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INFORMATION SECTOR

RESEARCH, REFERENCE AND TRAINING DIVISION

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

The Division has a regular service, the '*Diary of Events*', brought out every fortnight. It compiles two annual reference books, INDIA - A Reference Annual, and MASS MEDIA IN INDIA, a comprehensive publication on mass communication in the country. INDIA is simultaneously published in Hindi language under the title- 'BHARAT'. Hon'ble Minister of Information and Broadcasting, Shri Priya Ranjan Dasmunshi released the 50th edition of Reference Annual INDIA/BHARAT-2006 on January 3, 2006.

The Division brought out background papers on various occasions on topical issues. Every month the Division prepares a Report on Speciality Magazines after due screening.

Reference Library

The Division has a well-stocked library with a large collection of documents on various subjects, bound volumes of select periodicals and various reports of the Ministries, Committees and Commissions. Its

collection includes specialised books on subjects pertaining to mass communication, journalism, public relations, advertising and audio-visual media, all prominent encyclopaedia series, yearbooks and contemporary articles. The library facilities are available to accredited correspondents from both Indian and foreign Press and to Government officials. Around **116** new titles on various subjects were added to the library till December 2005 of the current financial year including **57** books in Hindi. The library has a total membership of about **1056** readers.

National Documentation Centre on Mass Communication

The National Documentation Centre on Mass Communication (NDCMC) was created in 1976 as a part of the Division on the recommendation of an Expert Committee set up by the Ministry of I&B, for collecting, interpreting and disseminating information about the events and trends in Mass Media through its periodical services. The NDCMC documents major news items, articles and other information materials available on mass communication. The current activities of the Centre range from collecting and documenting information, to dissemination, for the development of cross-country mass communication.

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

of national and international media events. The Centre brought out **38** such services during the year 2005-06 (till December 2005).

The NDCMC compiles and edits a reference book '**Mass Media in India**'. The Annual contains articles on various aspects of the mass media, information on the status of media organisations in Central government, States and Union Territories. It also includes the general information on print and electronic media.

Training

Training for the Indian Information Service (IIS) officers has been an area deserving attention. RRTD has been specially entrusted with the training aspect of IIS officers under the Tenth Plan period. Into 4th year of conducting training programmes, the Division has organised the following training programmes/courses:

(a) Short-term Refresher Course on 'Editing of Books/Journals' from June 20 to 24, 2004 at IIMC, New Delhi; (b) Short-term Refresher Course for PIB officers from July 25 to 29, 2005 at IIMC, New Delhi; (c) Short-term Refresher Course for PIB officers from August 22 to 26, 2005 at IIMC, New Delhi; (d) Financial Management and Audit Sensitization for IIS (Group-A) officers from September 05 to 09, 2005 at National Academy of Audit and Accounts, Shimla; (e) Management Development Programme on Team Building from October 17 to 21, 2005 at IIM-Lucknow; (f) Course on Editing, Writing and Interviewing by the Trainers of Thomson Foundation, UK from October 17 to 28, 2005 at IIMC, New Delhi; (g) Management Development Programme on Managerial Effectiveness from November 21 to 25, 2005 at IIM-Lucknow.

Vigilance

Joint Director (Admn) is the Vigilance Officer of this Division. Complaints received during the year were duly attended to and appropriate action was taken.

PUBLICATIONS DIVISION

The Publications Division publishes books and journals on matters of national importance and makes them available to readers at a very affordable price. The

books are published in both English and Hindi as well as in all major Indian languages. The subjects range from art, history, culture, biographies of eminent persons, land and people, flora and fauna, children's literature, science and technology and Gandhian literature to reference books like, **India - A Reference Annual, Press in India and Mass Media in India**. The Division also brings out selected speeches of the Presidents and Prime Ministers of India.

With headquarters at Delhi, the Division functions through its various field units— Sales Emporia at New Delhi, Mumbai, Chennai, Kolkata, Patna, Lucknow, Hyderabad, Thiruvananthapuram and Yojana offices at New Delhi, Mumbai, Kolkata, Chennai, Ahmedabad, Guwahati, Hyderabad and Bangalore. The offices of Employment News and Journals Unit are located at R.K.Puram, New Delhi. Recently, the headquarters of the Division has shifted from Patiala House to Sochna Bhawan, CGO Complex, New Delhi.

Books

The Division which brings out 120-150 titles every year has published more than 7600 titles so far. During April-December, 2005, 85 titles were released in English, Hindi and other regional languages. Some of the important titles released during the period are: 'Indian Railways - 150 Glorious Years', 'History of the Freedom Movement in India', 'Bharatiya Vigyan Manjusha', 'Common Birds of India', 'Conscience of the Race: India's Offbeat Cinema' in English, 'Katha Samrat Prem Chand', 'Kalpana Chawla', 'Lal Bahadur Shastri', 'Dilli Ki Khoj', 'Arya Bhat' in Hindi and 'Sardar Vallabhbhai Patel', 'Geet Ramayana', 'Jawaharlal Nehru - A Pictorial Biography', 'Mother Teresa' in regional languages.

Journals

The Division also brings out 18 monthly journals including 'Bal Bharati' - a children's magazine, 'Ajkal' in Hindi and Urdu, 'Kuruksheetra' in Hindi and English and 'Yojana' in Hindi, English, Urdu, Punjabi, Oriya, Bengali, Assamese, Gujarati, Marathi, Tamil, Telugu, Malayalam and Kannada.

Bal Bharati

Bal Bharati, the popular children's monthly in Hindi is being published regularly since 1948. Its main objective is to provide healthy entertainment to children while inculcating human values and scientific temper in them through short stories, poems, pictorial stories and informative articles. An essay competition was organised by Bal Bharati, in which a large number of children from the schools of Delhi participated. Prizes were distributed to the successful children in this competition at a special function organised in Delhi in December 2005.

Aajkal

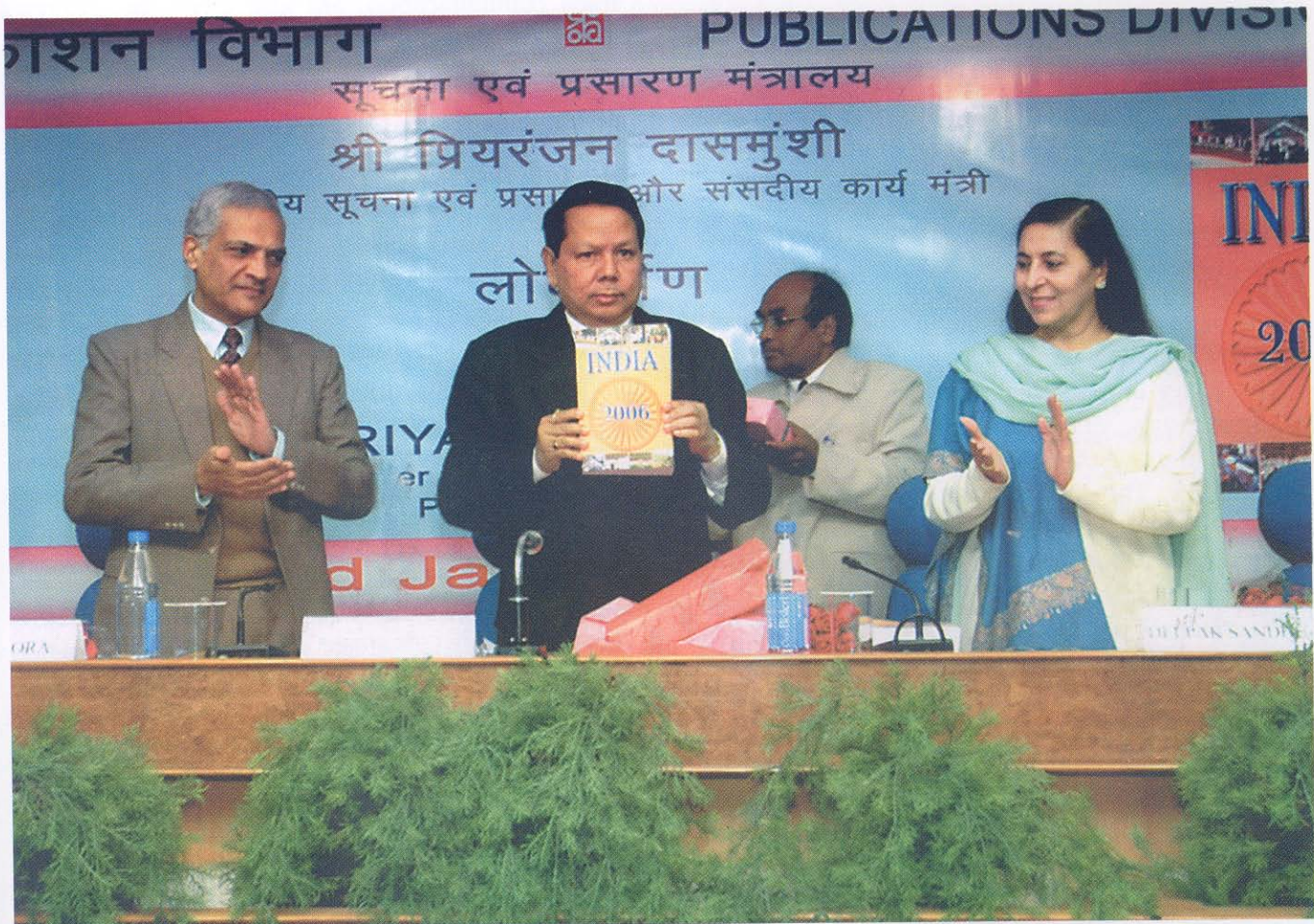
Aajkal, is a prestigious literary magazine in Hindi and Urdu. The Division brought out a number of special

issues of Aajkal that covered varied aspects of Indian culture and literature.

Yojana

Yojana is the flagship journal of the Publication Division devoted to current socio-economic issues. The monthly magazine published in 13 languages simultaneously, is meant to promote awareness about development schemes and topical economic issues among all sections of the people especially those in semi-urban/small towns. Yojana through its various issues during the year, covered important topics, like Employment Guarantee, Infrastructure, Water Management, Health, Administrative Reforms & E-Governance, Education and Entertainment.

Two additional special issues on Budget and North



The Minister of Information and Broadcasting and Parliamentary Affairs Shri P.R. Dasmunshi releasing Reference Annual INDIA 2006 compiled by Research, Reference and Training Division and published by the Publications Division in New Delhi on January 3, 2006

East were launched. In collaboration with Jammu & Kashmir Government, a column – J&K WINDOW – has been initiated to create awareness about business opportunities and possibilities of economic activities in the state. Another new column called ‘Best Practices’ has also been introduced. It contains success stories/initiatives taken by NGOs, individuals and other groups. With the assistance of National Innovation Foundation, Ahmedabad, the magazine launched a new series ‘Shodh Yatra’. The objective of the column is to highlight the technologies developed by rural people for their own welfare.

Kurukshetra

Kurukshetra is published by the Division on behalf of the Ministry of Rural Development. The journal which is devoted to rural development, serves as a forum for exchange of ideas on programmes, policies and implementation status of development efforts in the rural sector. Eminent authors have been contributing to this journal. This year, the focus of the annual issue was on ‘Rural Housing and Infrastructure’.

