

## DOORDARSHAN KENDRA:MUMBAI

**Sahyadri Channel (DD 10) : RLSS – Marathi**  
(Uplinked through INSAT –3A Satellite in C-Band)

### FACTS AT A GLANCE 2008-09-10-11

(Update : 31<sup>st</sup> March, 2011)

#### (1) TV Channels Scenario in Maharashtra.

Doordarshan:

1. DD-National
2. DD-News
3. **DD-Sahyadri (DD10) 32.4**

**DD-Sahyadri Channel is Number One** among all Marathi channels available in Maharashtra as per TAM reports.

Private Marathi Channels:

(as per TAM Report; Week ending 05.03.2011)

1. Zee Marathi 32.0
2. ETV Marathi 27.8
3. Star Pravah 23.1
4. Mi Marathi 20.1
5. Saam TV Marathi 17.2
6. IBN Lokmat 18.5
7. Star Majha 20.8
8. Zee 24 Taas 16.6
9. Zee Talkies 32.1
10. Sahara Samay Mumbai 04.7

#### (2) Land Mark of DDK:Mumbai

- 02<sup>nd</sup> October, 1972 – Inauguration of DDK,Mumbai
- 09<sup>th</sup> August, 1986 – Regional Service  
(Marathi Programmes available to Maharashtra)
- 15<sup>th</sup> August 1994 – RLSS Marathi (DD 10)  
(Marathi programmes made available throughout India via Satellite)
- 02<sup>nd</sup> June 1999 – Inauguration of New Studio
- 01<sup>st</sup> January 2000 – DD-10 Telecast time increased to 17 hrs per day
- 05<sup>th</sup> April 2000 – DD 10 renamed as **Sahyadri** and round the Clock transmission started.

### (3) Transmission Timings of DDK:Mumbai

- |   |   |
|---|---|
| 1. Sahyadri Channel Terrestrial Support             | } 6.00 to 9.00 am (except on Sun)<br>} 15.00 to 20.00 Hrs |
| 2. Sahyadri Channel on Satellite Mode               | } Round the Clock   |
| 3. DD National on Terrestrial mode only (at Mumbai) | } 9.00 to 15.00 Hrs<br>} 20.00 to 6.00 Hrs                |

### (4) Sahyadri Channel : Programme Composition

(Per month)

1	Total Transmission		
	24 Hrs. per day X 30 days = 720 Hrs		100.0 %
2	Fresh Programmes 367 hrs		51.1 %
3	Repeat Programmes 353 Hrs		48.9 %

### (5) Classification of programme in a month (in mts)

S.No	Programme Category	Percent
1.	In-house Programme Production	80.5
	(i) News & Current Affairs (in-house)	14.5
	(ii) Marathi Film & Film Based	13.6
	(iii) In-house programmes	52.4
2.	Sponsored Programme	8.1
3.	Others (Fillers/Promos/Balchitrawani/Announcement etc.)	11.4
	Total	100.0

### (6) Programme Status of Sahyadri Channel :

Programme Category		
(i)	Sports	0.73 %
(ii)	Public Service	13.24 %
(iii)	Entertainment	44.30 %
(iv)	Educational	10.98 %
(v)	News,Current Affairs, Parliament/Assembly	14.45 %
(vi)	Health	1.76 %
(vii)	Children	3.08 %
(viii)	Other Category	11.46 %
	(Slide/Titles/Promos etc)	-----
		100.0 %
		-----

## Programme Source.

(1) In house including News	80.5 %
(2) Sponsored	8.1 %
(3) Others (SFC/Slides/Promos)	11.8 %
	-----
	100.0 %
	-----

### **(7) Programme Activities of Sahyadri Channel of Doordarshan Mumbai (2008–09-10-11)**

#### **(7-i) Flagship Programmes telecast from DDK, Mumbai in Marathi language:**

(Regular Coverage of Flagship programmes on Sahyadri Channel)

