

REPORT OF  
THE WORKING GROUP ON  
INFORMATION AND  
BROADCASTING SECTOR

FOR  
THE FORMULATION OF THE TENTH FIVE  
YEAR PLAN



GOVERNMENT OF INDIA  
PLANNING COMMISSION  
OCTOBER, 2001

Report of  
The Working Group  
on  
**INFORMATION &  
BROADCASTING SECTOR**  
for  
the 10<sup>th</sup> Five Year Plan (2002-07)

Government of India  
**Planning Commission**  
October 2001

As desired by the Planning Commission vide their OM No.4(4)/35/2000-C&I, dated 23<sup>rd</sup> April 2001, the Working Group have deliberated upon various policy matters relevant to the formulation of the 10<sup>th</sup> Five Year Plan for Information Sector. The Group was assisted in its task by four Sub-groups constituted for recommending in their specific areas as under :

- a) Sub-group on 'Content Creation and Software'
- b) Sub-group on 'Carriage and Technology'
- c) Sub-group on 'Human Resource Development'
- d) Sub-group on 'Traditional Media Unit'

The Terms of Reference of the Working Group and the sub-groups can be seen in Annexure.

2. The Working Group decided to work on the following approach to prepare a framework for the formulation of the Tenth Five year Plan for the Information and Broadcasting Sector.:

2.1. The efforts for expansion of television coverage in the country had necessarily to concentrate in the past on creation of the carriage infrastructure. An investment of Rs.4000 crore approximately has enabled coverage of 88% of population by television signals. The Inderesen Committee has estimated that expanding terrestrial TV coverage to remaining 12% population will require an investment of a similar amount of Rs.4000 crores. This high cost necessitates the search for alternative, cheaper modes of expanding the television coverage to the last mile. These have been a major area of consideration in the approach paper.

2.2. The past Plan expenditures on television were characterised by creation of carriage infrastructure, with little or no provision of funds to promote quality in the content of telecasts by the public service broadcaster i.e. Doordarshan. By their very nature, the programmes of public service broadcasting have to aim largely at informing and educating even while being entertaining or otherwise interesting enough to hold viewers' attention. However, they differ from commercial revenue generating programmes, which cater more to human fantasizing, sports, gaming etc. To ensure that Prasar Bharati is able to fulfill its mandated and statutory role, it is felt that funding must be provided for programmes suitable for public service broadcasting which necessarily have to depend on State funding in some form the world over. This can be achieved by shifting Plan funding from carriage to content, by using cheaper alternative technology to enable access to various public and private TV channels.

2.3. The entertainment sector, including films, is expected to grow manifold in the next 4 to 5 years. It is necessary that modern institutional arrangements for funding content creation, including films, are developed and infrastructure expanded to facilitate exhibition so that the industry is less dependent on informal and sometimes illegal sources of funding. This may involve development of venture capital type arrangements and institutions specialising in without recourse to lending in this sector.

2.4. The human resource requirement for meeting the burgeoning entertainment sector and films, television and radio, especially FM Radio, sector has to be developed through the existing institutions and by enabling new institutions to come up. For this purpose, appropriate incentives could be provided by Central Government to State Governments, and, even private sector, to set up new training institutions. Simultaneously, the existing institutions in the Government sector may be strengthened and modernised. Providing education in this field has to continue primarily to be the responsibility of the State.

2.5. The traditional media units have been carrying out their programmes in isolation of each other and are spread too thinly on the ground to be effective. It is necessary to bring about synergy in their efforts. These units should concentrate in areas where broadcast coverage is poor on account of lack of quality signals, inability on account of poverty to own or access TV and radio sets and lack of electric power. They should conduct joint campaigns in target areas.

2.6. Considering the large and ethnically diverse population in the country, large-scale illiteracy and restricted access to ownership of TV/Radio, it is necessary that the Government continue to perform the vital function of dissemination of information and providing support to public service broadcaster. It is felt that the investment in Information and Broadcasting sector during 10th Plan has to be much more than what has been attempted in the past in order to keep the public well informed and enable them to become meaningful partners in progress and wealth creation. In this respect the significance of this sector should be treated at par with that of education sector.