Employment News

The Division also brings out a weekly, the **Employment News/Rozgar Samachar** in English, Hindi and Urdu, which focuses on employment opportunities in Government and Semi-government organisations /Departments, Public Sector Undertakings, Autonomous Bodies, Banks and Universities. The journal commands a circulation of about 7 lakh copies. It has a network of 300 sales agents and 4000 direct subscribers across the country.

During the first 6 months of 2005-06, revenue crossed Rs. 23.31 crore, which is a significant improvement over the corresponding period last year. The total revenue increased from Rs. 33.76 crore in 2003-04 to Rs. 39.24 crore in 2004-05. Average number of pages per issue has also seen a distinct improvement from 43.7 in 2003-04 to 46.62 in 2004-05 and has further gone up to 48.04 in the current year. In spite of cost escalation, net revenue generated by Employment News increased by Rs. 12.51 crore in 2003-04 to Rs. 15.6 crore in 2004-05 and is likely to

cross Rs. 18 crore this year.

The website of Employment News has also been operationalised under the domain name www.employmentnews.gov.in Information about job vacancies of the current issue and previous issues will be available to the public along with articles and useful information on this website. As a step towards reaching the youth in *North-Eastern Region*, free copies of Employment News are being provided to libraries, educational institutions and government offices in the *North-Eastern region*.

Bharatendu Harishchandra Awards

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

Modernisation and Computerisation

As a part of the modernization/computerisation of Publications Division under Plan Scheme during the year 2005-06, the Division has purchased the latest I-Mac computer. Two more computers and one computer server are being purchased for networking and website management of the Division. The official website of the Division is <http://publicationsdivision.nic.in>. The details of the books / journals/magazines, etc. brought out by the Division, the events of book industry and forthcoming book exhibitions/book fairs are available on this website.

The Division has two e-mail addresses: publicationsdivision@hub.nic.in and publicationsdivision@sb.nic.in, which can be used for placing orders and seeking relevant information.

New Schemes/Projects

The project on bringing out multi media interactive CDs on different themes, like historical monuments in India, Indian classical music tradition etc. was initiated last year. During the year 2005-06, the Division aimed at completing four CDs which will help scholars, tourists and citizens for seeking authentic information on Indian cultural heritage.

'Builders of Modern India' Series

Under the Tenth Plan, the Division has undertaken the project of bringing out translations of over 60 biographies under its 'Builders of Modern India' series in various Indian languages.

New Initiatives

The Division organised authors' meet at Varanasi and Simla and explored new areas for publications and sales opportunities. A story writing competition was organised by the 'Bal Bharati', children's literary magazine in Hindi. Further, 'Aajkal' celebrated its 60th year of publication.

DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY

The Directorate of Advertising and Visual Publicity (DAVP) is the nodal multi-media advertising agency of the Central Government. It caters to the communication needs of all Central Ministries/ Departments and around 200 Public Sector Undertakings and Autonomous Bodies and provides them a single window cost effective service. It informs and educates the people, both rural and urban, about the Government's policies and programmes and motivates them to participate in development activities.

DAVP reaches the people through different means of communication such as press advertisements, print material, audio-visual programmes, outdoor publicity and exhibitions. The thrust areas of DAVP's advertising and publicity are national integration and communal harmony, rural development programmes, health and family welfare, AIDS awareness, empowerment of women, upliftment of girl child, new economic measures, small savings, consumer affairs, literacy, employment, income tax, defence, environment, road safety, energy conservation, handicrafts, etc.

The set-up of DAVP at the headquarters consists of several wings like Administration, Budget & Accounts, Campaign, Advertising, Outdoor Publicity, Printed Publicity, Exhibition, Electronic Data Processing Centre, Mass Mailing, Audio-Visual Cell and a Design Studio with DTP facility.

It has two Regional Offices at Bangalore and Guwahati to coordinate the Directorate's activities in these regions. There are two Regional Distribution Centres at Kolkata and Chennai to look after the distribution of publicity material in eastern and southern regions respectively.

DAVP has a network of 35 Field Exhibition Units spread all over the country. The Field Exhibition Units of DAVP act as a vital communication link between the Government and the people. The field functionaries hold exhibitions in social and developmental themes in far-flung areas of the country to disseminate information about the policies and programmes of the central government.

Important Activities

A multi media campaign was launched by DAVP focusing on the major schemes of the Ministry of Rural Development. Display advertisements on Rural Sanitation, DRDA, Rural Employment including Sampoorna Gramin Rojgar Yojana (SGRY), NREGA, PMGSY were issued on all India basis. Booklets and Guidelines on Watershed Management (Hariyali), Gram Vikas, SGSY manual, SGRY guidelines, Rural Housing (Indira Awas Yojana) were also brought out during the period. Two sponsored Radio Programmes viz. "Ab Manzil Door Nahin" and "Nai Aashayen Nai Dishayen" in Hindi and regional languages were broadcast on All India Radio. A folk based sponsored radio programme "Geet Goonje Gaon Gaon" has also been produced on behalf of Ministry of Rural Development.

DAVP provided vital publicity support during the 36th International Film Festival of India (IFFI) held in Goa. IFFI Brochure, a booklet on Indian Panorama and posters were brought out by DAVP for the festival. Daily bulletins titled 'Festival News' in English and 'Samaroh Samachar' in Hindi containing the daily schedule and happenings during the festival, film reviews and opinions were brought out during the festival. An exhibition titled 'Many Facets- One Fascination' was also organised on the occasion.

A number of advertisement publicising messages on dowry, female foeticide, child marriage, domestic violence, etc. were released in print media on all India

basis. To reinforce the messages, an outdoor publicity campaign was also launched on all India basis. Press advertisements on child welfare such as nutrition and education for all were also released. Outdoor formats carrying messages on supplementary feeding were also put up on display on all India basis. Booklets on infant and young child feeding practices, recipe booklet for infant and young child feeding, reckoner on fruit and vegetable preservation and nutrition besides posters on fortified food are also being produced by DAVP. Apart from this, advertisements on all India basis on adult education, education for all, National Literacy Week were released besides bringing out posters on Teachers' Day which were distributed through out the country. Specific occasions such as World Food Day, Iodine Deficiency Day, National Nutrition Week, National Literacy Day, Teachers Day and Breast Feeding Week were used to publicise messages relevant to the occasion.

A multi media campaign for Ministry of Health & Family Welfare on National Rural Health Mission was launched by DAVP. Besides press advertisements, comprehensive audio-visual publicity of the Mission was planned and executed by DAVP in association with Ministry of Health and Family Welfare. Exhibition on the subject were organized at IITF, New Delhi and Indian Science Congress at Hyderabad. Publicity on various themes, viz., Pulse Polio Immunization, HIV/AIDS, Anti-Tobacco, Save the Girl Child, breast feeding, anti-malaria/filaria, eye donation, etc. were undertaken through release of press advertisements. Multi media publicity on HIV/AIDS awareness, blood donation was undertaken through release of advertisements to newspapers, printing and distribution of booklets and posters for NACO. Outdoor publicity through bus back panels, hoardings were also undertaken on HIV/AIDS awareness and voluntary blood donation. 334 Exhibitions were organized by DAVP on HIV/AIDS awareness through out the country. Pictorial booklets on safe motherhood were also produced besides bringing out folders on eye donation, Swasth Gram – Swasth Bharat, voluntary blood donation and posters on vector borne diseases. Outdoor formats such as hoardings bus back panels, kiosks were also used to publicise various subjects such

as contraceptives, safe delivery, immunization, no-scalpal vasectomy and Arogya Mela.

A multimedia campaign at national level was launched on behalf of Ministry of Consumer Affairs, Food and Public Distribution to create consumer awareness among masses. Colour advertisements on regular basis were issued all over the country. TV spots on consumer awareness are being telecast through private TV channels.

Publicity efforts utilizing various formats for focused campaign on thrust areas under NCMP were also undertaken by DAVP. Booklet on National Common Minimum Programme (NCMP) were brought out in English, Hindi and 11 regional languages and widely distributed to generate awareness about various features and provisions of NCMP. Besides, another booklet on 'A Caring Government' on completion of one year of UPA Government has also been brought out. A booklet and posters on 'Bharat Nirman' – a new deal for rural India were also produced and distributed to generate awareness. Outdoor formats were used to publicise the Government's vision/roadmap for rural India. Several advertisements have been issued on various aspects of NCMP. These include promotion of social harmony and social justice, education, welfare of women and children, environmental issues, tax compliance, food and nutrition security. Spots on agriculture extension and children's welfare were produced and telecast. Besides a series of advertisements on completion of one year of the UPA Government highlighting the achievements in the core sectors. Exhibitions on freedom struggle, Mahatma Gandhi and Jawaharlal Nehru incorporated some of the features, viz. national unity, integrity and secularism. Exhibition for Department of Health & Family Welfare also focused on immunization, safe motherhood and girl child, etc. Exhibition were organized in a large way throughout the country on HIV/AIDS by the Field Offices. National integration and anti-smoking for better health care were also taken up through outdoor formats. Exhibitions on National Common Minimum Programme were also put up.

Another major occasion for publicity by DAVP was the first anniversary of the UPA Government. DAVP

designed, produced and released a set of 12 advertisements to newspapers across the country expressing cost-effective publicity of the event. DAVP also brought out a booklet on that occasion highlighting the promises and achievements of the Government.

Sustained publicity campaign was also undertaken on behalf of various organisations under Ministry of Finance on themes viz. Tax compliance, Service Tax, Small Savings, opening of help centers, last date of filing returns and many display advertisements with number of insertions were issued. Sustained audio-visual campaign was undertaken by DAVP on these issues. Advertisements were issued on opening of Income Tax Help Centres for facilitating small business tax payers, Service Tax Help Centers besides an intensive campaign through press advertisements and audio-visual spots to impress upon the individuals and companies to pay their taxes in larger national interests and avoid tax evasion. Booklets titled 'Taxation of Salaried Employees, Pensioners, Senior Citizens', 'One by Six Scheme' and folder 'Cost Inflation Index' were printed on behalf of Directorate of Income Tax (RSP & PR) besides bringing out 'NSI planner - 2006' and 'National Saving Schemes at a Glance' - a folder about small savings schemes.

DAVP put up an exhibition titled 'Swasth Gram-Swasth Bharat' at the Family Welfare Pavilion during the 'India International Trade Fair-2005' at Pragati Maidan, New Delhi. A new exhibition on the theme 'National Rural Health Mission' was prepared and displayed with colourful translites, touch screens, laser displays, moving models, dioramas and audio-visual displays which gave a lively dimension to the exhibition.