- a) Bharat Nirman (Magazine Prog.) - Friday 18:30 Hrs
- b) Bharat Mein Hai Vishwas - Monday 07:30 Hrs
- c) Batmya - 5 Regional News Bulletins in Marathi  
(i) 08:30 Hrs (ii) 14:30 Hrs (iii) 17:00 Hrs (iv) 19:00 Hrs (v) 21:30 Hrs
- d) Rural Programme (Monday to Thursdays) 18:30 Hrs
- e) Saptahik Maharashtra (Monday) 19:30 Hrs
- f) Jai Maharashtra (Tuesday & Thursday) 20:00 Hrs
- g) Maza Zilla (2<sup>nd</sup> and 4<sup>th</sup> Thursdays) 08:00 Hrs
- h) Women & Youth Programme
- i) Kendra also produces 6 special documentaries and number of spots and jingles on the flagship programmes.

Note: We also discuss the subject in our monthly IMPC meeting regularly with other Media Units of Ministry of I&B for coverage and publicity in Maharashtra State.

#### **(7-ii) Highlights of the important Programme Activities of 2008–2009-2010-2011**

- Sahyadri Navratna Puraskar Apr. 2008
- Gammat Jammam- Spl Prog. for Children specially in summer vacation May 2008
- Special Documentary on 75 Years of Marathi Feature Film May 2008
- Documentary on NDA (National Defence Academy) June 2008
- Live Telecast of International Robocon Contest Aug. 2008
- Live Telecast of 3<sup>rd</sup> Commonwealth Youth Games, Pune Sept. 2008
- 7<sup>th</sup> International Sports Movies Festival, Pune Sept. 2008
- Guru-te-Gaddi Nanded Sahib (300 Years of Guru Granth Sahib) Oct. 2008
- Navjyoti Sahyadrichya Awards with UNICEF Nov. 2008
- International Film Festival Pune Nov. 2008
- New Year Eve Programme for National Network Dec. 2008
- New Year Eve Programme for Sahyadri Channel Dec. 2008

- Krishi Sanman Sohala by DDK:Mumbai Jan. 2009
- Live Telecast of Mumbai Marathon Jan. 2009
- Adivasi Lok Sangeet Mahotsov at Nagpur Feb. 2009
- Hirkani Awards for women's empowerment Feb. 2009
- Election Campaign to educate voters about general elections Feb. 2009
- Sahyadri Manik Awards Mar. 2009
- National Robocon Contest, Pune Mar. 2009
- Opening of Sahyadri Website Mar. 2009
  
- Sahyadri Navratna Puraskar May 2009
- Loksabha Election Coverage May 2009
- International Women Tennis Championship May 2009
- Ganesh Festival Special Programmes Aug. 2009
- Family Dot Com – New Serial Aug. 2009
- Reshim Gathi – A Bond Forever – New Programme for couples Aug. 2009
- Golden Jubilee Celebration of Doordarshan Sept. 2009
- Maharashtra State Assembly Election Coverage Sept-Oct. 2009
- **Navjyoti Awards** Oct-Nov. 2009
- Salaam Mumbai – Documentary on 26/11 Nov. 2009
- International Film Festival of India Coverage Nov. 2009
- Film based Programme for children “Chulbuli Filmein Chatpati Gupshup”  
for National Network Dec. 2009
- Programme “Money Plant” on financial literacy for National Network Dec. 2009
- New Year Eve Programme “Jai Ho 2010” for National Network Dec. 2009
- New Year Eve Programme “Swagatam 2010” for Sahyadri Channel Dec. 2009
- **Krishi Ratna Awards** Feb. 2010
- **Adivasi Utsav** organized by DDK Mumbai & DDK Nagpur at Nagpur March 2010
- **Hirkani Awards** March 2010
  
