

Ministry of Information and Broadcasting

Highlights and biggest successes in last 4 years

Information Sector

1) Integration of Media Units under Ministry of I&B.

- To bring in more synergy among the activities being conducted by Directorate of Field Publicity (DFP), Song & Drama Division (S&DD) and Directorate of Advertising & Visual Publicity (DAVP) and to effectively reach to the targeted audiences across the country, the above three Media Units have been integrated as a single entity namely **Bureau of Outreach and Communication (BoC)**.
- All Regional Offices/Field units of S&DD and DAVP subsumed in the 23 Regional Offices and 148 Field Units of DFP.
- The Integrated Regional Units re-named as **Regional Outreach Bureaus (ROBs)**. The Additional Director General (Region) will be the Controlling Officer for all administrative and financial matters for the ROB concerned.
- All the 148 Field Units of Bureau of Outreach Communication (BOC) re-named as **Field Outreach Bureaus (FOBs)** and shall similarly have a designated head who will act as the Controlling Officer. Additional Director General (Region) concerned will be empowered to designate the Heads of respective FOBs.

2) After the **Cadre Review of Indian Information Service (IIS)**, the service has been reorganized and DG/ADG level posts have been sanctioned in different zones and regions all over India.

- 4 DGs and 20 ADGs of IIS Group 'A' posted in the newly created zones and regions.
- Standards Operating Procedure (SOP) framework for ADGs in the regions issued.
- Orders regarding allocation of various Ministries to IIS officers in PIB HQ have been issued in a way that each Ministry / Department has at least one dedicated Group -A officer.

3) Directorate of Advertising and Visual Publicity (DAVP):

- A Policy Initiative undertaken on 31.8.2017 that **Zero BARC rating Private C&S TV channels will not be considered for media campaigns of DAVP** for dissemination of information regarding Government schemes/programmes.
- It was also decided on 31.8.2017 that “If a channel does not figure in BARC viewership data of week 1-26 of 2016 or in the zone of consideration as per latest week 1-26 data of BARC adopted by DAVP for calculation of rates, then the channel will not be considered for DAVP empanelment”.
- DAVP has **de-empanelled 51 newspapers on 13.09.2017 for two months, on the basis of the adjudication of PCI** after examining the complaints against these newspapers **regarding breach of ‘Norms of Journalistic Conduct’ and paid news.**
- **New Print Media Advertisement Policy** for DAVP announced in 2016 for better efficacy in issuing of Government advertisements in print media. Policy introduces a **New Marking System and Circulation Verification Procedure.** Policy revised after **10 years**
 - Newspapers with 45,000 and above circulations per day would require ABC/RNI certificate and upto 45,000 requires CA/ABC certificate
 - **Stringent action taken against fraudulent publications.** FIR filed against **282** Fraudulent Publications
 - On the basis of regularity report for the period Oct 2016 to Feb 2017, **804 Newspapers** had been de-empanelled from DAVPs Panel
 - This has resulted in the number of empanelled papers coming down from over 8000 to 4000 odd papers which are genuine and therefore better use of the budget.
- **Policy guidelines for Central Government advertisements on online platform-** Framed for the first time and issued in May 2016, which sets out criteria for empanelment of suitable agencies and Rate fixation for advertisements on websites.
- **New Policy Guidelines for Empanelment of Private C&S TV Channels and fixation of rates for Government advertisements by DAVP** - Revised after 5 years and implemented from July 1st 2017.

4) Press Council of India (PCI): To provide greater independence to Press Council of India, **Sitting Fees for the members of the Council revised from Rs. 1000/-**

per sitting (max. 10000/- per month) to Rs. 6000/- per sitting (max. Rs. 60000/- per month) vide notification dated 18.01.2018. This is in addition to the levy increase ensued greater resources to PCI enabling them to discharge their onerous functions efficiently.