Publicity activities on schemes and programmes of the Ministry of Social Justice and Empowerment for creating larger awareness about issues concerning empowerment of weaker sections of the society including minority, disabled persons, street children were undertaken by DAVP. Occasions like Dr. Ambedkar's Birthday and Maha Parinirvan Divas, International Day against Drug Abuse, International Day for Older Persons and International Day for Disabled Persons, Independence Day, Republic Day,

Sadbhawana Divas etc. were used for releasing press advertisements highlighting the policies and programmes of Ministry of Social Justice and Empowerment. Outdoor Publicity formats such as bus side-panels, hoardings, animation displays and public utilities were used to display messages on subjects like 'pre-post matric scholarship and hostel facilities for SC and OBC students, pre-examination coaching for minorities, prevention of atrocities against SCs, eradication of untouchability, availability of aids and appliances for disabled persons and child helpline, etc. A weekly radio programme 'Sanwanti Jayen Jeevan Ki Rahen' was produced and broadcast in Hindi and regional languages through primary and FM channels of All India Radio containing programmes for marginalized and weaker sections of the society. Advertisements were also released on behalf of Ministry of Tribal Affairs highlighting programmes of the Government for upliftment of the tribals.

Advertisements on 'Agmark', 'Agri clinic and agri-business' and 'Tips to Farmers for increasing Kharif Production and subsidies to the farmers by National Horticulture Board' were released on all India basis on behalf of Ministry of Agriculture. Mandatory advertisements were issued on Independence Day, Shaheedi Diwas, Gandhi Jayanti, Birth anniversary of B.R. Ambedkar and Sardar Patel to all the newspapers on DAVP panel. Campaign on behalf of Ministry of Home Affairs is being undertaken through outdoor publicity formats on Disaster Management. DAVP also released advertisements on Tsunami besides bringing out a booklet and putting up exhibitions titled 'Tsunami Challenge'. Advertisements were released to commemorate 75th year of Dandi March and the Exhibition Wing of the Directorate organized a number of exhibitions at various places to celebrate the event.

Multimedia campaign was undertaken by DAVP on behalf of Ministry of Road Transport and Highways involving release of advertisements and telecast of TV spots on Private TV Channels besides bringing out a Calendar on Road Safety for the Ministry. DAVP also released advertisements on developmental issues in North East for Ministry of DONER besides printing

wall and table calendars for them. A number of calendars, brochures, posters and planners were printed for Ministry of Defence besides release of regular advertisements.

ADVERTISING

A total number of 15,502 advertisements were released to various newspapers throughout the country during the financial year (upto November, 2005). Of these, 902 were display advertisements and the rest were classified advertisements. Some of these include advertisements on: 'Pulse Polio Day', 'Road Transport Week', 'World Health Day', 'Indira Gandhi Birth Anniversary', 'Rajiv Gandhi Birth Anniversary', 'Sardar Patel Birth Anniversary', 'Birth Anniversary of Dr. Bhimrao Ambedkar', 'Consumer Awareness Campaign', 'Income Tax', 'World AIDS Day', 'Eye Donation', 'Blood Donation', 'Children's Day', 'Disabled Persons', 'World Environment Day', 'Anti Terrorism Day', 'Independence Day', 'Iodine Deficiency Day', 'World Food Day', 'Anti Dowry', 'Human Rights Day', 'National Drugs Abuse Day', etc.

The Government had constituted a Rate Structure Committee to review the existing rate structure and suggest a new rate structure formula for release of Government advertisements through DAVP. The Rate Structure Committee had submitted its report which has been accepted by the Government and is effective from 1st January, 2006.

AUDIO VISUAL

The AV Cell of DAVP undertakes publicity campaigns through radio and video sponsored programmes, jingles and audio-video spots on AIR, Doordarshan, private satellite TV, radio channels and DFP units on various issues of social relevance and national importance.

A special campaign has been initiated on the National Rural Health Mission for Ministry of Health and Family Welfare under which audio and video spots have been produced on various health related issues which are being broadcast/telecast on AIR/Doordarshan/Pvt. TV Channels. A campaign on service tax for the Ministry of Finance was also launched and video spots

were produced and telecast on private channels by DAVP.

A number of weekly sponsored radio programmes on various developmental issues are being produced by DAVP and are being broadcast from various All India Radio Stations. These include 'Sanwanti Jayen Jeevan ki Rahein' on welfare schemes of Ministry of Social Justice and Empowerment, 'Khushion Bhara Aangan' on family welfare schemes of Ministry of Health and Family Welfare, 'Geet Goonje Gaon Gaon', 'Nayee Ashanyein Nayee Dishayen' and 'Ab Manzil Door Nahin' on various rural development schemes for Ministry of Rural Development, 'Jeevan Hai Anmol' and 'Let's Talk' on AIDS awareness for National AIDS Control Organisation, 'Yeh Gulista Hamara' for Ministry of Environment and Forests and 'Akash Hamara Hai' on women and child development issues for Department of Women and Child Development. These programmes are of 15-30 minute duration and produced in Hindi and regional languages in interesting drama format. These are broadcast all over the country through Primary Channels and Commercial Broadcasting Service (CBS) stations of AIR. Programme 'Let's talk' is being broadcast from FM, AIR Delhi.

DAVP is producing a half-an-hour weekly video programme 'Khel Khel Mein Badlo Duniya' in quiz format on behalf of Petroleum Conservation Research Association which is being telecast on Doordarshan on Sundays (Repeat on Wednesday). The programme covers various areas relating to conservation of petroleum, water, electricity and environment, where school children from various parts of the country participate. Besides these campaigns audio/video spots/films were produced on Economic Census of Ministry of Statistics and Programme Implementation, Kharif campaign for Ministry of Agriculture, audio/video spot on Sethusamundram Ship Channel Project, on filing of returns for Department of Income Tax. Campaigns in electronic media were also undertaken on Rural Sanitation of Ministry of Rural Development, consumer awareness for Deptt. of Consumer Affairs, voluntary blood donation and AIDS awareness for NACO, Arogya Melas for Deptt. of AYUSH, nutrition education for Food and Nutrition Board, Blindness

Control for Ministry of Health and Family Welfare, horticulture for National Horticulture Board and on Indira Priyadarshini Vriksh Mitra Awards for Ministry of Environment and Forests. DAVP is also developing logo, Music, Branding of Lok Sabha Channel.

PRINTED PUBLICITY WING

The Printed Publicity wing looks into the planning/production and supervision of print jobs viz. multi-colour posters, folders, brochures, calendars, diaries, booklets, stickers, wall-hangers, table calendars and other miscellaneous items of printed publicity. Besides Hindi and English, DAVP produces printed publicity material in Tamil, Telugu, Kannada, Malayalam, Marathi, Gujarati, Bengali, Assamese, Oriya, Punjabi, and Urdu. Some of the important printed material brought out during the current financial year include booklets on 'One year of UPA Government', 'Bharat Nirman', 'A Caring Governemnt – pocket book', 'Tsunami', 'Panchayati Raj', 'Safe Delivery', 'Union Budget-2005', 'DAVP Calendar-2006', 'Road Transport Calendar-2006'. Booklets/Folders under PM speech series: 'Economy Looking up', 'A New Deal to Rural India', 'North-East 2020 (folder)', 'National Rural Health Mission' 'Science Needs a New Boost', 'Create content for a Global Audience', posters on 'Vector Borne Diseases', 'Blood Donation' 'International Film Festival of India', 'Bharat Nirman' 'Teachers Day' etc. Printed Publicity Wing has undertaken 106 jobs with 383 items of work and have brought out 97,08,100 number of copies during the current financial year (upto November, 2005).

OUTDOOR PUBLICITY

Outdoor Publicity Wing uses the medium of hoardings, bus-panels, kiosks, wall paintings, banners, animation displays, decorative railings, cinema slides, metro display boards etc. to spread messages. This wing has put up a total number of 19,896 displays during the period 2005-06 (upto November, 2005). Outdoor Publicity format were used in a number of important campaigns viz. National Integration, Bharat Nirman, HIV/AIDS, Disaster Management, Blood Donation, Save Environment, Hallmark symbol and ISI symbol, social messages for Women and Child, Social Justice & empowerment, EPF, Anti-Tobacco, Arogya Health

Mela, as well as publicity for important events like SIMCON, Film Festivals etc.

EXHIBITIONS

The Exhibition Division organised a total number of 453 exhibitions spread over a period of 2032 days during the financial year 2004-05. It organised exhibitions on the life of dignitaries like Father of the Nation - Mahatama Gandhi, Jawaharlal Nehru, Netaji Subhas Chandra Bose, Dr. B.R. Ambedkar, Rajiv Gandhi, Rabindra Nath Tagore, K. Kamraj. Exhibitions on 'National Common Minimum Programme', 'Dandi March' to commemorate 75th Anniversary of the historic event, 'Jammu & Kashmir – A Passage in Time', 'Tsunami Challenge', 'Swasth Gram Swasth Bharat', 'Resurgent India', 'Evil Faces of Terrorism', 'Women in India' were also organized during 2005-06. An Exhibition for Ministry of Health & Family Welfare at Pragati Maidan during India International Trade Fair was organized on National Rural Health Mission where live elements such as colourful translites, touch screens, laser display, moving models, dioramas and audio-visual displays were used to make the exhibition more attractive. An exhibition titled 'Many Facets – One Fascination' was put up at Goa coinciding International Film Festival of India, 2005.

Exhibitions on 'Rabindra Nath Tagore', 'Parliamentary Democracy in India' were also organized in collaboration with Parliament Museum and Archives at Parliament Annexe at New Delhi and Legislative Assembly premises on the occasion of All India Conferences of Presiding Officers of Legislative Bodies. A special campaign was launched through out the country to spread awareness about HIV/AIDS and 334 exhibitions were organized on the theme by various units throughout the country.

Apart from this, DAVP Field Units organised exhibitions in famous melas and festivals like Trissur Pooram Festival in Kerala, Nauchandi Mela at Meerut, Puri Rath Festival, Chandausi Mela, Arogya Mela at ITPO, Dussera Festival at Mysore and Perfect Health Mela at New Delhi.

New Exhibition sets on 'Dandi March', 'Jammu & Kashmir – A Passage in Time', 'Tsunami Challenge', 'Swasth Gram Swasth Bharat', 'Resurgent India' were

developed by the Research Cell of the Exhibition Division during the financial year.

MASS MAILING

Mass Mailing Wing of DAVP primarily deals with despatch of printed material to various cross sections of people in different parts of the country. The Wing is one of the biggest set-up of its kind in the country and has reach upto Block level. The wing presently maintains an address bank of 16.50 lakh addresses spread over 564 categories. Ninty four lakh copies on various themes have been distributed so far from April to November, 2005. The highlights of its activities included distribution of booklets on National Common Minimum Programme, One year of UPA Government and a series of PM speeches besides the distribution of DAVP Calendars and Diaries.

REGISTRAR OF NEWSPAPERS FOR INDIA (RNI)

The Registrar of Newspapers for India (RNI) under the Ministry of Information and Broadcasting has been performing various statutory and non-statutory functions. It verifies and approves titles of newspapers and periodicals, registers them, checks and establishes circulation claims. Under its non-statutory functions, the RNI issues Eligibility Certificates for import of newsprint Essentiality Certificates for import of printing machinery etc. for use by registered publications. It also brings out the publication "Press in India" every year highlighting the state of Print Media in the country.