- **Navratna Puraskar** May 2010
- ‘Kal Pravah’ – Spl. Programme celebrating 50 years of Maharashtra May 2010
- **Sahyadri Manik Awards** June 2010
- **Arth Manthan** – interview/discussion based programme on finance June 2010
- **Uttarardha** – Programme for the welfare of Senior Citizens June 2010
- **Chanderi Soneri** – Film based programme July 2010
- Pandharpur Ashadhi Ekadasi Live Telecast July 2010
- **Sahyadri Cine Awards** Sept. 2010
- Felicitatation prog. of CWG 2010 medalists from Maharashtra Nov. 2010
- Krishi Prabhat (Sponsored Prog.) on Mon at 7.15 am Nov. 2010
- Dyanganga (Sponsored Prog.) on Mon, Tue at 7.30 am & Wed at 7.15 am Nov. 2010
- Bhramanti (Sponsored Prog.) on Wed at 9.00 pm Nov. 2010
- Mahamumbai on 1<sup>st</sup> Thu at 7.30 am Nov. 2010
- Mumbai Tarunanchi on 2<sup>nd</sup> & 5<sup>th</sup> Thu at 7.30 am Nov. 2010
- Rang Maza Vegala on 3<sup>rd</sup> Thu at 7.30 am & 2<sup>nd</sup> Fri at 11.00 pm Nov. 2010
- Maza Zilla on 4<sup>th</sup> Thu at 7.30 am Nov. 2010
- Khandesh Ratna on Tue at 9.00 pm Nov. 2010
- Dyaneshwar Maulicha Haripath on Thu at 10.00 pm Nov. 2010

➤ Cultural Round Up on 3 <sup>rd</sup> Fri at 11.00 pm	Nov. 2010
➤ Kala Diary on 3 <sup>rd</sup> Fri at 11.00 pm	Nov. 2010
➤ Navjyoti Sahyadrichya 2010	Dec. 2010
➤ Swagatam Jashna 2011 – New year eve prog. for National Network	Dec. 2010
➤ Swagatam 2011 – New year eve prog. for Sahyadri channel	Dec. 2010
➤ Swagatam Jashna 2011 – New year eve prog. for National Network	Dec. 2010
➤ Live Telecast of 84 <sup>th</sup> Akhil Bharatiya Marathi Sammelan	Dec. 2010
➤ Live Telecast of 91 <sup>st</sup> Akhil Bharatiya Marathi Sammelan	Jan. 2011
➤ Live Telecast of Mumbai Marathon	Jan. 2011
➤ Sahyadri Krishi Sanman Sohala 2011	Feb. 2011
➤ Hirkani Awards	March 2011
➤ National Robocon 2011 Contest, Pune	March 2011

### **Introduction of New SFC Programmes in 2009-10-11**

1. 'Aani Achanak' telecast on Mon at 3.30 PM	October 2009
2. 'Bhoomika' telecast on Thu & Fri at 4.10 pm	October 2009
3. 'Vidhikhit' telecast on Tue & Wed at 3.30 pm	October 2009
4. 'Dista Tasa Nasta' telecast on Thu & Fri at 4.35 pm	January 2010
5. 'Timir Swapna' telecast on Mon at 4.10 pm	January 2010
6. 'Abhimaan' telecast on Mon at 7.35 pm	January 2010
7. 'Ek Rikama Gharta' telecast on Mon at 4.35 pm	February 2010
8. 'Manaswini' telecast on Tue, Wed at 4.35 pm	August 2010
9. 'Sandhya Kaal' telecast on Thu, Fri at 3.30 pm	October 2010
10. 'Nata Raktache' telecast on Mon at 4.35 pm	December 2010
11. 'Mahasangram' telecast on Tue, Wed at 3.30 pm	December 2010
12. 'Jeevan Ek Sangharsh' telecast on Mon at 4.10 pm	February 2011

**(7-iii) Rangoli** – Hindi Feature Film Songs Programme produced by Doordarshan Kendra, Mumbai for National Network has highest TRP among film songs programmes across all channels as per TAM Report.