5) Communication initiative

- **MODI (Making of Developed India) Fests and “Sabka Saath Sabka Vikas” (SSSV) Sammelans** – on completion of three years of the Government. Around 500 Special Outreach Campaigns and exhibitions organized in various locations across the country from 27th May to 26th June, 2017. 22 Exhibitions on the theme “**Saath Hai Viswaas Hai, Ho Raha Vikas Hai**” were organized in every State Capital all over the country.
- **Sankalp Se Siddhi**’ initiative under the theme of ‘**New India Manthan**’ – Celebration of 75th Anniversary of ‘Quit India Movement’ and Independence Day Celebrations 2017. ‘**New India Pledge**’ facilitated to all Ministries/ Departments
- To encourage the participation of youth in achieving the goals under various schemes and initiatives of Government of India, a new medium has been adopted by organising Rock Concerts in 75 Educational Institutions during 21st August, 2017 to 31st August, 2017, using the theme “**Yeh India Ka Time Hai**”. This was the part of the major campaign run on various mediums like Print, TV, Radio under the campaign ‘**Sankalp Se Siddhi**’.
- A big campaign was organised by DAVP under the title ‘**Naya Bharat Hum Karke Rahenge**’ on behalf of Ministry of Parliamentary Affairs during August, 2017 to October, 2017.
- **Run for Unity & National Unity Day Campaign**: A multimedia campaign with Print, TV, Radio and Digital Cinema was launched by DAVP to commemorate the birth anniversary of Sardar Patel.
- To underline the manifold impact of **demonetisation**, a campaign was run on 8th November, 2017 as **Anti-Black Money Day** with committed expenditure of Rs. 11,56,07,553/-.
- Various publicity campaigns providing extensive publicity and coverage to ‘**International Day of Yoga**’, ‘**Mudra Promotion Campaign**’, ‘**Paryatan Parv**’, ‘**National Handloom Day**’, ‘**Constitution Day**’, ‘**Quami Ekta Week**’, ‘**Hastkala Sahyog Shivar**’, ‘**Swachhta Hi Seva**’, ‘**Swachhta Pakhwada**’, ‘**World Economic Forum (WEF)**’ in Davos, ‘**ASEAN Summit**’, ‘**International Solar Alliance (ISA) Summit**’ etc.

- **Interpersonal Communication:** To enhance the outreach and increase the awareness of flagship schemes of the government, DFP during 2016-17, came up with the proposal of the Pilot Project to conduct Interpersonal Communication campaigns through the professional agencies. As a part of Pilot Project, **Directorate of Field Publicity** organized total of **7150 Special Outreach Programs (SOPs)** covering **54 districts** in **five states** during the period Nov-Dec, 2016 & March-April, 2017.

6) Swachh Bharat Mission

- Prepared a theme-based '**Swachhta Calendar of activities**' containing month-wise activities to be undertaken by the Ministry and its Media Units.
- Amount of around **Rs. 5 Crore** was realized after disposal of all kinds of waste and around **90000 Sq. Ft. area** was vacated from September 2016 – August 2017.
- Ministry of I&B adjudged to receive the **Best Ministry Award** on 02.10.2017 for its activities undertaken during Swachhta Hi Seva fortnight.

7) Transparency initiatives – Monitoring of attendance

- **40 Cameras** installed at Shastri Bhawan.
- **Attendance of officers/ officials** is being regularly monitored in the Ministry and various Media Units over **Aadhaar Enabled Biometric Attendance System (AEBAS)**.
- To avoid rush at the attendance terminals installed at the entry gates, **8 tablets enabling marking of attendance over Aadhaar Enabled Biometric Attendance System (AEBAS)** installed at various locations of the Ministry in Shastri Bhawan.
- A number of desktop fingerprint devices on Windows Desktop PCs installed in the offices of higher officers.

8) Foreign Direct Investment (FDI): Three FDI proposal in respect of Print Media have been approved:

- M/s Aster DM Healthcare Ltd.
- M/s Technical Business Publications BV
- M/s Diligent Media Corporation Ltd.