TITLE VERIFICATION & REGISTRATION

During April to December 2005, RNI scrutinized



RNI presenting a report to Shri S.K. Arora, Secretary, I & B in New Delhi on December 29, 2005

14,549 applications for verification of titles, of which 7724 titles were approved. In the same period, 2284 newspapers/ periodicals were issued Certificates of Registration (1623 Fresh + 661 Revised) and Circulation claims of 435 newspapers & periodicals were assessed.

DE-BLOCKING OF TITLES

The titles verified during 2002 by RNI but not registered within two years for non-completion of formalities by the publishers, were taken up for deblocking. Accordingly, 9596 titles were deblocked during April to December 2005.

NEWSPRINT

With effect from 1.5.95, Newsprint has been placed under Open General License and all types of newsprint (Glazed & Standard Newsprint) can be imported by actual users without any restriction subject to eligibility conditions issued by RNI. During the period April to December 2005, 689 Eligibility Certificates were issued by RNI for import of newsprint to the registered newspapers/periodicals.

PRINTING MACHINERY

RNI is the recommending authority for the import of printing machinery and allied materials. During April to December 2005, six newspaper establishments were recommended for import of printing machinery and allied equipments.

OFFICIAL LANGUAGE

Hindi Fortnight was observed from 14-28th September, 2005 and different competitions were held during that period to promote use of Hindi in the official work. The 7th edition of 'Panjiyan Bharati', a half yearly house magazine dedicated to Official Language was brought out in October 2005. The Parliament Committee on Official Language has inspected the office of RNI in July , 2005.

COMPUTERISATION

The process of the title verification is completely computerized in RNI. The approved titles are put on the RNI's website every week. The address is <http://rni.nic.in>. With the introduction of this facility, any applicant can access existing titles and propose titles of his/her choice. The data is available State-wise Language-wise.

MODERNISATION PLAN

The Plan Scheme Modernisation of RNI comprising two components viz. Computerisation of RNI and Renovation of RNI Headquarters has been included in the 10th Five-Year Plan. A provision of Rs.19.70 lakhs has been made for the financial year 2005-06.

NORTH EAST INITIATIVE

RNI has extended its outreach in the North-Eastern States by undertaking a special initiative to synergise its functions in collaboration with the Regional offices of Press Information Bureau. The Regional Offices of PIB have been empowered to provide information regarding the procedure for title verification, registration, change of registration details etc. to the publishers of the North East. They have also been authorized to receive applications from publishers for these purposes and forward them to the RNI Headquarters in Delhi for approval.

Plan Performance 2005-06

The allocation under Plan Scheme is as under:

(Rs. in lakhs)

Sl. No.	Name of the scheme	B.E. 2005-06	R.E. 2005-06
1.	2.	3.	4.
1.	Modernisation of RNI	19.70	19.70

DIRECTORATE OF FIELD PUBLICITY

Introduction

The precursor of Directorate of Field Publicity, the Five-Year Plan Publicity Organization, set up in 1953 functioned directly under the administrative control of the Ministry of Information and Broadcasting. This organization was renamed and reconstituted as Directorate of Field Publicity (DFP) in December, 1959 and its scope was widened and made all-inclusive.

ORGANISATION

The DFP with its headquarters in New Delhi has 22 Regional Offices and 246 Field Publicity Units (FPUs) located in various parts of the country.

As an organization for publicity at grassroots level, the DFP has been playing a significant role in involving the people from all strata in nation building activities. Equipped with skilled men and other requirements for carrying out publicity campaigns, the Field Publicity Units use a variety of communication modes including group discussions, public meetings, seminars, symposia and competitions to convey messages. Films and live entertainment media are also utilised to communicate the message. The DFP works as a two-way channel of communication between the Government and the people. Feedback is an important component of DFP's work. The Field Publicity Units gather success stories and people's reactions to various programmes and policies of the Government and their implementation down to the village level and report back to the government and to the implementing authorities through consolidated reports for corrective measures and other appropriate actions.

Plan Activities

Planning Commission has approved an outlay of Rs. 11.00 crore for the Directorate under 10th Five Year Plan (2002-2007). The sector-wise details of the 10th Five-Year Plan and Annual Plan are as under:

Sector	Outlay of 10 th Five year Plan 2002-07	Outlay for 2005-2006
DFP	11.00 crore	2.26 crore

Achievements in Physical Implementation of Plan Schemes

The Plan Schemes of the Directorate are aimed at arranging latest software for the use of publicity activities and replacement of worn out and outdated publicity infrastructure.

There are two Schemes under Plan, viz. (1) Revenue: **Purchase of films/cassettes**; and (2) Capital: **Modernisation and Updation of Capital Stock**. Order for purchase of 17 films VHS Cassettes/ CDs from Film Division and NFDC have been placed for the use by 246 units across the country. An expenditure of Rs. 2.28 lakh has been incurred under this Scheme against the balance amount of the

previous year. The matter of replacement of old vehicles under the scheme "Modernisation & Updation of Capital Stock" has been taken up with the Ministry of Finance. Proposal for procurement of 15 computers and peripherals are at the final stage. Rs. 2.50 lakh have been placed at the disposal of 5 Regional Offices for conducting computer training to staff/officers. One training programme has been conducted and the remaining four will be held during remaining period of the financial year. Action is being taken for procurement of Data projectors, DVD Players and Wireless Public Address systems under this Scheme.

Programmes Under Implementation in the North-Eastern States.

The Directorate has earmarked an amount of Rs.60.00 lakh for the North-Eastern States from the total annual Plan outlay of Rs.226.00 lakh for the year 2005-06. Out of the approved total outlay of Rs.50.00 lakh under the scheme "Purchase of Films/ Cassettes", Rs.10.00 lakh is earmarked for the North-Eastern States and out of a total of Rs.196.00 lakh under the scheme "Modernisation and Updation of Capital Stock", a sum of Rs.50.00 lakh is earmarked for these states.

PROGRAMME ACTIVITIES

Annual Performance Report of DFP Units for the Year 2005-2006

Programme activities of the Directorate during the period April-October 2005 as well as the anticipated performance from November 2005-March 2006 are given in the following page.

The Directorate of Field Publicity undertook numerous special publicity campaigns on behalf of client ministries of the Government of India. Publicity on Reproductive Child Health issues including Maternal Health, Child Health, Family Planning, RTI, Immunization Programme, Pre-natal Diagnostic Technique (PNDT) Act, Gender Issues, NIDDCP, AIDS Awareness, Child Marriage are part of the regular ongoing publicity campaigns of all the Field Publicity Units.

<i>Sl. No.</i>	<i>Programmes</i>	<i>Actual achievements (up to 31.10.2005)</i>	<i>Anticipated Performance (01.11.2005 to 31.03.2006)</i>
1	Film Shows	23,407	20,063
2	Song and Drama	1,173	1,005
3	Special Programmes (Including Elocutions/ Essays/ Quiz comp./ Rural Sports/Painting Comp./ Rallies / Baby Shows etc.)	4,578	3,924
4	Oral Communications (Including Group Discussions, Seminars and Symposia)	32,826	28,136
5	Photo Exhibitions	19,614	16,812
6	Public Opinion gathering	3,545	3,038

National Rural Health Mission

On the advice of Ministry of Health and Family Welfare, the Directorate took up National Rural Health Mission as a prime issue for nation wide publicity this year. In a two-day national workshop held at New Delhi, the Ministry underlined various aspects of the Mission for public benefit and provided funds to DFP to launch a massive campaign. Beginning 15th September 2005, the campaign is going on in full swing in the entire country. During the campaign period, the Directorate organized five Regional Workshops of two-day duration, covering the entire country, on 'National Rural Health Mission and Social Sectors' involving the field communicators, the health functionaries and social workers for giving an in-depth sensitization on the publicity theme covering the health sector and the other social sector issues.

Pulse Polio Immunisation

The Directorate provided maximum publicity support to the efforts of the Ministry of Health and Family Welfare in eradicating Polio from the country. Special attention was given to the high-risk states of Uttar Pradesh, Bihar, Delhi, Haryana, Rajasthan, Maharashtra, Jharkhand, Madhya Pradesh and Uttaranchal. All the Field Units launched a special two- week campaign during 1-14th May, 2005 to generate public awareness and to mobilize the people to get their children of 0-5 age group immunized on

the National Polio Round on 15th May, 05. Similarly, special publicity campaigns were launched in the run up to the Sub-National Immunisation Days (SNIDs) observed on 7th August, 25th September, 20th November and 27th November 2005.

National Iodine Deficiency Disorder Control Programme (NIDDCP)

In order to arrest the occurrence of diseases arising out of Iodine Deficiency, and to motivate people to consume only iodised salt, a nation- wide public awareness campaign on NIDDCP is going on with the publicity support of DFP. This special campaign was launched on behalf of Ministry of Health and Family Welfare from November 2005 and is to be continued up to March 2006. The campaign includes screening of films, oral communications, photo exhibitions, distribution of IEC materials and holding of special interactive programmes carried out in close co-ordination with the Iodine Deficiency Disorder Cell of the State Health Departments, local NGOs, PRIs and ICDS functionaries and other Govt. agencies.

AIDS Awareness

The increasing menace of AIDS to the society still remains a matter of serious concern for the Directorate. To contain the growth and spread of this dreaded disease, DFP continued to organize awareness campaign on Acquired Immuno -Deficiency Syndrome (AIDS) and to motivate people to adopt a compassionate attitude towards AIDS victims.

Health and Family Welfare

Health and Family Welfare has been a priority area where the Directorate strives to reach out to the unreachable. Field Units through their regular field programmes tried to sensitize the people on various issues like methods of birth control, nutrition, care during pregnancy, care of the infant, advantages of institutional deliveries, age of marriage, etc. At the initiative of Department of Women & Child Development and National Commission for Women, a month-long special campaign was undertaken in the states of Uttar Pradesh, Uttaranchal, Bihar, Jharkhand, Chhattisgarh, Madhya Pradesh, Rajasthan and Chandigarh during April-May, which culminated on 11th May 2005.

Malaria Eradication

June, 2005 was observed as the Anti -Malaria Month. Field Publicity Units highlighted the preventive measures and precautions to be taken for eradication of Malaria through film shows, poster exhibitions and oral communications.

Noise Pollution

High level of Noise adversely affects the health of the people. In order to motivate the people to help in reduction of noise pollution by reduced use of firecrackers and keeping low volume of music system, the Directorate launched a countrywide campaign from October 2005, which lasted till the end of the year. During the campaign, people were sensitized about laws on noise pollution.

World No Tobacco Day

Publicity programmes were organized on the occasion of World No Tobacco Day on 31st May to highlight the ill-effects of smoking and tobacco chewing. Focus of the campaign was to generate awareness on ban on smoking in public places and the harmful effects of passive smoking.

Common Minimum Programme

With the adoption of the **Common Minimum Programme (CMP)** by the Government, all the Field

Publicity Units of the Directorate publicized various schemes formulated by the Govt. for the benefit of different sections of the society. The publicity programmes focused on all the six basic principles of CMP including promotion of social harmony, economic target to attain growth of 7-8 percent, employment generation, enhancing welfare of farmers and workers, all round empowerment of women, providing equal opportunity to the weaker sections of society. Being a grass-root level organization, the focus of DFP's publicity campaign remains the plans and schemes meant for the poor people. The Prime Minister's thrust on media reach in the North East and Jammu & Kashmir has also been a major focus of activity in the border areas.