**(7-iv) All the Films and Film Based Programmes for the National Network and Hindi belt Network** are capsuled (including Commercial insertions and technical previews) and then uplinked from DDK, Mumbai for telecast both on National Network as well as Hindi Belt. Besides this, we also produce Film based programmes like Rangoli, Cine Satrangi, Colgate Top Ten, Bioscope, Chulbuli Filmein Chatpati Gupshup and New Year's programmes for National Network.

### **(7-v) Introduction of Special Programmes in 2008-09-10-11**

- Sindhi Programmes
- Programme for NRIs in Marathi
- Maza Zilla (My District – Documentary on Districts in Maharashtra)
- Maharashtra Weekly (Weekly Activities in Maharashtra with the help of State Govt.)
- Bharat Nirman & Bharat Mein Hai Vishwas (Flag ship programmes)

- Amrut Vel – prog. on Marathi literature & famous Marathi writers. Information about newly introduced books in Marathi language
- Sahyadri Saptahiki Weekly Summary of Sahyadri Programmes.
- Increase the duration by 5mts of morning & afternoon News Bulletins in Marathi.
- Reshim Gathi – A Bond Forever – New Programme for couples.
- Spl. Programme on the Golden Jubilee Year of Doordarshan.
- Increase of Classical Music Programmes.

### **(7-vi) Regular In-house Programmes introduced from June 2010**

- (i) Regular programme on Environment (Weekly)
- (ii) Regular programme on Panchayati Raj (Weekly)
- (iii) Regular programme 'Kelyani Deshatan' on Tourist places of Maharashtra (Weekly)
- (iv) 'Uttar Gatha' – a programme for Senior Citizen (Weekly)
- (v) 'Artha Sankalp' – a programme on Financial Literacy (Weekly)
- (vi) 'Rang Maza Veghla' – a programme based on Interview with celebrity (Weekly)
- (vii) Programme against terrorist activities in collaboration with Central Home Affairs Ministry (Weekly)
- (viii) Marathi Film Magazine 'Gappa Mollywoodchya' (Weekly)
- (ix) 'Maharashtra Mandal' - 6 monthly documentary on the Marathi Culture & Life from out of Maharashtra State (every six months)
- (x) Marathi Long Plays (every six months)
- (xi) Gramin Bharat (Weekly)
- (xii) Paryavaran Darshan (Weekly)

### **(8) Regional News Unit**

Number of Regional News Bulletins in Marathi every day

#### **(8-i) Five News Bulletins every day**

- (a) 08.30 to 08.45 Hrs
- (b) 14.30 to 14.45 Hrs
- (c) 17.00 to 17.05 Hrs
- (d) 19.00 to 19.15 Hrs
- (e) 21.30 to 22.00 Hrs

#### **(8-ii) News Headlines every hour on weekdays at**

10:00 Hrs, 11:00 Hrs, 12:00 Hrs, 13:00 Hrs, 15:30 Hrs, 16:30 Hrs and 17:30 Hrs except on Fridays.

#### **(8-iii) Contributions to DD News**

- (a) 13.30 to 14.00 Hrs - Business News

- (b) 18.30 to 19.00 Hrs - Metro Scan  
(c) 08.00 Hrs. News Preview on Thursday

**(8-iv) Vidhi Mandal Samalochan (Review of Maharashtra Assembly Proceedings)**  
19.20 Hrs.

**(8-v) Programmes produced for DD National in 2009-10-11 :**

- (i) 'Chulbuli Filmein Chatpati Gupshup' (Children's Film based programme w.e.f. November, 2009)
- (ii) 'Money Plant' (Programme on Financial Education w.e.f. November, 2009)
- (iii) Golden Jubilee Year Programme
- (iv) Colgate DD Top Ten
- (v) 'Cine Satarangi'
- (vi) 'Rangoli'
- (vii) Friday Film
- (viii) Saturday Film
- (ix) Sunday Film (Retro)
- (x) HBN Film
- (xi) Bioscope (Mon & Wed)