9) Publication Division (DPD):

- 15 motivational titles being translated in various Indian languages as part of “**Ek Bharat Shrestha Bharat**”. 50 books published in last few months.
- **Restoration of Gandhian Literature published during 1950-70s**, in partnership with National Gandhi Museum **underway**. Twelve books restored so far; Two books viz. “Homage to Mahatma” and “Selected Lectures on Mahatma Gandhi” restored recently.
- **Computerized Inventory Management project more than 80% complete**. User assessment test under process. Soft launch of some modules already done.
- **Received 11 Awards & two Certificates of Merit for Excellence in Book Production** in various categories from Federation of India Publishers in August 2017.
- **Online Digital Library (ODL) launched by DPD** which has a repository of over **1127 digitized books**. 150 print publications of DPD are now available for sale through Bharat Kosh Portal and 180 e-books available for sale through e-commerce platforms such as Google Play, Amazon & Kobo for customers.

10) Registrar of Newspapers for India (RNI):

- **Written to all District Magistrates (DMs) to take action against publications which have not filled their annual statements**. On 01.11.2017 as many as 6379 titles which were verified prior to 31st January 2014 were de-blocked owing to their non-completion of registration process in the stipulated time.
- Under Central Sector Scheme named ‘**Media Infrastructure Development Programme**’ (MIDP), an initiative has been taken under **Modernisation of RNI** (Office of the Registrar of Newspapers for India) for shifting of RNI headquarter from R.K. Puram, New Delhi to Sochna Bhawan, New Delhi. The total amount of modernisation of RNI is Rs. 92,33,000 out of which Rs. 69,24,750, i.e. 75% of total amount will be borne by Deptt. of Administrative Reforms and Public Grievances under its scheme of Modernisation of Government Offices. Rest of the amount, i.e. Rs. 23,08,250 has been borne by this Ministry, under MIDP scheme. The office has since been shifted under this modern setting in Sochna Bhawan.
- Closing down of **5 field offices of Registrar of Newspapers for India** and **Delegation of work related to circulation verification** of publications & issuing of certificates to 8 Regional & 27 Branch Offices of Press Information Bureau across India.
- **Newsprint import by publications registered with RNI**- Now, it has been decided to do away with the practice of RNI issuing an Eligibility Certificate

to a publication to import news print. Practice to be replaced by authentication on demand of the Self-declaration by the publisher / owner of the newspaper / journals by RNI, New Delhi or by the designated officer in concerned regional / branch offices of PIB.

11) Indian Institute of Mass Communication (IIMC):

- Introduction of **diploma courses in Malayalam and Marathi Journalism** at the regional centre of IIMC in Kottayam and Amravati respectively from 2017-18 academic session.
- **Memorandum of Understanding (MoU) with several Institutes for mutual cooperation in the area of mass communication.**
 - MoU with Shri Lal Bahadur Shastri Rashtriya Sanskrit Vidyapeetha, New Delhi which aims at jointly organizing a **three months long advanced course on Sanskrit Journalism**.
 - An MoU has also been signed with Kushabhau Thakre Patrakarita Avam Jansanchar Vishwavidyalaya, Raipur. The IIS trainees last year visited the University and had interactive session at the University on **communication needs in Left Wing Extremism affected areas**.
 - IIMC has also signed MoU with National Institute of Science Communication and Information Resource for **promoting science communication**.
 - Entered into **collaboration with Film & Television Institute of India (FTII)**. The first course by FTII in association with IIMC on television script writing was conducted in November, 2017.

Broadcasting Sector

1) TV(INSAT):

