

HIGHLIGHTS OF MINISTRY OF INFORMATION & BROADCASTING FROM 2014- 2017

Ministry of Information & Broadcasting in the last three years has taken many initiatives with the objective to facilitate the growth of Media, Entertainment & Communication sector in the country. The aim has been to ensure Maximum Governance and Minimum Government.

In order to ensure effective outreach to citizens in a concerted manner, Ministry through its various Media Units has an integrated, 360 degree approach for information dissemination and awareness generation regarding Government's flagship schemes and programmes. Ministry has been adopting new & innovative ways across platforms to reach out to people. Crowd sourcing of ideas has become the new normal. Cinema as a medium of communication has been used extensively to promote the National Integration & Social Development.

Broadcast Sector

- **Simplification of Annual Renewal process for existing TV channels as part of “Ease of Doing Business”**
 - Broadcasters who have been given the permission for Uplinking or Downlinking can continue their operations by simply paying the annual permission fee upto 60 days before the due date, which by itself will be treated as permission for continuation of the channel for a further period of one year. Online payment can be done through Bharat Kosh Portal of Ministry of Finance from 1st January, 2017.

- A total of 177 channels have been given licences from Jun 2014 till Feb 2017. Of these, 26 licences are given to News channels and 151 licences have been to non-news channels.

- **Increased reach of FM Radio all over India- FM Phase 3 auctions first and second batch completed**

The Government successfully completed FM Auctions for Batch 1 of Phase III in 2015 after a gap of 9 years. **96 new FM channels in 55 cities were started.** Government received Rs. 1103 Cr as auction proceeded and Rs. 1600 Cr as migration fee from FM Channel owners.

The **second batch** of Phase III Auctions has recently been concluded for 48 cities and the successful bidders have been allotted frequency spots.

- **Cable TV Digitization:** The cable TV Digitization has been achieved in all urban areas. Remaining subscribers in phase III were given an additional time of one month till 31st Jan, 2017 to switch over to digital format completely. Government has successfully resolved most of the legal challenges.

- **Amendment in Cable Television Networks (Regulation) Act, 1995-** The following four amendments in rules under the Cable Television Networks (Regulation) Act, 1995 and one amendment in rules under Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act, 2007 were notified by this Ministry:

- Ban on live coverage of any anti-terrorist operation by security forces
- Mandatory carriage of DD Kisan channels by Distribution Platform Services (DPOs)
- Additional District Magistrates as authorized officers

- Prevention of depiction of cruelty and violence towards animals in any manner in TV programmes / advertisements
- Mandatory sharing of sporting events of national importance with Prasar Bharati with respect to cricket
- **Boost to Community Radio movement in the Country:** The Union Budget 2014-15 allocated an amount of Rs.100 crore for 'Supporting Community Radio Movement in India'. This would enable setting up of 600 community radio stations across the country in the 12th Plan. Ministry has given permission to 439 CR stations. There are currently 201 CR Stations operational across India.
- In a major push to **Community Radio** movement in the country, Ministry has **increased the subsidy** for setting up of Community Radio Stations from 50 % to 90% in the North Eastern States and 75% in other States, subject to a maximum limit of Rs. 7.5 lakhs.

Prasar Bharati

Doordarshan

- **Kisan Channel:** It was launched by Hon'ble Prime Minister Shri Narendra Modi on 26th May, 2015. The 24x7 Kisan Channel telecasts updated information on agriculture and related subjects.
- **Swachhta Samachar:** Special 5 minutes Bulletin on Swachhta has been started on all weekdays. The Bulletin includes important news stories, people's initiative and feature stories related to Swachh Bharat Abhiyan along with a Swachhta Tip.
- Innovative news format has been brought out by DD News
 - Special 5 minute bulletin daily for Hearing Impaired

- **Khabar Jaldi Jaldi** - 4-minute news covering major national, international, business and sports news.
- **5 Minutes Flash 15:** This 5-minute news show has 15 important news items in a news capsule form, covering major national, international, business and sports news.
- **Vaarta Sanskrit Samachar:** This daily news bulletin of 10 minutes duration in Sanskrit covers all the important news.
- **Good News India:** A new weekly half-an-hour show covering national and international happenings of positive nature.
- **Tejaswini:** A special half-an-hour programme on women achievers in interview format has been started. It delves into the life, challenges and successes of inspirational women.
- A new **Doordarshan channel ArunPrabha** would be launched soon, which would show richness, variety and diversity of local culture and would seamlessly integrate North East with the entire country.