**(8-vi) New Programmes for DD Sahyadri in the pipeline :**

**Een Meen Teen** (A new programme for teenagers' w.e.f. April 2011)

**(9) Technical Facilities**

- Five Digital Studios with Multi Camera set-up for Programme Production.
- Three playback servers for Server Based Transmission
- Twelve NLEs and Six Linear Edit Suites for Post Production and Programmes at DDK,Mumbai
- Four Cut-to-cut/AB Roll edit suit and One NLE FOR News Division.
- Twenty four ENG Units for Programmes and News coverage.
- AJD 820-4, AJD 610-6, AJD 910-2, AJD 905-6, AJD 615-3.
- Digital OB Van with 8 Camera Set-up for OB coverage.
- Analogue OB Van with 4 Camera set-up[ for OB coverages.
- DSNG (Fly away) Unit for Uplinking of various events.
- One KU Band van with 2 camera production set up and DSNG equipment.
- 3+1 Digital Up-linking for DD Sahyadri, DD(News) feeds & DD National Films.
- 20 KW Analogue Terrestrial Transmitter for DD1.
- 20 KW Analogue Terrestrial Transmitter for DD2.
  
- 5 KW Digital Terrestrial Transmitter with Five Programme Channels.
- News Automation System.
- Smoke and Flame Set-up for Advanced creativity.

- Microwave links – 3

### **9.1 Technical Achievements of the Kendra during the year 2010-2011.**

- During the year 2010-2011 a number of new state of art equipments were supplied to the Kendra. These equipments had been successfully installed and are being utilised by the Kendra. Some of these equipments are :
  - Play out automation with tapeless environment, a first in its kind in the DD Network has been commissioned at DDK Mumbai with a central based SAN, four NLEs and a automatic play out server for transmission.
  - IT Division has commissioned a LAN with 50 computers having facility of messaging, Internet facility, VPN, Data Server, Mail Server etc.
  - Approximate 35 OB coverage of which Standard Chartered Mumbai Marathon, Common Wealth Youth Games Pune, International Robocon Pune, etc. are prominent.
- A number of developmental works for improving the working set up and for functional efficiency were carried out at the Kendra like :
  - Design and development of software for remote control and operation of IRDs with enhanced capability to work through telephone lines and also through network and on web.
  - Design and successful installation of control unit for 7 port patch panel for 2x20 KW transmitters.
  - Design and successful installation of illumination controlled switch for automatically switching on and off of aviation lights on the 300 meter TV Tower according to the environmental light conditions.

### **(10) Security**

After the 26/11 Terrorist Attack in Mumbai, Security was revamped by Additional reinforcement of Security Personnel, installation of Additional Security Gadgets and increase in surveillance and safety measures.



**(11) Total Staff of the Kendra : 522 Filled up : 431 Vacant : 91**  
(As on 31<sup>th</sup> March, 2011)

Cadre	Strength	Filled up	Vacant
Programme	154	127	27
Engineering	195	173	22
Administration	159	123	36
News	16	5	11
<b>Total</b>	<b>524</b>	<b>428</b>	<b>96</b>

**(12) BUDGET/EXPENDITURE:**

**(i) 2008-09**

Expenditure : ₹36,43,65,000/- (as on 31.3.2009) (S.B.G.)

**(ii) 2009-10**

Expenditure : ₹37,75,44,000/- (as on 31.03.2010) (S.B.G.)

**(iii) 2010-11**

Expenditure : ₹48,55,12,000/- (as on 31.03.2011) (S.B.G.)