3. The recommendations of each Sub-group were discussed by the Working Group at length. Having regard to the terms and conditions of reference of the Working Group and taken into consideration, the Reports of the Sub-groups and the deliberations during the Working Group meetings, the following are recommended for adoption as Approach to the Information & Broadcasting Sector for the 10<sup>th</sup> Five Year Plan (2002-2007):

## 4. Expansion of Transmission Network:

### 4.1 Television Broadcasting

**4.1.1** One of the basic mandate of Prasar Bharati, as a Public Service Broadcaster is to provide universal access to broadcasting to all the citizens irrespective of their geographical location. Presently television coverage in terrestrial mode by one DD channel (National) is available to nearly 89.1 and 76.6 percentage of population and area of the country respectively. This is providing service to nearly 79 million households ( about 40% of population ) who own television sets. A large bouquet of television channels both from private broadcasters as well as Doordarshan is also available in the satellite mode through out the country. Even though the signal of these satellite channels are available in each and every part of the country, people have access to them only where cable operators' services are available. Out of the total 79 million TV households, nearly 38 million households who have cable connections are receiving a large bouquet of television channels. One of the basic objectives of Prasar Bharati during the 10<sup>th</sup> Plan should, therefore, be to provide, preferably a bouquet of television channels to 100% of potential TV population. However, extension of coverage should be achieved by deploying a technology which is most cost effective after evaluating various options.

**4.1.2** While extending the coverage and access to television channels it is important to ensure that technical quality of the programmes does not deteriorate before reaching viewers home. For this purpose the transmission facilities are required to be in the digital mode. Apart from providing better quality signals, the digital transmission helps in conserving spectrum and also supports multimedia IT enabled services such as interactive TV, data casting etc. With fast emerging convergence of technologies, IT enabled multimedia services in broadcast mode, particularly the interactive TV is growing all over the world. Transmission of television programmes in digital mode is already being done through satellites to cable operators (or direct to the viewer wherever he has facilities for direct reception of satellite signals, like dish, decoder etc. – such cases are almost negligible in number ) – and also to terrestrial transmitters for further distribution to the viewers. Because of its inherent advantages in terms of better signal quality and conservation of spectrum, more and more channels are now transmitted/networked in digital mode. However, these signals are converted back to analogue format by the cable operators in case of satellite channels and by terrestrial transmitters in case of terrestrial channels before

they reach to the viewers. Such a conversion has become essential as most of the viewers are unable to afford equipments required for direct reception of digital signals, such as a set top box with an IRD.

**4.1.3** Conversion of this last mile connectivity to the viewers in the digital mode is essential if broadcast infrastructure has to be convergence ready and degradation in technical quality of programmes is to be avoided. This should, therefore, be another important objective to be targeted during the 10<sup>th</sup> Plan. This would require appropriate policy to encourage and promote use of digital set top boxes at the viewer's premises, which is essential to enable them to receive digital signals, at least in the initial stages. In due course with the growth of market for digital receivers, the set top boxes would get integrated with the television set itself. However, in the initial phases, the growth of digital receivers has to be supported by appropriate policy instruments to facilitate quick switch over to integrated digital receivers.

**4.1.4** Therefore, the Government policies in respect of opening of market for delivery of digital programmes, direct to the viewers, in the satellite (DTH), terrestrial (DTT) and cable mode should be such that it meets the twin objectives of promotion of these technologies in an economically viable manner and at the same time promoting large scale production and market for digital set top boxes to ensure high degree of penetration of digital television services among the people. Policies to treat these services as the source of revenue for the Government are counter productive. They limit the growth of market and defeat the very objective of reaching to large number of consumers. Since broadcasting facilities are part of the basic information infrastructure, the primary emphasis should be on their growth which will have a much larger multiplier effect in the economy. Policy barriers in the growth of these services should, therefore, be removed to ensure that their benefits reach quickly to a large section of population and they provide an impetus for overall economic growth. The present policy on DTH has not encouraged any player to come so far and promote the growth of digital set top boxes. This needs to be reviewed at the earliest. The policy for opening up of DTT, as and when finalised, should also take care of this aspect. Availability of digital set top boxes at affordable prices will also help cable operators to provide multimedia services with digital cable and addressable boxes. In fact the digital set top boxes are a kind of mini computer. Apart from delivery of TV channels, these will facilitate delivery of various multimedia convergent services including internet to the viewers' home. It is, therefore, necessary that digital set top boxes should be given the same

treatment in their promotion, taxation, etc. as available to the computer hardware.