As part of celebrations of the Platinum Jubilee of **Dandi March**, the Directorate carried out various publicity programmes to generate awareness about this historic day of 1930 and also to enlighten the younger generation about the sacrifices made during independence struggle. The campaign will continue up to April 2006.

Public Distribution System of Kerosene

On behalf of Ministry of Petroleum and Natural Gas, the Directorate has undertaken publicity campaign on Public Distribution System of kerosene in about 500 identified blocks of different States.

Non-Conventional Energy Sources

Ministry of Non-Conventional Energy Sources joined hands with the Directorate of Field Publicity in creating awareness about their programme activities in rural areas. The nodal ministry was offered the use of the office of the FPU's as demonstration centres for all kinds of equipment they desired to be exhibited.

For Ministry of Social Justice and Empowerment, the Directorate has undertaken special awareness campaign for the benefit of disabled persons, underlining various schemes and facilities implemented for their uplift. The campaign started in July and continued up to December 2005. Similarly for the social and economic uplift of SC and ST communities, DFP publicized a series of programmes highlighting

priorities and facilities meant for them. Publicity on Care for the Elderly, their Protection and Welfare is another priority area the Directorate concentrated on largely for evolving a mindset in favour of the elderly.

National Legal Services Programme

The Directorate, on behalf of National Legal Services Authority, undertook awareness campaign on Legal Literacy and Free Legal Aid Programmes for the poor, weaker and disadvantaged sections of the society. With the active participation of States Legal Services Authority, Field Publicity Units across the country observed November 9, 2005 as National Legal Literacy Day and arranged hectic awareness programmes for the rest of the month. The objective of the programme was to motivate eligible persons to make use of Free Legal Services and not to be misguided by vested interests.

Besides, themes like National Integration & Communal Harmony, Sarva Shiksha Abhiyan, Untouchability and Environment Protection continued to be part of DFP's routine publicity programmes.

Fortnightly News Digest

Apart from publicity activities, feedback to government on public perception of its programmes and policies is another important service that DFP has been rendering to the Government. In addition to the regular monthly feedback, recently introduced 'Fortnightly News Digest' in the form of reporting the ground situation of the people and the society provides useful information to the policy makers and the executives in formulation and implementation of Govt. policy and programmes on various issues of national importance.

Information Facilitation Centre

With the introduction of Right to Information Act, 2005 and to facilitate access of the remotest rural inhabitant to Information on Government, all the Field Publicity Units are being made to act as Information Facilitation Centres. The Regional Heads have already been designated as Public Information Officers/Asstt. Public Information Officers to do the needful on behalf of the Directorate.

Multimedia campaigns

Conducting Multimedia Campaign by involving participation of other Media Units on issues of national importance on a wider canvas is yet another major function of the Directorate. The idea behind such programme is to bring all Govt. Media Units on one platform and undertake intensive campaign on the theme so as to give a lasting effect on the target audience. The Directorate organized a one-day National level Workshop on Multi Media Campaign at New Delhi during November 2005 with the participation of Heads of other Media Organisations and some of their Regional Heads to formulate a strategy to conduct Multi Media Campaigns in various parts of the country. This year each region is expected to conduct at least two such programmes on National Rural Health Mission.

Observation of Important National & International Events/ Days/ Weeks and themes:-

The Field Publicity Units under the guidance of Regional Heads organized appropriate publicity programmes related to Prevention of Blindness Week 1-7 April 2005, World Health Day on April 7, 2005, World Earth Day on April 22, 2005, National Labour Day on May 5, 2005, World Red Cross Day on May 8, 2005, Technology Day on May 11, 2005, Anti Terrorism Day on May 21, 2005, World No Tobacco Day on May 31, 2005, World Environment Day on June 5, 2005, World Population Day on July 11, 2005, World Breast Feeding Week from August 1 to 7, 2005, Independence Day on August 15, 2005, Sadbhavana Diwas and Communal Harmony fortnight from August 19 to September 5, 2005, National Nutrition Week from September 1 to 7, 2005, Teachers Day on September 5, 2005, International Literacy Day on September 8, 2005, Hindi Fortnight from September 14 to 28, 2005, World Tourism Day on September 27, 2005, International Day for Elderly People on October 1, 2005, Mahatma Gandhi's Birthday and Anti- Untouchability Week from October 2 to 8, 2005, Family Welfare Fortnight from October 11 to 25, 2005, Global Iodine Deficiency Disorders Day on October 21, 2005, International Week of Science and Peace from November 9 to 14, 2005,

Children's Day on November 14, 2005, Qaumi Ekta (National Integration) Week from November 19 to 25, 2005, National Integration Day on November 19, 2005, Welfare of Minorities Day on November 20, 2005, Child Right Day on November 20, 2005, Linguistic Harmony Day on November 21, 2005, Weaker Section's Day on November 22, 2005, Cultural Unity Day on November 23, 2005, Women's Day on November 24, 2005, Conservation Day on November 25, 2005, World AIDS Day on December 1, 2005, National Pollution Control Day on December 2, 2005, Girl Child Day on December 8, 2005, Human Rights Day on December 10, 2005, National Energy Conservation Day on December 14, 2005.

During the period from January to March 2006, the Directorate would observe Road Safety Week from January 5 to 11, 2006, National Youth Day on January 12, 2006, Republic Day on January 26, 2006, Anti-Leprosy Day on January 30, 2006, Oil Conservation Fortnight from February 1 to 14, 2006, National Science Day on February 28, 2006, International Women's Week from March 1 to 7, 2006, International Women's Day on March 8, 2006, Consumer Rights Day on March 15, 2006.

Fairs And Festivals

DFP also took part in numerous *melas* and festivals held in various parts of the country for carrying out its campaigns. A few important fairs and festivals in which DFP participated are:

1. Kumbh Mela of Godavari River in Andhra Pradesh
2. Krishna Puskaram (Kumbh Mela of River Krishna) of Andhra Pradesh
3. Folk Fair at Puri
4. Perfect Health Mela at Shivaji Place, Raja Garden, New Delhi from 21-30th October 2005
5. Shraavanmas Mahotsav Mela at Khurja, Uttar Pradesh
6. Health Mela at Rai Bareilly from 31.03.2005 to 03.04.2005

7. Car Festival of Lord Jagannath, 2005 in Puri, Baripada and Koraput in Orissa on 8th July 2005
8. Tiranga Utsava in Dilli Haat in coordination with Dilli Haat and Delhi Tourism & Transportation Development Corporation Ltd.
9. International Trade Fair of India – New Delhi
10. International Film Festival of India 2005- Goa

Vigilance activities of the Directorate during the year

The Directorate attaches maximum attention to vigilance activities so as to curb indiscipline and irregularities in day-to-day functioning. The Director General is the Competent Authority for vigilance proceedings at Directorate level and the Regional Directors at Zonal level. Preventive, surveillance and detective activities are being carried out intermittently to tighten the procedures. During the year nine (9) complaints on irregularities have been examined and preliminary enquiry conducted. In five (5) cases P E reports are submitted. As in the past, DFP Headquarters, Regional Offices and the Field Publicity Units observed Vigilance Week in the month of November 2005. Publicity programmes highlighting the need for corruption-free society for social and economic uplift of the country were organized during this week.

USE OF HINDI IN DIRECTORATE OF FIELD PUBLICITY

DFP has undertaken earnest efforts to implement instructions issued by the Department of Official Language on the progressive use of Hindi for official purpose of the Union as contained in the Official Language Act, 1963 and the Official Language (use for official purposes of the Union) Rules 1976. Periodic inspections were undertaken to ensure promotion of Hindi in official work.

Observance Of Hindi Day/Fortnight

With a view to accelerating the use of the Official Language and increasing awareness of the employees regarding Official Language Policy and various incentive schemes for using Hindi in official work,

“Hindi Fortnight” was observed from 14-28 September 2005. During the Fortnight, various competitions like Hindi Essay Writing, Hindi Typing, Hindi Elocution, Hindi Antakshari, etc. were organized at the DFP Hqrs.. Regional offices of DFP conducted about 73 film shows, 95 oral communications, 15 essay competitions, 9 sangoshti, 3 public meetings, 10 calligraphy competitions, 3 reading competitions, 12 elocutions, 4 quiz competitions, 2 paricharchas, 1 parisamvad, 1 typing competition, 1 noting/drafting competition, 3 kavi sammelan, 1 Hindi dictation competition and 11 other special programmes during the fortnight.

SONG & DRAMA DIVISION

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

Organizational set up

Functioning from Headquarters at Delhi the Division has the following field offices: (a) Twelve Regional Centres at Bangalore, Bhopal, Chandigarh, Chennai, Dehradun, Delhi, Guwahati, Kolkata, Lucknow, Pune Raipur and Ranchi; (b) Seven Border Centres at Imphal, Jammu, Shimla, Nainital, Darbhanga, Jodhpur and Guwahati; (c) Six Drama Troupes at Bhubaneshwar, Delhi, Hyderabad, Patna, Pune and Srinagar; (d) Nine Troupes of Armed Forces Entertainment Wing at Delhi and Chennai; (e) Three Sound and Light Units at Allahabad, Bangalore and Delhi and (f) Tribal Pilot Project at Ranchi. With the help of about 515 departmental staff artistes, approximately 700 registered troupes and about 800 empanelled artistes the Division organized 32000 Programmes (upto Dec. 2005) during 2005-06.

During January-March 2005 the Division organized 7100 performances through all the field units in which Special campaigns on Prevention of AIDS, use of iodinated salt and various themes of Health and Family Welfare were the major events. 21 shows of Sound and Light programme entitled Samar Yatra were presented at Pune, Surat and Rajkot. Wide coverage was provided for Republic Day Celebrations, Birth Anniversary of Netaji Subhas Chandra Bose, National Youth Day, Dandi March, International Women’s Day, Consumers Right Day and Holi Festival. The Armed Forces Entertainment Wing of the Division presented a special programme at Delhi in which Smt. Sonia Gandhi was the Chief Guest.

Armed Forces Entertainment Wing

The Division caters to the entertainment requirements of the Armed Forces in most inhospitable and remote border and forward areas. The Armed Forces Entertainment Wing troupes are very popular presenting folk dances from all the states in original and attractive forms, colour and costume, thereby highlighting the cultural harmony of the country. The areas visited by these troupes include Leh, Ladakh, Chumathang, Thoyas, Partapur, Mokokchung, Lung Talai, Alon Samdhu , Pang , Port Blair and other islands. During the year up to December 2005 the wing has presented 167 Programmes.