**(13) Commercial Revenue earned by DDK, Mumbai**

**2008-09** : ₹ 41.4 Crores (excluding Agriculture & DCD)

*(Up to 31.03.2009)*

**2009-10** : ₹ 46.99 Crores (excluding Agriculture & DCD)

*(Up to 31.03.2010)*

**2010-11** : ₹ 41.33 Crores (excluding Agriculture & DCD)

*(Up to 31.03.2011)*

	Revenue Earned	Loss Incurred	Loss incurred due to
Apr'10	29675500	88000	Award Function on NN
May'10	37317162	3487000	T20 World Cup & ODI
June'10	25777000	8943500	ODI & Asia Cup Cricket
July'10	31385875	1158000	Wimbledon
Aug'10	22478512	5143500	ODI, President's Message, Sadbhavna Divas
Sept'10	30760850	0	No Loss
Oct'10	31231065	10824000	CWG 2010, 3 ODI, National Film Awards, Indira Gandhi's death Anniv.
Nov'10	31121271	10478000	5 ODI, Goa Film Festival, Asian Games
Dec'10	34569125	3566500	ODI, Film Festival Closing Cer., X-mas Relay
Jan'11	27339625	5513000	ODI, Republic Day
Feb'11	31320750	3710000	National Games opening & closing and World Cup Cricket Matches
Mar'11	25102500	6580000	World Cup Cricket Matches
	358079235	59491500	

*(Loss of approx. 6 Crore from Apr.'10 to Mar.'11 incurred due to Live coverage of NN)*

## (14) Doordarshan Awards

### (i) Doordarshan Awards 2008-09

S.No.	Category	Programme	Name of Awardees
1.	Agriculture	Krishi Ratna	Shri Jayu Bhatkar, P.Ex.
2.	Best Literary Adoption	Samander Ki Rani	Shri Ravideep, P.Ex.
3.	D.G. Nominee	-	Shri U.N. Nayak, V.Ex.
4.	Animation	Robocon'08 Montage	Shri Vijay Bhingarde, Graphic Artist

### BES Awards 2008-09

S.No.	Category	Programme	Name of Awardees
1.	Technical	-	Shri M.S. Thomas, SE
2.	Technical	-	Shri Arjun Vibhute, ASE
3.	Technical	-	Shri Vimlesh Kumar, EA

### (ii) Doordarshan Awards 2009-10

S.No.	Category	Programme	Name of Awardees
1.	Best DDK	-	Shri L.K. Chopra, Sr. Director
2.	Spot	Bharat Main Hai Vishwas	Shri U. N. Nayak, V.Ex.
3.	Screen – Play	Manjula	Shri P.Madhusoodan Pillai, Edit Supervisor
4.	Sports	Aquatic Championship	Shri V.Y. Pawar, P.Ex.
5.	Editing	Manjula	Smt. Shubhangi Sawant, Film Video Editor

# **MEDIA PLAN**

## **OF**

### **DDK MUMBAI 2011-12**

#### **Schemes for Software Development and Improvement of Programmes of DD Sahyadri Channel**

- In-house programmes of Sahyadri channel are more popular hence the whole in-house production is increased up to 80 %.
- Most of the in-house and SFC programmes are now house hold names with earning a good revenue. These programmes will be continued next FPC also in 2011-12.
- Sahyadri channel will go to rural masses in 2011-12 with the increased OB coverage in rural areas and introduction of four new helpline programmes in noon show; and will try to give the message that it is not Mumbai channel but the channel of whole of Maharashtra State.

#### **New Proposals for 2011-12**

##### **[1] Programmes to make TV Public Awareness towards Welfare Schemes of the Government of India**

The primary aim of these programmes would be to ensure that information and success stories about Central Government Schemes for the welfare of the people reaches to common folk of Maharashtra State in their language and environs.

##### **PRIORITIES:**

- (a) **Agriculture Debt Relief Scheme 2008** : Announced in February 2008; it was aimed to tackling against distress. These initiatives made farmers (specially from Vidarbha Region) who were out of the formal credit system eligible again for new loans from National Banks.
- (b) **National Rural Employment Guarantee Act** : Passed in February 2006; NREGA guaranteed every rural family 100 days of employment in a year. This act helped to stem distress migration and put more money in the pockets of rural poor.