- **Online payment of prescribed fee through Bharat Kosh Portal:** All the broadcasters directed to remit the prescribed fee for various purposes through the online portal of Bharat Kosh.
- **Online applications for various purposes:**
 - All the Broadcasters have been asked to apply online for the following:
 - temporary uplinking,
 - permission to set up a teleport,
 - foreign remittance,
 - change of satellite, channel name/logo, language of channel, category of channel, mode of transmission, teleport and teleport location.
- **Scrutiny of 366 companies of the permitted Private Satellite TV channels:** Details of 366 companies were scrutinized to assess their eligibility conditions & violation of the Policy Guidelines of Uplinking & Downlinking of private satellite TV channels in India, 2011. 100 Show Cause Notices have been issued for various reasons e.g. Change in Share Holding Pattern, Board of Directors without approval/intimation to this Ministry and not maintaining prescribed minimum networth.
- **Revision/imposition of fee –**
 - With a view that since permission for temporary uplink of an event tantamount to changing the character of the channel from General Entertainment Channel (GEC) to Current Affairs (a different category of channels having different eligibility criteria), a processing fee per day per channel should be imposed.
 - Orders issued for revising/imposing fee from broadcasters for their request for various purposes regarding national and regional channels.
 - The existing fee of Rs.25000/- has been revised to Rs.1,00,000/- for national channel and Rs. 50,000/- for regional channel for change of satellite, channel name/logo, language, mode of transmission, teleport and teleport location. Also, a fee of Rs. 1,00,000/- and Rs. 50,000/- per day per channel was imposed for temporary uplinking of live event for national and regional channel respectively.
 - This policy change has resulted in additional revenue generation & contribution to the Consolidated Fund of India (CFI) to the tune of **nearly Rupees 11 Crore** during the short period from 13.12.2017 to 31.03.2018.

- Simplification of procedures for **Annual Renewal process for existing TV channels**: Permitted Broadcasters can continue their operations by paying annual fee up to 60 days before the due date for continuation of the channel for a further period of 1year.

2) PRASAR BHARATI

- **Broadcast Seva Portal launched**
 - Portal provides single point facility for Applications for Multi-system operators, Community Radio Stations, temporary uplinking of live events and for payment of annual permission fee by permitted TV channels/teleport operators.
 - All payments relating to Broadcast services and applications are being accepted only through Bharat Kosh portal of Ministry of Finance
- **A dialogue was started with Star India Pvt. Ltd. (SIPL) on IPL feed sharing with Prasar Bharati** as per directions of HMIB. On an experimental basis, DD Sports accepted offer of SIPL to broadcast matches on one hour deferred basis on a 50:50 revenue sharing basis.
- **Sam Pitroda Committee Report**
 - Draft action taken report on the recommendations of the Sam Pitroda Committee has been prepared.
- **Manpower Audit of Prasar Bharati**
 - In order to carry out realistic assessment and to rationalize & optimize the manpower requirement of Prasar Bharati, Terms of Reference (ToR) for conduct of Manpower Audit of Prasar Bharati, has been approved at the level of HMIB.
- **Multi System Operators (MSO) Registration Process - Under review**
 - Done away with location based registrations; **PAN India licenses** are being issued now. MSO's can now operate across India.
 - **Approval of MSO registration cases**: In the past, grant/denial of MSO registrations cases were being approved at the level of Addl. Secy. as approved by the then HMIB. Now, as approved by HMIB in Dec., 2017, all MSO registration cases are to be submitted to HMIB through Secy.(I&B).
- As compared to previous government initiatives, a **better policy is now in place w.r.t. Doordarshan Free Dish with no loss to treasury.**

- **Broadcasting Infrastructure and Network Development scheme-**
 - An EFC proposal amounting Rs. 3290.23 crore for **continuation of “Broadcasting Infrastructure and Network Development scheme”** of Prasar Bharati for further 3 years (2017-2020) has been prepared and circulated to Ministry of Finance/Department of Expenditure and other stakeholders.
 - SFC proposals for providing funds to Prasar Bharati for content development in respect of **Kisan Channel and Arun prabha Channel** have been processed and merged in the main scheme namely “Broadcasting Infrastructure and Network Development”.
- **Cable TV Digitization -**
 - From 1st April 2017, the **cable TV networks in the entire country have become digital** and cable operators can now transmit digital and encrypted signals only. As per Management Information System (MIS), 91 % of seeding of STBs have taken place till date.
 - **A meeting of Local Cable Operators (LCO) Associations** was taken by HMIB on 10th April, 2018 to address their issues.
- **Third Batch of E- Auction Under FM Radio Phase III**
 - The proposal of the Ministry for correction of Reserve Price of 150 category C and D cities was sent to Union Cabinet on 19.12.2017. The Cabinet approved this proposal on 20.12.2018 with the direction that the Ministry may also auction channels in the remaining cities taking reserve price as recommended by TRAI, where it is higher. Ministry has identified 683 FM Radio channels in 236 cities for E-Auction in the next batch. Accordingly changes in policy guidelines and draft NIA have been submitted for approval.
 - 11 new Pvt. FM Radio channels became operational since June,2017.
- **FIFA U-17 World Cup India 2017 included as sporting events of national importance** under Sports Broadcast Signals (Mandatory Sharing with Prasar Bharati) Rules,2007.
- A sub-group headed by DG, Doordarshan has been constituted for **formulation of accessibility standards for persons with hearing impairment to television programmes** keeping in view the provisions of the Rights of Persons with Disabilities Act, 2016.
- **Proposal initiated for inclusion of Men and Women Cricket matches (including IPL), Football and Kabaddi as sporting events of national importance** under Sports Broadcast Signals (Mandatory Sharing with Prasar Bharati) Rules,2007.
- The recommendations of TRAI on “**Issues relating to entry of certain entities into broadcasting and distribution activities**” have been considered in this