Tribal Publicity

Ranchi Tribal Centre was established in 1980 to enhance awareness activities by involving more tribal artistes in the developmental process. 688 Programmes were presented by the troupes in the tribal areas of Bihar, Chattisgarh, Jharkhand, Madhya Pradesh and Orissa to educate the people about various developmental schemes designed for them during 2005-2006

Border Publicity Troupes

The Border Publicity Troupes are Departmental troupes functioning at Imphal, Guwahati, Darbhanga, Nainital, Shimla, Jammu and Jodhpur. These troupes do publicity in the remote border areas to educate the people about various development schemes and also to counter propaganda across the border. These

Programmes were organized in close coordination with SSB, BSF and other Government agencies. 669 Programmes were presented by these troupes.

Departmental Drama Troupes

During the year the Departmental Drama Troupes situated at Pune, Patna, Hyderabad, Bhubaneswar, Jammu and Delhi presented 290 shows of plays on various themes like Family Welfare, AIDS, Drug Abuse, National Integration, Communal Harmony, Environmental issues etc. These troupes presented shows especially in local fairs and festivals where large number of people congregate.

Plan Scheme

ICT activities in Hilly/Tribal/Desert/Sensitive and Border Areas and Impact Assessment and Modernization of Song and Drama Division

The following are the components of the approved plan scheme of the Division during 2005-06 :

- (a) Information, Communication, Technology activities in hilly/tribal/desert/ sensitive & border areas to present 4000 Programmes.
- (b) Activities in 56 identified districts.
- (c) Publicity on Common Minimum Programmes in 12 Regional Centres
- (d) Special Activities in J&K and North East.
- (e) Presentation of Theatrical shows on National/ social themes.
- (f) Modernisation of Song and Drama Division.

ICT activities in hilly/tribal/desert/sensitive & border areas

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

local people in their respective dialects and idioms and forms. Under this scheme 4323 Programmes were organized (till Dec. 2005)

Activities in 56 Identified Districts

During the year 2005-2006 under plan scheme activities in 56 identified districts the Division is presenting Programmes in the specially identified 56 districts all over India. National Integration, communal Harmony, Anti-Terrorism and Patriotism are the themes being highlighted through these Programmes. During the year 8400 Programmes are to be presented and 558 Programmes are presented till December 2005.

Publicity on Common Minimum Programme

Under plan scheme Publicity on Common Minimum Programme this Division will present 9400 Programmes during 2005-06. During the year till December, 4262 programmes were presented. These Programmes highlighted the salient features of CMP.

Special Activities in J&K and North East Regions

During the year 2005-06 the Division as approved by the planning commission proposes to present 30000 Programmes providing special coverage for North-East, Jammu & Kashmir and other identified districts.

Presentation of Theatrical shows on National Themes

With the objective of educating the people in general and youth in particular about the rich cultural and historical heritage of the country, the Sound & Light Units of the Division organize Sound and Light Programmes in various parts of the country. The Division presented programme entitled "Samar Yatra" at Surat and Patiala, "Kavita Mein Krishna" at Kullu (H.P), "Shatroopa" at Raibareilly. The Bangalore unit presented "Karnataka Vaibhav" at Chikmagalur, "Vijayanagara Vaibhava" at Hampi in Karnataka and "Swatantriyam Thanne Jeevitham" at Malapuram. During the year the Division presented 49 shows till December 2005.

HEALTH & FAMILY WELFARE

The Division presented about 10000 Programmes for the Ministry of Health and Family Welfare on different themes on health awareness all over the country up to December 2005. The field units of the Division presented special Programmes in all the Swasthya Melas organized by the Ministry of Health and Family Welfare in various parts of the country including World Population Day. Perfect Health Mela in New Delhi was provided wide coverage. Publicity Programmes on Health oriented themes during India International Trade Fair in Nov., 2005 at Pragati Maidan, New Delhi was an important highlight of the year. 4563 Programmes on Pulse Polio Immunization, 116 Programmes on PNDT Act & Girl Child, 141 Programmes on Leprosy care and 315 Programmes on use of iodinated Salt were presented till December 2005.

SPECIAL CAMPAIGN ON PREVENTION OF AIDS

All the field units presented programmes on prevention of AIDS. Prior to presentation of Programmes in the field the participating troupes were given orientation on the theme of woman and child care, girl child, HIV and AIDS. The Bangalore centre presented 409 Programmes on AIDS in coordination with Karnataka State AIDS Prevention Society . In all 1607 Programmes were presented in the identified districts all over the country.

FAIRS & FESTIVALS

Apart from observing special days of significance, Song and Drama Division took part in local fairs and festivals held in various parts of the country by carrying out publicity and campaigns.

IN TSUNAMI AFFECTED AREAS

For the children of the Tsunami affected areas the Division organized special orientation workshops on health, hygiene and water sanitation in coordination with UNICEF in Tamil Nadu. 300 Programmes were presented in Nagapattinam, Cuddalore and Kanyakumari districts.

OTHER MAJOR ACTIVITIES

Special publicity was undertaken on common minimum programme all over the country specially in North Eastern States, Jammu & Kashmir and other border areas of the country. During the year the Division provided coverage for special campaigns on Anti-terrorism in the affected areas, Dandi March, Ambedkar Jayanti, Puri Car Festival, Quit India Movement Day, Independence Day, Sadbhavana Diwas, Gandhi Jayanti Day, Multi Media Campaign in Jammu & Kashmir and sensitive areas of the country, Quami Ekta Week, Children's Day, and all other major events and local fairs, festivals and anniversaries were provided adequate coverage. In connection with Sawan Teej Mela, 38 Programmes were organised in Rajouri and Doda Districts of J&K. Programmes were presented on occasions of World Health Day, Annual Day of Rajya Sabha, Platinum Jubilee of Dandi March, Press conference of Balvivaah Abhiyan, Birth Anniversary of Babu Jagjivan Ram, All India Meeting of the State Secretaries organized by National Commission for Women, National Meet for Women in Governance, Eye Donation Awareness fortnight, Phool Walon ki Sair at Delhi, 52nd National Film Festival, etc.

PRESS INFORMATION BUREAU

The Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information to the print and electronic media on government policies, programme initiatives and achievements. Functioning as an interface between the Government and the media, the PIB also provides feedback to the Government with people's reaction as reflected in the media. With its 8 Regional Offices and 35 Branch Offices and Information Centres, the PIB disseminates information through different modes of communication, such as Press Releases, Press Notes, Feature Articles, Backgrounders, Press Briefings, Photographs, Press Conferences, Interviews, Database available on Bureau's website, Press tours, etc. The information material released in English, Hindi, Urdu and 13 other regional languages reaches about 8,400 newspapers and media organizations.

At its headquarters, the Bureau has Departmental Publicity Officers who are attached to various ministries and departments for the purpose of assisting them in disseminating information to the media through press releases and press conferences, etc., and advise on all matters pertaining to publicity activities. They also provide feedback to their respective ministries and departments. As part of the Special Services, the Feedback Cell in the PIB prepares a daily digest and special digests based on news stories editorials from national as well as regional dailies and periodicals. The Feature Unit of the Special Services of the Bureau provides backgrounders, updates, features and graphics. These are circulated in the national network and also sent to the Regional

and Branch Offices for translation and circulation to the local Press.

On the e-Clipping Project, till December 2005, about 2,45,100 Press Clippings have been digitized in the Asset Management Programme 'CUMULUS'.

The Feature Unit of the Bureau provides backgrounders, updates, info-nuggets, features and graphics which are circulated on the National Network, Internet and also sent to the regional/Branch offices for translation and circulation to the local press.

PIB arranges photo coverage of various Government functions throughout the year and photographs are

पत्र सूचना कार्यालय
PRESS INFORMATION BUREAU
भारत सरकार
GOVERNMENT OF INDIA

आर्थिक सम्पादकों का सम्मेलन
ECONOMIC EDITORS' CONFERENCE

16-18 नवम्बर, 2005
8 November, 2005



The Minister of Finance Shri P. Chidambaram speaking at the inauguration of the Economic Editors' Conference-2005, organized by the Press Information Bureau in New Delhi on November 16, 2005

supplied to dailies and periodicals. During April 2005 to December 2005, the Photo Publicity Unit of the Bureau covered 1094 assignments and released 1265 photos. The Photo Unit has undertaken digitization of Photo Library (Archives) with the collaboration of Photo Division, this year. The Library has about 8 lakh rare photographs in positives with captions. About one lakh photographs have been digitized so far. During the period the Bureau issued 77,613 press releases and 4,568 features and organised 1289 press conferences. The Bureau gave excellent publicity to the recently held IFFI-2005 at Goa. It also facilitated media arrangement for **Pravasi Bharatiya Divas** at Hyderabad.

PIB provides accreditation to Media representatives including foreign media at the Headquarters. This facilitates them to access information from the Government sources. A single window system has been introduced to grant temporary accreditation to foreign journalists. About 1146 correspondents and 309 cameramen/ photographers are accredited. Besides 171 technicians and about 65 Editors and Media critics have also been granted accreditation. Apart from regular accreditations, PIB also grants more than 500 temporary accreditation every year to foreign media persons who visit India for short periods. PIB set up a full-fledged Media Center at IFFI-2005 at Goa. The forms for IFFI accreditation were made available online. For the first time Still photographs and video clips of participating films were uploaded on the PIB website and also distributed on CDs to accredited media persons. A Media Center was set up for Central Asian Oil Ministers' Round Table on 25th November 2005 in New Delhi in which delegates from 9 countries participated.

The Feature Unit of the Bureau has been producing on an average over 250 features annually including photo features and backgrounders. All PIB features have a wide readership in all languages across the country and are available on PIB's website www.pib.nic.in.

The PIB's home page on Internet makes available

publicity material at www.pib.nic.in in Hindi, English and Urdu. With increasing popularity of PIB website, there is increasing demand for high-resolution photographs and releases by e-mail. There are now about 8000 subscribers of PIB mail services who receive press releases of their choice by e-mail. The website of PIB (<http://pib.nic.in>) has been re-designed to operate in dynamic mode. From 1st December 2003 all new contents have been put on dynamically searchable mode. The Bureau's intranet portal, Intra-PIB, is meant to be an interactive tool for coordination, information sharing and monitoring in the headquarters and field offices. All the Regional and Branch Offices were given user accounts in the site <http://intrapib.nic.in>.

The major highlight was securing wide publicity for relief and rehabilitation efforts during the Tsunami disaster from December 26, 2004 onwards. Two Media Centers were opened for Tsunami hit areas, one at Nagapattinam in Tamil Nadu which started functioning since 31.12.04 and the other at Port Blair in the Andaman and Nicobar Islands, which began functioning on 9th January 2005 at the Tsunami hit areas. A number of press releases and visual coverages were arranged when various delegations met the Prime Minister Dr. Manmohan Singh on his visit to the Tsunami affected areas and also on his visit to Kolkata to attend the CII meeting. Successful media management was provided to publicise the President's Address to the Nation on the eve of Independence Day and the Prime Minister's Address from the rampart of the Red Fort on Independence Day. Full text of the speech, highlights and quotable quotes were released. For the first time, live webcast of the President's Address to the Nation on the eve of Independence Day and the Prime Minister's Address from the ramparts of the Red Fort on Independence Day were available on PIB's website.

