International Standards (IIMC)	1.50	After rationalization, allocation of under schemes mentioned in Sl. No. 1 & 2 (b) (total amount ₹11.50 crore) have been shifted to Other Central Expenditure of IIMC whereas the budget of the scheme mentioned in Sl. No. 2(a) (total amount - ₹26.00 crore) has been shifted to Establishment Expenditure of BOC, PIB, DPD & RNI (under respective object heads under Non-Salary Component).	
2	Media Infrastructure Development Programme			
(a)	<i>Media Infrastructure Development Programme (MIDP) excluding IIMC</i>	30.99		
(b)	Opening up of new Regional Centres of IIMC (IIMC)	13.50		
	Total-MIDP (a+b)	44.49		

Sl. No.	Name of the Central Sector Scheme	BE 2020-21 (proposed by Ministry)	BE 2020-21 fixed as per formal ceiling given by M/o Finance	BE 2020-21 earmarked for NER
3	* Development Communication & Information Dissemination (DCID)	230.19	220.00	22.00
4	Human Resource Development			
4.1	Training for Human Resource Development (excluding Prasar Bharati) (Main Sectt.)	4.50	After rationalization, allocation under the schemes shown against Sl. No. 4.1 to 4.3 & 4.5 (total amount- ₹6.26 crore) have been shifted to Establishment Expenditure of Main Sectt. under the respective object heads whereas the budget of 'HRD for Films Media' (₹0.60 crore) have been shifted to Establishment Expenditure of CBFC (₹0.19 crore) under the object head 'OAE' & Other central Expenditure of SRFTI (₹0.21 crore) and FTII (₹0.20 crore) under the object head 'Grants-in-aid General under Non-Salary Component.	
4.2	International Media Programme (Main Sectt.)	0.15		
4.3	Policy Related Studies, Seminar, Evaluation, etc. for all three sectors including media units (excluding Prasar Bharati) (Main Sectt.)	1.50		
4.4	HRD of Films Media (FTII, SRFTII, CBFC) (Main Sectt.)	0.80		
4.5	Payment for Professional Services (Main Sectt.)	2.31		
	Total	9.26		
	Grand Total (Information Sector) [1+2+3+4]	285.44	220.00	22.00
	FILM SECTOR			
5				
5.1	Upgradation, modernization and expansion of CBFC and certification process (CBFC)	1.30	After rationalization, allocation under the schemes shown against Sl. No. 5.1 to 5.4 (total amount- ₹4.00 crore) have been shifted to Establishment Expenditure of CBFC, DFF, Films Division and NFAI under the respective object heads whereas the budget of the scheme shown against Sl. No. 5.5 to 5.6 (total amount- ₹81.95 crore) have been shifted to Other Central Expenditure of FTII & SRFTI respectively under there spective object heads under Non- Salary Component.	
5.2	Upgradation of Siri Fort Complex (DFF)	0.02		
5.3	Upgradation of building infrastructure of Films Division (FD)	0.02		

Sl. No.	Name of the Central Sector Scheme	BE 2020-21 (proposed by Ministry)	BE 2020-21 fixed as per formal ceiling given by M/o Finance	BE 2020-21 earmarked for NER
5.4	Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library (NFAI)	3.00		
5.5	Grant-in-Aid to FTII – Upgradation and Modernisation of FTII	19.00		
5.6	Infrastructure development in SRFTI	70.00		
	Total	93.34	0.00	0.00
6	** Development Communication & Dissemination of Filmic Content (DCDFC)	63.87	115.50	11.00
7	National Film Heritage Mission (Main Sectt.)	15.48	After rationalization, allocation under the scheme NFHM has been merged within the allocation of the Scheme 'DCDFC' under Revenue (₹10.48 crore) & Capital (₹5.00 crore) Section.	
8	Setting up a Centre of Excellence for Animation, Gaming and VFX (Main Sectt.)	15.50	After rationalization, allocation under NCoE scheme has been shifted to Other Central Expenditure of IIMC under respective object heads under Non-Salary Component.	
9	Champion Services Sector Schemes (CSSS)	30.00	30.00	0.00
	Grant Total (Film Sector) [5+6+7+8+9]	218.19	145.50	11.00
BROADCASTING SECOTR (OTHER THAN PRASAR BHARATI)				
10	Strengthening of Electronic Media Monitoring Centre (EMMC)	20.46	After rationalization, allocation under the scheme 'Strengthening of EMMC' has been shifted to Establishment Expenditure.	
11	Supporting Community Radio Movement in India (Main Sectt.)	4.50	4.50	0.20
12	Mission Digitisation (Main Sectt.)	0.01	After rationalization, allocation under the scheme 'Mission Digitization & Automation' of Broadcasting Wing' have been shifted to Establishment Expenditure of Main Sectt. under the object head 'Professional Services' under Non-Salary Component.	
13	Automation of Broadcasting Wing (Main Sectt.)	1.50		
	Total (Broadcasting Sector- Other than Prasar Bharati) [10+11+12+13]	26.47	4.50	0.20

Sl. No.	Name of the Central Sector Scheme	BE 2020-21 (proposed by Ministry)	BE 2020-21 fixed as per formal ceiling given by M/o Finance	BE 2020-21 earmarked for NER
14. PRASAR BHARATI				
	Broadcasting Infrastructure Network Development (BIND)	473.00	370.00	40.80
	TOTAL PRASAR BHARATI	473.00	370.00	40.80
	Total- Broadcasting Sector (10+11+12+13+14)	499.47	374.50	41.00
	GROSS CENTRAL SECTOR SCHEMES	1,003.10	740.00	74.00

■ ■ ■

Discontinuation of Volume-II of Annual Report of Ministry of Information and Broadcasting

As per the recommendations of the Estimates Committee, communicated by Lok Sabha Secretariat vide their O.M. No. 61/2/EC/2009 dated 18th December 2009, the Volume-II of the Annual Report of Ministry of Information and Broadcasting has been discontinued from the Year 2009-10 onwards.

However, the same is available on the website of the Ministry at www.mib.nic.in or www.mib.gov.in in the same format as published earlier in Volume-II of the Annual Report of Ministry of Information & Broadcasting.