- (c) **Social Security for Unorganized Sector Act** : Passed in Parliament in the last session; it aims to extend social security schemes (insurance; education; health; pension benefits) to unorganized sector of our country; which has been estimated 85 % of the work force.
- (d) **Self Employment for BPL families in the tribal Maharashtra.**
- (e) **PM Gramin Sadak Yojna.**
- (f) **National Rural Health Care Mission in Maharashtra.**
- (g) **Sarva – Shiksha Abhiyan in Maharashtra.**
- (h) **Revamp Agriculture Science Institutions in Maharashtra for upliftment for food grain production.**
- (i) **Programmes to counter Naxal Activities in Maharashtra.**
- (j) **Metro Public Transport.**
- (k) **Services to Urban Poor (Health, education, water supply, sanitation) and Slum Rehabilitation Schemes in Mumbai.**

## [2] Introduction of New Programmes on Sahyadri channel

Doordarshan Kendra Mumbai in its effort to popularize various programmes amongst its viewers by way of public broadcasting as well as commercial broadcasting has planned following programmes in the current financial year 2010-2011 in order to cover various events, commemorate important observations and to cater to segment of new viewers along with revenue generation.

- (i) **Kelyane Deshatan** – a weekly programme highlighting various tourist places in Maharashtra. The programme will be telecast on every Thursday which will provide a detailed information about a tourist spot.
- (ii) **Long Marathi Play** – The Marathi theatre in Maharashtra has a long standing golden history. In order to promote various talent in Marathi theatre a long play will be telecast once in a quarter from DD Sahyadri.
- (iii) **Gappa Mollywoodchya** – a magazine programme once in a fortnight will be telecast on various activities taking place in Marathi cinema so as to give a boost-up to Marathi films amongst general viewers which otherwise is overshadowed by commercial films.
- (iv) **Maharashtra Mandals** – The Maharashtra Mandals in various other states are actively involved in conservation of literature, culture of Marathi society in different states. In order to highlight the effort done by these Mandals, a programme on these Mandals will be telecast from DD Sahyadri once in a quarter.
- (v) **Artha Shastra** – programme on financial literacy will be telecast from DD Sahyadri once in a fortnight wherein ups and downs of market, investments, etc. shall be discussed.
- (vi) **Uttarardha** – a weekly programme in Marathi on various aspects of 'later-life' for senior citizen which will deal with all aspects of happy life for senior men and women.

- (vii) **Campaign based programmes** – on three nationally important activities viz. Census 2011, Commonwealth Games and Unique Identification Nos for individuals will be telecast throughout the year.
- (viii) **Documentaries** – special occasion documentaries will be planned and produced on the following topics during the financial year.
- March 2011 will be commemorated as 80<sup>th</sup> year of noose for Shahid Rajguru, a great freedom fighter. Special bibliographical documentary shall be telecast on this aspect from DD Sahyadri in Marathi.
  - 2011 is going to be observed as International Chemistry year and National Chemical Laboratory (NCL) Pune will be celebrating Diamond Jubilee in this year. A special documentary on NCL will be telecast on this occasion from DD Sahyadri and its Hindi/English version for National telecast.
  - 2010 will be observed as International Biodiversity year and therefore programmes on this issue shall be telecast under rural programmes and Lokmanas. Similarly 2010 is marked as International Youth year (Dialogues and mutual understanding) and this aspect will be covered under Yuwachetan and Lokmanas programme.
  - 2011 will also be celebrated as International year of forests. Suitable programme for conservation, biodiversity, wild-life habitat protection, a forestation, etc. will be mounted under agriculture programme. Emphasis will be laid on cohabitation in fringe areas, dos and don'ts in terms of symbiotic relations between man/wild life and forest. These programmes will be telecast under rural programme.
- (ix) PROGRAMME FOR TEENAGERS
- (x) PROGRAMME ON KHYIAM

**[3] Contribution of DDK Mumbai to National Channel/ DD-India :**

**[A] For DD National :**

- (a) New Year Programme will be produced by DDK Mumbai.

**[B] For DD India :**

***“Cinema Ka Safar” :***

- “Khyyam – An Institution in Music”
- “Mukesh – Tum Mujhe Bhula Na Paoge”
- “Dilip Kumar – A Great Actor”
- “Gurudatt – A Great Film Maker.
- “Balraj Sahni”