The Bureau brought out 'Taking India Ahead', the compilation on the policies, programmes and initiatives implemented by the UPA Government in its one year in office, and extensively circulated it in the media throughout the country. Booklets under

the title “A caring Government – One year of the UPA Government” were printed and distributed among the media persons.

Economic Editors’ Conference was organized on 16-18 November 2005 in New Delhi, in which 300 local and 85 outstation financial/economic editors participated. Twelve Ministers from Finance, I&B, Textiles, Shipping, Road Transport & Highways, Commerce & Industry, Petroleum & Natural Gas, Statistics & Programme Implementation, Civil Aviation, Company Affairs, Steel, Chemical & Fertilizers and Planning Commission participated. The various issues discussed in the Conference got nation wide publicity in all regional languages of the country. The opportunity was also utilized for getting feedback from the financial writers and editors on the Government’s programmes and policies.

For the first time PIB organised the Editors’ Conference on Social Sector Issues-2005 with a focus on the North East Region at Guwahati from November 9-10, 2005 (ECSSI-2005). Over 60 journalists from 16 states interacted with Union Ministers and Senior Officers of 5 Ministries. Field visits by journalists were also organized to the centrally sponsored development projects in and around Guwahati and Shillong.

Various multi media campaigns on the development programmes mentioned in the National Common Minimum Programme, especially in agriculture, rural development, education, women & child development, AIDS awareness, National Rural Health Mission, Employment Guarantee Scheme, National Integration & Communal Harmony and the Girl Child were launched by the PIB Regional and Branch Offices of Mumbai, Kolkata, Chandigarh, Lucknow, Bhopal, Guwahati, Raipur and Port Blair.

PIB, Chennai organised a Multi media Campaign on Common Minimum Programme from November 14 to 19 at Madurai, inaugurated by Union Finance Minister, Shri P. Chidambaram, in which more than 25 organisations representing public sector banks and insurance companies, Departments of Govt. of India

and Tamil Nadu, and non-governmental organisations, including Women Self-Help Groups participated. The campaign focussed on agricultural loans, loans for self-employment and educational loans, facilities for self-employment and skill empowerment with a view to emphasize the opportunities available for self-employment. Loans amounting to Rs.5 crore were distributed to nearly 440 people towards these objectives.

Multi-media support was extended to the PM’s talks with Hurriyat leaders; and the addresses at the Conference of Rural Cooperative Credit Institutions, National Integration Council Meeting, National Conference of the Superintendents of Police, Golden Jubilee Celebrations of the Life Insurance Corporation of India.

Wide multimedia publicity was provided to the address of the Prime Minister, and Home Minister at the two-day National Conference of District Collectors held on 19th and 20th May in New Delhi, which discussed how the delivery system at the district level could be improved to make the administration more responsive and efficient. Wide multimedia coverage was secured for the PM’s address at the National Conference on Krishi Vigyan Kendras and the meeting with People’s Consultative Group nominated by the ULFA for talks with the Government.

Further, Multi-media Publicity was arranged for the trade related decisions taken by the Government during the visits of foreign dignitaries/delegation, *inter alia*, Dr. Geoff Gallop, Premier of Western Australia; Romanian Minister of Economy and Commerce; Mayor of Barcelona, Mr. Laurens Jan Brinkhorst; Deputy Prime Minister and Minister for Economic Affairs of the Netherlands; a high-level trade delegation led by Mr. Jean-Jack Queyranne, President of Rhone-Alpes Region in France.

Multi-media publicity was also arranged for the visits of Indian delegation led by the Union Minister of Commerce and Industry to the key meeting of the WTO Trade Ministers in Zurich, the WTO meeting at

Hong Kong in December 2005 and the meeting of the G-33 in Geneva when several member countries appreciated India's role in making G-33 an effective grouping in the WTO.

Special press briefings were arranged in connection with Cabinet/Cabinet Committee meetings and releases were placed on the Bureau's website. One to one briefings for a large number of correspondents were done on the release of prisoners by India and Pakistan. Arrangements were made to widely publicize the PM's reply to the debate in both Houses of Parliament on his visit to the USA; debate on Adjournment Motion on Nanawati Commission Report; debate on the National Rural Employment Guarantee Bill; three meetings regarding reservation for women in Parliament and legislatures and two meetings of the Knowledge Commission.

Publicity was arranged for the Conference of Chief Ministers on internal security and law and order, meeting of Chief Ministers of Naxal-affected States, ninth meeting of Inter-State Council, meeting of the reconstituted National Integration Council, relief and rehabilitation work in flood-hit areas of Gujarat, Madhya Pradesh, J&K, Himachal Pradesh, efforts to end the economic blockade in Manipur, steps taken by the Government following submission of Nanawati Commission Report in 1984 riots, Home Secretary level talks between India and Pakistan on terrorism and drug trafficking, India and Bangladesh and India and Myanmar, National Conference of Superintendents of Police, release of detenus in Jammu and Kashmir and review of observance of human rights by the security forces in pursuance of the assurance given by the PM to the Hurriyat delegation, release of Pakistan civil prisoners, scope of the overseas citizenship of India scheme and preparation and introduction of Disaster Management and Communal Harmony Bills.

Flagging off of the Srinagar-Muzaffarabad bus by the Prime Minister from Srinagar was a major media event, which attracted over 400 media persons from national and international media agencies. The

Bureau played a major role in media management for this event in cooperation with State government and External Publicity Division of Ministry of External Affairs and Defence Forces in arranging live coverage and conducting media in all the three major points, i.e., Srinagar, Islamabad and the Kaman Bridge at the LOC. Lt. Col. V.K. Batra, SM PRO's Defence interaction with the media on the occasion has been commended by Lt. General Nirbhay Sharma, General Officer Commanding.

Bureau made special arrangements for the coverage of PM's foreign visits to New York to address UN General Assembly, France, Kabul, UK, SAARC Summit, Dhaka, Moscow and ASEAN Summit at Kuala Lumpur. Wide coverage was provided to the high-profile multi-media publicity of the Prime Minister's visit to France and USA during the period September 11-17, 2005. His departure statement remarks on meeting with President Jacques Chirac and Indo-France Joint Statement in Paris, launching of UN Democracy Fund and Indo-Pak Joint Statement in New York and his visit for G-8 Summit at Gleneagles, UK were widely publicized. PM's address to the UN General Assembly was webcast live and the text of the speech was instantly put on PIB's website.

The opening and closing remarks of the Prime Minister and the President of India at the two-day Conference of Governors held at Rashtrapati Bhavan, PM's visit to the flood affected areas of Maharashtra, the disruption due to heavy rains and floods in different parts of Gujarat, Goa and Maharashtra, particularly in Mumbai and the relief and medical facilities provided to the stranded railway and air passengers, quick settlement of Insurance claims in the flood affected States of Maharashtra and Gujarat, Prime Minister's visit to the quake affected areas in the State and appeal to contribute to the PM's National Relief Fund for the relief operations were publicized. Special efforts were made to project the steps taken by the Government towards relief and rescue operations in the wake of earthquake in Jammu & Kashmir. Wide publicity was arranged for

HIGHLIGHTS OF PUBLICITY EFFORTS

MULTI MEDIA PUBLICITY

- One year of completion of UPA Government
- WTO Conference held at Hong Kong in December 2005
- Meeting of the WTO Trade Ministers in Zurich
- Multi Media Campaign on Common Minimum Programme
- Assembly elections in Bihar
- Indo-German Joint Commission Meeting on Industry & Economic Cooperation
- PM's talks with Hurriyat leaders
- IFFI 2005
- Press Party of about 20 Journalists to Pakistan coinciding with Oil Ministers' visit to Pakistan

WIDE MEDIA COVERAGE PROVIDED TO

- The policies, programmes and initiatives implemented by the UPA Government in its one year in office.
- Flagging off of the Srinagar-Muzaffarabad bus by the PM from Srinagar.
- Implementation of VAT, EPF interest rate & disbursement credit.
- World Communication Day 2005 when commemorative postage stamp on Narayan Meghaji Lokhande was released.
- Passage of Special Economic Zone Bill by both houses of the Parliament.
- Signing of the Comprehensive Economic Co-operation Agreement (CECA) between Singapore and India.
- Exemption from Service Tax on many services, expansion of the base of service tax and making tax payments friendlier.
- The First meeting of the Inter-State Council under the UPA Government.
- PM's visit to the flood affected areas of Maharashtra.
- PM's visit to G-8 Summit at Gleneagles, UK.
- WTO mini-ministerial meeting in Dalian, China.
- Launching of E-Ticketing scheme on pilot basis in Delhi and Kalka Sectors.
- Home Secretary level talks between India and Pakistan on terrorism and drug trafficking.
- PM's visit to France and USA.
- Press Conferences by the PMs of India and UK at the end of Indo-EU Summit and Indo-UK Summit.
- Speeches of FM at Commonwealth Finance Ministers Meeting and IMA/World Bank Meetings.
- Steps taken by the Government towards relief and rescue in the wake of earthquake in J&K.
- Rajiv Gandhi Akshay Urja Diwas.
- Hydrogen Energy Roadmap presentation to Oil Minister.

SPECIAL PUBLICITY CAMPAIGNS

- Meeting of the Group of Experts on the Establishment of SAARC Media Development Fund.
- Economic Editors' Conference 2005.
- Editors' Conference on Social Sector Issues- NE - 2005.
- International Film Festival of India (IFFI -2005).
- Pravasi Bharatiya Diwas at Hyderabad.
- Round Table meeting with Asian Oil Ministers, Producers from West Asia and Principal Consumers.
- Round Table meeting with North & Central Asian oil producers and major Asian consumers.

REGIONAL/BRANCH OFFICES OF PIB

Name of Regional Office	Branch Office	Office-cum-Information centre	Information Centre	Camp Office	Total
1. NORTHERN REGION <i>Chandigarh</i>	1. Jammu 2. Shimla 3. Dehradun	1. Srinagar 2. Jalandhar			6
2. CENTRAL REGION <i>Bhopal</i>	1. Jaipur 2. Indore 3. Kota 4. Jodhpur 5. Raipur				6
3. EAST CENTRAL REGION <i>Lucknow</i>	1. Varanasi 2. Kanpur 3. Patna 4. Ranchi				5
4. EASTERN REGION <i>Kolkata</i>	1. Cuttack 2. Agartala 3. Bhubaneswar	1. Gangtok			6
5. NORTH EASTERN REGION <i>Guwahati</i>	1. Shillong	1. Kohima 2. Imphal	Aizwal		5
6. SOUTH CENTRAL REGION <i>Hyderabad</i>	1. Vijayawada 2. Bangalore				3
7. SOUTHERN REGION <i>Chennai</i>	1. Madurai 2. Cochin 3. Thiruvananthapuram 4. Kozhikode*	Port Blair			5
8. WESTERN REGION <i>Mumbai</i>	1. Nagpur 2. Pune 3. Panaji 4. Rajkot 5. Nanded 6. Ahmedabad				7
Total : ROs=8	BOs=28	5	2		43

* Non-functional

release of commemorative Postage stamp on Narayan Meghaji Lokhande by PM, for release of two sets of commemorative coins on World Communication Day 2005 and launching of the second phase of national level campaign on Birth Certificates by Home Minister. Wide publicity was also arranged for the Home Secretary level talks between India and Pakistan. The Bureau gave wide publicity to the announcement of the annual supplement to the Foreign Trade Policy 2004-09 on April 8, 2005 which unveils new trade initiatives with continued thrust on exports; passage of Special Economic Zone Bill by both Houses of Parliament; expected generation of FDI of US\$ 2 billion; 50% growth in employment opportunities; crossing of US\$ 6.5 billion exports during April 2005; participation of Commerce and Industry Minister at the WTO Mini Ministerial at Paris; inauguration of the Indo-Australia Joint Business Council at Sydney; signing of Comprehensive Economic Co-operation Agreement (CECA) between Singapore and India, inauguration of the Board of Trade meeting by the Commerce Minister. The finalization of the three Enquiry points

on Sanitary and Phyto Sanitary (SPS) measures by Department of Commerce to handle queries relating to SPS regulations were widely publicized and special efforts were made to highlight the same prominently both in the print and electronic media.