All India Radio

- **Akashvani Maitree:** An exclusive service for Bangladesh and Bengali diaspora launched by All India Radio. Baluchi Multimedia website and Mobile App for greater people to people contact also launched.
- **Digitisation Drive**
 - Live streaming on multimedia website and mobile app of Baluchi service of ESD launched expanding its reach to Baluchi Diaspora world over.

- Airworldservice – mobile platform for foreign and Indian language services of ESD on Android and IOS launched.
- Multimedia websites for 16 language services of ESD enhancing its global outreach has been launched supplementing the terrestrial transmission.
- **AIR, Fazilka** (Punjab) has been started to make Urdu Service available in FM mode in Pakistan
- 24X7 niche '**RAAGAM**' channel dedicated to Indian classical music launched.
- All India Radio provided special news services during crisis situation such as Chennai floods and Hudhud cyclone.
- **FMisation of entire Vividh Bharati:** All India Radio has completed FMisation of entire Vividh Bharati by replacing 4 Medium Wave transmitters of Vividh Bharati at 4 metros viz. Kolkata, Mumbai, Delhi & Chennai.

Film Sector

- **Film Promotion Fund**
 - 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
- **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.

- Shooting Permissions for 41 foreign films/projects were given in 2016.
- Ministry has introduced the **Most Film Friendly State Award** to promote **India as a Filming destination**. A cash component of **Rs. 1 Crore** was also introduced recently as part of the award.
- **National Film Heritage Mission (NFHM), Pune:** It is an initiative to restore, digitize and archive films and filmic material through National Film Archive of India. NFAI has procured films on World War-II and Indian freedom fighters and in Bengali, Punjabi, Hindi, Tamil, Gujrati and Telugu languages for storage and preservation in the Archive. Films have also been procured from various parts of the world including Paris and Bangladesh.
- The Ministry has utilized the **platform of Film Festivals** to promote India's endeavour of being a Filming Destination and Soft Power. Various Country specific Film Festivals have been organised to promote the possibility of collaboration in the Films Sector. Film Festivals like the
 - **Iranian Film Festival** - 14 films of the acclaimed and award winning film makers from Iran were screened.
 - **European Union Film Festival** – A total of 23 movies from the European Union countries were showcased.
 - **The first ever BRICS Film Festival** was held in Delhi – Twenty movies, four each from the five participating countries were selected for the screening competition.
- On the domestic policy front the Ministry organised **Swachh Bharat Short Film Festival, Children's Film Festival, the Patriotic Film Festival with theme Azaadi 70 Saal, Yaad Karo Qurbani** and **"North East Film Festival –**

Fragrances from the North East” as part of “Ek Bharat Shreshta Bharat” vision.

- **Exhibition of Children’s Film in Schools by Children Film Society of India.**
The objective is to provide healthy entertainment and quality education to empower the children. Total 5 Lakhs children audience covered through 1400 shows during April 2016 to December 2016.
- **Shyam Benegal Committee constituted for holistic interpretation of the provisions of the Cinematograph Act/ Rules** has submitted its recommendations to the Ministry which are expected to provide a holistic framework.
- **IFFI “ICFT- UNESCO Fellini Prize”** was presented first time in India in IFFI 2015 to a film which reflected the ideals of peace, tolerance, non-violence & friendship promoted by UNESCO.
- **Skill Development:** Ministry of I&B has started the process for setting up a **National Centre of Excellence for Animation, Visual Effects, Gaming & Comics** at Mumbai, Maharashtra. The Institute would impart world class education at affordable fee structure in this domain & create a world class talent pool in India.
- **FTII:** National Students' Film Award and Students' Film Festival of India was held at Film and Television Institute of India, Pune in February 2015.
- **National Museum of Indian Cinema, Mumbai:** The Museum was to start in 2013 on the eve of Centenary year of Indian Cinema. The work has received the desired push from the Government and is likely to be completed soon. The Museum will provide a storehouse of information and help film makers, film

students, enthusiasts and critics to know and evaluate the development of cinema as a medium of artistic expression.