Ministry. The subject matter referred to Ministry of Law & Justice to seek legal opinion on the issues of constitutionality and legality of entry of State Governments and their agencies in the broadcasting activities.

- **Proposal for interim renewal of DTH license after expiry of license period has been considered** and sent to Ministry of Law & Justice for comments.

3) Community Radio

- **02 Awareness Workshops conducted** to create awareness about Community Radio (CR) policy.
- The meeting of Inter-Ministerial Committee (IMC) held to take **decisions on various applications for permission to set up CR Stations.**
- **Some changes in the 'Policy Guidelines for establishing CR Stations in India' proposed** to facilitate the applicants. The proposed changes are as below:
 - to allow Universities, Deemed Universities and Educational Institutions to set up CR Station outside their campuses but within the geographical reach of the community they wish to serve.
 - to allow Central / State organizations including autonomous bodies, Agricultural Universities and Krishi Vigyaan Kendras (KVKs) set up under them, to establish and operate CR Station at more than one place.
 - applications of Private Institutions / organizations may come with the recommendation of District Administration.
 - NGOs, registered societies and Public Charitable Trusts shall be registered on NITI Ayog's NGO Darpan portal and the applicant shall provide its Unique ID along with the application.
- **Visits to CR Stations to verify the genuineness of applications received** to set up CR Stations/ functioning of CR Stations by senior officers of Ministry.

4) New Media Wing

- New Media Wing, the social media arm of I&B Ministry active in **publicising various programmes/ policies/ initiatives/ schemes of government.** Events such as **IFFI 2017 covered comprehensively** and **social media interactions** on occasions like Union Budget 2018 organized.
- As on 10 am, 03rd April 2018, **Twitter** handle of I&B Ministry, @MIB_India has **966 K followers** while **Facebook** has **1.35 M Likes.** Ministry is also present and

active on Instagram, YouTube, Blog and Google plus.

- New Media Wing has begun efforts for setting up of the **proposed Media Hub**. RFP for the procurement of social media analytical tool integrated with Predictive Analytics and Knowledge Management System and 20 Social Media Executives for Analytics is being floated through BECIL.
- For continuous communication across the country, as envisaged in setting up of the Media Hub under MIDP scheme, the **process of hiring one Social Media Executive in each of 716 districts has been initiated**.
- M/o I&B a 'Premier Partner' in Software edition of 'Smart India Hackathon 2018', a 36-hr competition to deal with problem statements relating to different Ministries/ Departments, organized at 28 centres across the country. At JECRC, Jaipur, 50 teams comprising about 400 students undertaken the coding for evolving software solution to the 16 problems statements of the M/o I&B. Top 3 teams were selected and awarded by the Ministry the prizes of Rs. 1 Lac (winner), Rs. 75,000 (1st runner-up) and Rs. 50,000 (2nd runner-up).