**4.1.5** In order to enhance the technical quality of content further and make it easily available to multimedia treatment, the TV programmes themselves should be provided in digital format. For this purpose the production facilities should be upgraded from analogue to digital. Presently about 50% of the existing production facilities in major Kendras of Doordarshan have already been upgraded to digital format. One of the objectives during the 10<sup>th</sup> Plan, therefore, should be to have production facilities at all the major Kendras 100% in digital format. In the remaining Kendras digitalization of production facilities should be achieved at least 50%. Apart from better quality of technical production, it will provide convergence ready content, which could be distributed in an interactive mode on any platform including broadband, Internet, etc.

**4.1.6** Another important aspect is the cost of operation of various production and transmission facilities in the broadcast chain. Presently most of these facilities are operated in manual mode resulting into high operational and maintenance costs. In order to economise these costs it is essential to shift from manual operations to automated operations both in the area of production as well as transmission. Another objective during 10<sup>th</sup> Plan, therefore, should be to achieve 100% automation of studios in major Kendras and 50% in remaining Kendras. Automation of transmission facilities should be achieved 100% in case of LPTs and VLPTs and 50% in respect of HPTs.

**4.1.7** During the 10<sup>th</sup> Plan, efforts should also be made to see that the major TV services of Prasar Bharati are available to people in different parts of the world through various modes of distribution including webcasting, DTH, cable etc.

**4.1.8** High Definition Television (HDTV) which enables delivery of film quality pictures to viewers' homes is another important area of upcoming new technologies. Even though it does not require much investment or modification in the proposed digital transmission system except for the fact that it takes much larger bandwidth, the investment required both in the production system as well as receiving equipments are, presently, prohibitively high. An HDTV receiver in the international market is presently costing about US\$ 5,000 to 8,000. Even in developed countries sizeable market for HDTV has not yet emerged. However, Doordarshan should keep itself abreast with the latest know-how in the area so that it can be promoted as and when affordable to the viewers. At present

Doordarshan could take up only some small projects on HDTV on experimental basis. Recent market trend in the developed countries, particularly USA, indicate that alternate modes of distribution such as DVD, for delivering high quality content such as films, are much cheaper and are growing very fast.

## **4.2 Radio Broadcasting**

**4.2.1** At present radio coverage is available in the country by short wave, medium wave and FM radio broadcasting in analog mode. Short wave transmission is capable of traveling a very long distance and covers areas even outside the country. However, its quality of reception is very poor which often fades and is overtaken by noise. Earlier when satellite services were not available for networking terrestrial transmitter, short wave transmission was used for providing programmes for relay by the terrestrial transmitter located in different parts of the country. Since satellite networking is now available and being used widely and reception quality of short wave signals is not good, this mode of broadcasting is no longer popular. It is primarily being used for broadcasting to foreign countries. Even for this purpose the new technologies like internet radio and satellite digital radio have better prospect. Therefore, there is no need to expand short wave broadcasting any further except in digital mode on experimental basis (DRM). In fact these schemes should be reviewed and considered for disbanding after ascertaining their actual listenership through intensive surveys. Only those short wave services should be continued and considered for replacement etc. where such surveys actually justify their continuance.

**4.2.2** Medium wave radio coverage is presently available in the country to 98.20% of population and 88.92% of area. Its quality of transmission and reception is much better than short wave but substantially inferior to FM broadcasting. However, advantage of medium wave is that it covers a much larger area with a given transmitter as compared to FM transmitter. After fast expansion and growth of television services, radio services are now primarily growing as local medium and, therefore, FM broadcasting which has shorter reach as compared to medium wave but much better quality is preferred to provide radio coverage all over the world. Moreover, available medium wave frequencies are also saturated. Therefore, there should be no further expansion of medium wave transmission except in case of sparsely populated hilly terrains and strategic border areas where medium wave would still be most cost effective and ideal medium for providing radio coverage. Even though continuance of medium wave services may not be necessary in the areas where FM radio coverage reaches almost the same level, its continuance is

necessary on strategic consideration so that we do not get flooded with the medium wave radio services of neighbouring countries. Therefore, at least during the 10<sup>th</sup> Plan existing medium wave services which are in analog mode, should have to be continued.

**4.2.3** FM radio is presently providing coverage to 30.29% of population and 21.28% of area in the country. As pointed out above, in the present scenario this is the most ideal mode of radio broadcasting and, therefore, the main objective in the 10<sup>th</sup> Plan should be to expand its coverage to about 60%.