Information Sector

- Ministry of I&B organized a 2 day **State Information Ministers Conference (SIMCON)** in December, 2016 to promote the vision of **One Nation & Cooperative Federalism**. The spirit & philosophy of Cooperative Federalism entails every state as an equal partner and stakeholder in the Nation's development process. The interactive forum involving States was revived after a gap of 7 years, keeping in mind the importance of Communication in Governance. The theme of the conference was **Reform, Perform and Transform: A New Dimension of Communication**.
- **New Print Media Advertisement Policy** for DAVP
 - Objective is to promote transparency and accountability in issuing of Government advertisements in print media and weeding out ghost/irregular newspapers.
 - Policy introduces a **New Marking System and Circulation Verification Procedure** for empanelment of Newspapers/Journals with DAVP
- **Three member committee to address the issues related to Content Regulation in Government Advertising constituted as per the directions of Hon'ble Supreme Court**. The committee is chaired by Shri B.B. Tandon, Former Chief Election Commissioner of India.
- **New Business Policy for Publication Division**: The objective to streamline business practices in line with the contemporary trends prevailing in publications

industry. The policy promotes online readership by pricing the digital version of the publication at 75% the price of printed version.

- **New Policy guidelines for Central Government advertisements on online platform** have been issued which sets out criteria for empanelment of suitable agencies and Rate fixation for advertisements on websites.
- **360 degree Multimedia Campaigns** to give wide publicity to the schemes launched by the Government.
 - **International Yoga Day, Swachh Bharat , Make in India, Skill India, Digital India, Rashtriya Ekta Diwas, South Asian Games, Desh Badal Raha hai, Aage Bad Raha Hai, Saal Ek Shuruat Anek.**
- **E-initiatives of Ministry of I&B**
 - E-version of Collected Works of Mahatma Gandhi
 - Digital version of Ramcharitmanas
 - DD News/ AIR Mobile App
 - E-version of the India/ Bharat
 - Online payment and subscription services for popular journals and Employment News of Publications Division through Bharat Kosh Portal of Ministry of Finance.
- **Mann Ki Baat:** PM chose All India Radio as the medium to address people through his "Mann ki Baat" programme. The News Services Division of All India Radio DD News made extensive arrangements for carrying the message of the Prime Minister to the nation through this programme.
- **Vartalap / Regional Editors Conference**
 - As a new initiative, PIB Regional Units are organizing “**Vartalap**” in various regions across the country with regional media to interact & create

awareness about the new developmental initiatives/schemes of the government. Regional Editors Conferences were organized in Jaipur, Chennai & Chandigarh. Economic Editors' Conference was also organized in New Delhi.

- **Talkathon** is a unique initiative of New Media Cell of the Ministry where questions of Twitteratis are answered on a real time basis. A total of 21 Talkathons were conducted since 2015.

Publications Division

- **Sixteen new books on Rashtrapati Bhavan were published by the Publications Division.**
- A book on **Courts of India- Past to Present** published by the Publications Division under the guidance of the Hon'ble Supreme Court.
- A book '**Unfolding Indian Elections – Journey of the Living Democracy**', was released on the occasion of National Voters' Day on 25th Jan., 2017.
- **Titles on Indian Democracy:** A popular book "**Belief in the Ballot**" was published for Election Commission of India which was released on 25th January 2015 (National Voters Day).
- DPD has undertaken a special project to bring out a set of four books in 15 Indian Languages "**Jungle Ki Kahani: Dadi ki Jubaani**" for children focussing on conveying the message of swachhta to children in a very lucid manner
- **Creation of Digital Archives and preparation of e-books:** While this important area of activity was approved under the 12th Plan, the work began in January 2015 only and in this period, the DPD has already created an Online Digital Archives with over 750 of its publications having been digitized.

- **MoU signed between Publications Division and Sasta Sahitya Mandal** for Joint Publication of books on heroes of freedom struggle, cultural leaders and other eminent personalities who worked towards Nation development.