Film Sector

1) Film Facilitation Office (FFO)

- **Single window clearance** to facilitate film shootings by foreign film makers in India
- FFO units set up under NFDC premises in **November 2015** at Mumbai, Delhi, Chennai and Kolkata.
- Since Nov 2015, **several foreign films/projects had been given shooting permissions. Over 100% increase** in shooting permissions when compared to same period before setting up of FFO.
- In the current financial year i.e. **2017-18**, the Ministry has **granted permission for shooting to 25 (twenty five) feature films/ TV Show/ TV Series** so far.

2) **eCinePraman – Online Film Certification** launched by CBFC. Single platform for applications from all **9 regional offices of CBFC**.

3) **A new category of award- Most Film Friendly State Award** was included as a part of the National Film Awards in 2016 to promote **India as a Filming destination**. A cash component of **Rs. 1 Crore** has also been included in the award which is to be given to the winning state.

4) A separate category **“Film Visa”** introduced for foreign filmmakers desirous of shooting in India.

5) **Rationalization of Human Resources** - Over 200 vacant posts of Films Division, Mumbai were abolished. Over 87 staff of the Films Division were redeployed in other media units of Ministry of I&B

6) Initiative of Film and Television Institute of India (FTII) Pune regarding **Skilling India in Film and Television (SKIFT)** for **skill development**.

7) **International Film Festival of India (IFFI)**, which is one of the top 15 FIAPE accredited competitive films festivals, was organized at more magnanimous scale by bringing more professional experts in different committees.

- There were **10 World Premieres, 10 Asian & International Premieres, and over 64 India Premieres** as part of the Official Programme.
- The Film Programme of the Festival **showcased 197 films from 82 countries** providing testimony for the international diversity of the

programme's cinematic breadth. This included several acclaimed films from the global festival circuit, Academy Award entries, exceptional arrivals on the screen from India and abroad.

- The **Opening and Closing Ceremony of 48th edition of IFFI witnessed a record attendance of nearly 6000 people each** for both the events and had the **highest viewership ever**.

8) Films as new medium of Communication

- **International Film Festival of India (IFFI)** convened by NFDC at Goa in November 2017.
- A delegation from the Ministry **participated in 2nd BRICS Film Festival held in Chegndu, China**. India hosted **1st BRICS Film Festival** at Siri Fort Auditorium, New Delhi.
- **20th International Children Film Festival** held in Hyderabad in year 2017.
- **15th Mumbai International Film Festival (MIFF)** for documentary, short & animation films held in Mumbai in January-February 2018.
- **Children's Film Bonanza from 7-9 February 2018** to screen the children's film for 3 days (3 shows each day) to benefit children of lower sections. It benefitted 3600 children of Mumbai
- **Children Film Bonanza**: From August 2016- March 2017, 739 theatrical shows covering 3 lakh children audience were organized in 20 Tier 2 & 3 cities.
- **Swachh Bharat Short Film Festival**- Received over 4000 entries from across the country in various Indian languages. Top 20 films selected were felicitated
- Organized **Patriotic Film Festival with theme Azaadi 70 Saal, Yaad Karo Qurbani** and film festivals with the theme **Ek Bharat Shresht Bharat** in different states across the country.
- **Proposal for participation in Berlin Film Festival-2018 on a grand scale** along with setting up of Indian Pavilion at Berlin Film Festival is under active consideration which will go a long way in highlighting India and its Cinema at the grand platform of Berlin Film Festival.

9) Audio- Visual Co-productions with various countries -

- So far, Ministry has signed Audio Visual Co-production Agreement with **13 (thirteen) countries**.
- The 13th Audio Visual Co-production Agreement was signed with the State of Israel on 15.01.2018.

- Ministry is in the process for signing of Letter of Intent with Canada to encourage audio visual co-productions.
 - Ministry granted Co-production status to a film titled “The Extraordinary Journey of the Fakir” on 01.06.2017.
- 10) Film Promotion Fund (FPF) created** to provide financial assistance for promotional activities to the films which would be selected in any competition section of an International Film Festival or being India’s official nomination to the Academy Awards under Foreign Film Category
- 11) 200 documentaries of Films Division uploaded in public domain** through M/o I&B website.