Wide publicity was given for the measures for effective devolution of functions, funds and functionaries to Panchayats, media attention was drawn to the concept of Rural Business Hubs involving Confederation of Indian Industry (CII) and Panchayats for value addition and marketing of local resources. Several Press parties were organized to accompany the Minister of Panchayati Raj, to States like West Bengal, Orissa, Karnataka, Uttaranchal, Arunachal Pradesh, Chhatisgarh, Haryana and Rajasthan to cover review of the Panchayati Raj Institutions and oversee the computerized accounting system and interaction with the Gram Panchayat members. The event was widely publicized. Publicity was arranged for Minister of Panchayati Raj at Bangalore for the review meeting on the recommendations of the Round Table meetings.

SOME STATISTICS

(April 2005 to November 2005)

1.	No. of assignments covered by Hqrs.	969
2.	No. of newsphotos released to newspapers.	898
3.	No. of photos released by PIB.	11469
4.	No. of press releases.	77613
5.	No. of features issued.	4568
6.	No. of press conferences organised.	1289

PHOTO DIVISION

Introduction

Photo Division, a media unit for visual support is a subordinate office under the Ministry of Information and Broadcasting. The Division is responsible for visual documentation and preparing photographs both in black & white and colour, for internal and external publicity on behalf of the Government of India.

The main function of the Photo Division is to document photographically growth and Development as well as the political, economical and social changes in the country and to provide visuals (still) to the media units of the Ministry of Information and Broadcasting and other Central and State Government Ministries/ Departments including President Secretariat, Vice-President Secretariat, Prime Minister's Office, Lok Sabha/Rajya Sabha Secretariats and Indian Missions abroad through XP Division of the Ministry of External Affairs.

The Division supplies photographs on payment both in black & white and colour to the non-publicity organizations and general public through its Pricing Scheme.

10TH PLAN PROGRAMME

During the 10th Plan Period, keeping in view the changes in technology, the Division redesigned its Plan Project emphasizing the digitalization of its laboratories and the images available in its archives. During the third year of the Plan period it took up the Archiving, Cataloguing and Digitalisation of the images available with the Photo Division along with converting its laboratories into a digital Lab in phased manner and upgrading the News Photo Network. The Division, for its Modernisation, has acquired digital cameras and lap tops with V Data Card for quick transmission of the images directly from the place of coverage. The Division now, transmits the digital photographs quickly for release to Press. The Division has converted 212545 images in the Cumulus System as part of its Cataloguing and Digitalisation of images.

IMPORTANT ACTIVITIES

The Division provided extensive photo coverage of Prime Minister's historic visit to U.S.A, Prime

Minister's address to the joint meeting of the Congress and his bilateral meeting with U.S. President, Prime Minister's address to the UN and his visits to various nations.

The Division provided extensive photo coverage of the 36th IFFI held at Goa. A large number of photographs were released to PIB for press publicity. Around ten thousand photographs were supplied for distribution to journalists.

The Division undertook photo coverage of various visiting Head of States/Government of foreign countries, besides many others who visited India during the period under report.

The Division has supplied 89 albums comprising 21001 photographs to the Nehru Memorial Fund, Indira Gandhi Memorial Trust and Rajiv Gandhi Foundation under its Pricing Scheme so that the researchers attending these libraries could be benefited.

The Photo Division has done some unique feature coverage on Bus Journey from Srinagar to Mujaffarabad, Udhampur-Jammu Srinagar Track, Tiger in Delhi Zoo and Metro Rail in Delhi.

During April to December, 2005 the Division supplied approximately 35985 photographs for 985 number of releases to the press.

Photo Division successfully organized its 17th National Photo Contest on the theme "SECULAR INDIA".

The Division made an extensive photo documentation work on the varied developmental activities of all the eight states of the North-East Region.

'Plan Performance 2005-06

The allocation under Plan Scheme is as under:

(Rs. in lakhs)

Sl. No.	Name of the scheme	B.E. 2005-06	R.E. 2005-06
1.	2.	3.	4.
1.	Modernisation of Photo Division	110.00	110.00

INDIAN INSTITUTE OF MASS COMMUNICATION

Background

The Indian Institute of Mass Communication (IIMC), an autonomous organization under the Ministry of Information and Broadcasting is recognized as a 'Centre of Excellence' in the field of communication teaching, training & research. The Institute was set up on 17th August 1965 as a Department of the Ministry of Information and Broadcasting with the objective to evolve a methodology for effective use of communication resources as a part of the country's overall development strategy. Later, IIMC was registered under the Societies Registration Act (XXI) of 1860 on 22nd January 1966 as an autonomous

organization. It receives grant-in-aid from the Government of India through the Ministry of Information and Broadcasting, to meet its recurring & non-recurring expenditure. While IIMC provides knowledge and skills to communicators in a variety of disciplines including print, photography, radio & television, development communication, communication research, advertising & public relations, it also collaborates with national & international agencies in conducting seminars, trainings, workshops etc. It also undertakes joint research projects and organizes short-term courses to meet the specific needs of the industry, government and public sector organizations.

CURRENT ACTIVITIES

During the year 2005-06, the IIMC conducted the



The Minister of Information and Broadcasting Shri S. Jaipal Reddy inaugurated the new building of Doordarshan Bhawan 'Tower B' in New Delhi on August 23, 2005

following long term training programmes and Diploma Courses:

1. Orientation Course for Officers of the Indian Information Service (Group 'A');
2. Post-graduate Diploma Course in Journalism (English) at New Delhi and Dhenkanal (Orissa);
3. Post-graduate Diploma Course in Journalism (Hindi);
4. Post-graduate Diploma Course in Advertising and Public Relations;
5. Post-graduate Diploma Course in Radio & TV Journalism;
6. Post-graduate Diploma Course in Oriya Journalism; and
7. Diploma Course in Development Journalism.

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

In order to enrich the content and to add value to the present courses being run by the Institute, detailed interaction is carried out between the faculty and practitioners/specialists in the fields of print media, electronic media, advertising, public relations, broadcasting and printing.

Based on the inputs received from the industry, the courses are revamped to provide more practical inputs and knowledge.

SEMINARS AND CONFERENCES

The Institute has been organizing seminars, symposia and conferences on various themes of communication with a view to contributing towards a better understanding of communication in the context of India and other developing countries.

CONSULTANCY

The Institute provides consultancy services on request to Central and State Government Departments and Public Sector Undertakings and helps in designing

and organizing training and research programmes related to Development Communication.

ACADEMIC SESSION

On the basis of written Entrance Test for admissions held on 20th May 2005 at 8 centers including New Delhi and other parts of the country, a total of 40 students joined Journalism Course (Hindi); Forty three (43) students were enrolled for Journalism Course (English) at New Delhi and 39 students at Dhenkanal; 50 students joined Advertising and Public Relations Course; 35 students were admitted in Radio & TV Journalism Course; and 15 students joined Oriya Journalism Course at Dhenkanal. Out of these students, thirteen were NRI students, who were admitted to the Advertising & Public Relations, Radio & TV Journalism & English Journalism courses. All the Post-graduate Diploma Courses commenced from 1st August 2005.

DIPLOMA COURSE IN DEVELOPMENT JOURNALISM

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

FACULTY AND RESEARCH STAFF

The faculty and the research staff of Indian Institute of Mass Communication consists of academicians, researchers and practicing media professionals, who have done significant work in their fields of specialization. In addition, visiting faculty is invited from leading newspapers and other media organizations.

A three-tier faculty system operates for teaching and training, which includes the core faculty, practitioners from the industry and senior professionals, who are invited from time to time to share their experiences and enlighten the trainees/students about the industry.

BROADENING THE COMMUNICATION BASE

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

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

COLLABORATION WITH NAGALAND UNIVERSITY

As a part of the initiative for development in the North-east and under the Plan Scheme, "Collaboration with Regional Centres of Learning", IIMC has entered into collaboration with Nagaland University for organizing Post-Graduate Diploma Course in Journalism and Mass Communication. The

first such course with 14 students commenced from 20th January 2005.

Collaborations under the scheme with other institutes of higher learning are also being explored.

SIGNIFICANT EVENTS OF THE YEAR 2005-06

IIMC has established a Community Radio Station "Apna Radio FM 96.9 MHz". This was inaugurated on 9th September 2005. It provides a special tool to the students to gain hands-on-experience in public service broadcasting.

ANNUAL PLAN 2006-07

IIMC had planned 6 schemes for implementation during the 10th Five-Year Plan period, out of which 2 schemes have been merged. The following are the 4 schemes for implementation during 10th Five Year Plan:

- (i) Building and Housing Project of IIMC, New Delhi

FINANCIAL OUTLAYS

(Rs. in lakhs)

		Plan			Non-Plan		
Year	Gross Total	Revenue Receipts	Net Grant/Expenditure incurred	Gross Total	Revenue receipts	Net Grant/expenditure incurred	
2004-05							
SBG	395.00	—	395.00	490.30	120.00	370.30	
RE	110.00	—	110.00	—	—	345.00	
Expenditure incurred	99.70	—	99.70	509.91	161.50	348.41	
2005-06							
SBG	240.80	—	240.80	521.00	160.00	361.00	
RE (proposed)	103.50	—	103.50	537.30	161.00	376.30	
BE (Proposed)	183.50	—	183.50	570.46	170.00	400.46	
2006-07							

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- (ii) Modernization and Expansion of Facilities for Electronic/Print/Radio and TV Journalism
 - (iii) Collaboration with Regional Centers of Learning; and
 - (iv) Research and Evaluation Studies

Press Council of India

Press Council of India (PCI) is a statutory autonomous body set up under the Press Council Act, 1978 for the purpose of preserving the freedom of the Press

and of maintaining and improving the standards of newspapers and news agencies in the country. It is headed by a Chairman and comprises 28 other members of whom 20 represent various sections of the Press, 5 are Members of Parliament and 3 represent University Grants Commission, Bar Council of India and Sahitya Akademi respectively. The Council is primarily funded by the Central Government through grants-in-aid. Being a statutory body, the Annual Report of the PCI is laid separately before the Parliament in terms of provisions as specified in Press Council Act, 1978.