Indian Institute of Mass Communication

- **NEW COURSES**

- The Diploma course in Urdu Journalism upgraded to the level of PG Diploma in Urdu Journalism of nine months duration from the current academic session i.e. 2016-17.
- From the next academic session, 2017-18, it has been decided to start Malayalam language journalism course from Kottayam Campus and Marathi language journalism course from Amravati Campus.
- First-ever Communication Strategy for Empowering Panchayati Raj Institutions in India for the Ministry of Panchayati Raj (MoPR) was devised by IIMC.
- First ever public health journalism and communication programme in India. The three month Certificate Course in collaboration with UNICEF, University of Oxford, Thomson Reuters Foundation and George Institute of Global Health (GIGH) on Critical Appraisal Skills Programme for Public Health Journalism and Communication (CASP) during 2015-16.
- IIMC, New Delhi will be providing consultancy and training on setting up and running community radio. This will facilitate much required growth of Community Radio in the Country.

New Campuses

- Land for construction of permanent campuses in Jammu and Amravati allotted to IIMC by respective state governments
 - 50% of construction work for permanent campus at Aizawl completed. The work likely to be completed during 2017-18.
 - Construction work for permanent campus in Kottayam started. 20% of the work completed.
- **Directorate of Field Publicity**
 - DFP has conducted numerous Special Outreach Programs through different publicity formats like film shows, group discussions, inter-personal communication, debates, seminars, rallies etc.
 - DFP has launched a campaign on Mother & Child health, Mission Indradhanush and RMNCH+A on behalf of Ministry of Health and Family Welfare

3 Years of NDA Government: Key Initiatives

1. Ease of Doing Business

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.

- Shooting Permissions for **41 foreign films/projects given in 2016. 35% increase** to film permissions in 2016 over 2015

2) Most Film Friendly State Award to promote **India as a Filming destination**. A cash component of **Rs. 1 Crore** to the winning state.

3) Simplification of Annual Renewal process for existing TV channels

- **Online payment through Bharat Kosh Portal** of Ministry of Finance from 1st January, 2017
- Permitted Broadcasters can continue their operations by paying annual fee upto 60 days before the due date for continuation of the channel for a further period of 1year.

2. Increased reach of Radio across India

- **FM Phase III Auctions**

- Batch 1 successfully completed in 2015 after a gap of 9 years
 - **96 new FM channels in 55 cities were started**
 - Government received **Rs. 1103 Cr** as auction proceeded and **Rs. 1600 Cr** as migration fee from FM Channel owners
- **2nd batch** of Phase III Auctions concluded in 2017
 - **66 FM channels for 48 cities allotted**
 - Government realized Rs 200.24 cr through auction

- **Community Radio**

- **201 CR Stations** operational across India.

- **Subsidy** increased for setting up of CRS from 50 % to 90% in the North Eastern States & 75% in other States, subject to a maximum limit of Rs. 7.5 lakhs

- **Akashvani Maitree-** exclusive service for Bangladesh and Bengali Diaspora launched by All India Radio

3. Films as new Medium of Communication

- **Exhibition of Children's Film in Schools** - 5 Lakhs children audience covered through 1400 shows during April 2016 to December 2016
- **Swachh Bharat Short Film Festival organized for 1st time.** Over 4000 entries received in different languages through Crowd sourcing. The **Best Film** was awarded a cash prize of Rupees 10 lakhs, Three Second Best Films were awarded Rupees 5 lakhs each and six Third Best Films were awarded Rupees 2 lakhs each.
- **Patriotic Film Festival being organized for the first time across India**
- **First ever BRICS Film Festival** held in Delhi – Twenty movies, four each from the five participating countries (Brazil, Russia, India, China & South Africa) was selected for the screening competition.

4. Skill Development

- FTII new **SKIFT** (Skilling India In Film and Television) initiative to conduct short-term courses in Tier 2 cities

- **MoU signed between FTII and Canon.** Canon to contribute as **Technology Partner** in SKIFT, providing cameras and accessories free of cost for the courses.

- Diploma course in Urdu Journalism at IIMC upgraded to the level of PG Diploma in Urdu Journalism of nine months duration from academic session 2016-17