**4.2.4** FM radio broadcasting has been permitted in private sector and licenses have been issued for about 40 centres. However, the progress of their roll out has been very very slow. Most of the broadcasters are finding the projects commercially unviable primarily due to very high amount of license fee which they have to pay to the Government. As pointed out in case of television, here again undue emphasis on treating these services as source of revenue for the Government is counter productive as they hinder the growth and quick roll out of the services to the people. Suitable corrective policy measures should be taken, so that, in future growth of these services is accelerated and substantial private investment is attracted to supplement the efforts and investment of All India Radio.

**4.2.5** As in case of television the need for digital production facilities and automated operation of transmission and studio facilities hold equally good for radio also. So far the production facilities in All India Radio have not been digitalized. Automation of studio operations and transmission facilities is also very low. One of the important objective during the 10<sup>th</sup> Plan, therefore, should be to achieve the target of at least 50% digital production facilities and also 50% automated operations of studio facilities. In respect of transmission facilities, automation should be achieved 100% for FM transmitters and all MW transmitters of 20 KW and below.

**4.2.6** As far as digital radio transmission technology is concerned, a number of technologies are presently being tested in the market. These are Digital Satellite Radio Broadcasting, Digital Audio Terrestrial Broadcasting (DAB) and Digital Radio Mondiale (DRM). The All India Radio has already started digital radio satellite broadcasting by hiring capacities in the Worldspace's satellite. It has also started digital audio terrestrial broadcasting on experimental basis. Even though these digital technologies of radio broadcasting provide a very high quality of transmission and also help in conserving spectrum, the basic problem is that the cost of digital radio receiving equipment is still very high and beyond the reach of

common consumers. Therefore, considering the present market conditions, it is difficult to commercialize these digital technologies on a mass scale. However, All India Radio could use these technologies on experimental basis so that they are in readiness to roll out digital broadcasting facilities at a large scale as and when the cost of digital radio receivers comes within the reach of common masses.

**4.2.7** Internet has been found to be very cheap (from the point of view of investment by the broadcasters) popular and interactive radio medium, particularly, for music and news programmes. This could easily substitute All India Radio's existing external services which are primarily meant for Indian diaspora and also for the opinion makers abroad. All India Radio has already started some of its services on internet. However, considering the advantages and low cost of this medium, internet radio broadcasting should be taken up in a big way during the 10<sup>th</sup> Plan so as to ensure that all the services of AIR are available on Internet in an interactive mode.

## **5. To sum up, the Group recommends:**

### **5.1 Television:**

- **100% potential TV population should be covered preferably with multi-channel television services by the end of 10<sup>th</sup> Plan.**
- **Doordarshan's production facilities should be 100% digital for major Kendras and 50% for other Kendras by the end of 10<sup>th</sup> Plan to ensure good quality convergent ready content.**
- **DTH policy should be reviewed to make it viable and attract private investments.**
- **Investment in DTT should be made only after ascertaining commercially viable business model which will also attract private sector participation.**
- **The market for digital set top boxes should be promoted through various policy instruments. It should be given the same treatment in their promotion and taxation as in the case of computer hardware and internet.**
- **Doordarshan should start IT enabled multimedia services like interactive TV, webcasting, data casting etc. on pilot basis.**
- **Doordarshan should achieve 100% automated operation of studios at major Kendras and 50% at other Kendras. Automation for transmission facilities should be achieved 100% for VLPTs/LPTs and 50% in respect of HPTs.**

- **HDTV is still not commercially viable, particularly in India. Doordarshan could take up only small scheme on experimental basis.**

## **5.2 Radio:**

- **Shortwave radio broadcasting services in analogue mode should be phased out.**
- **Mediumwave broadcasting services could be retained at the present level due to strategic reasons. Expansion of Mediumwave services should be taken up only for strategic border areas and difficult hilly terrains.**
- **FM radio coverage should be achieved for 60% of the population by the end of 10<sup>th</sup> Plan.**
- **Policies for giving private FM radio licences in the new areas should ensure their commercial viability and quick roll out.**
- **AIR should digitalise its 50% production facilities by the end of 10<sup>th</sup> Plan to ensure good quality convergence ready content which will also support interactive Radio.**
- **AIR should achieve 50% automation of their studio facilities. 100% FM transmitters and all MW transmitters of 20 KW and below should be automated.**
- **Due to high cost of digital receivers, digital radio broadcasting both in satellite and terrestrial (DAB & DRM) mode are yet to achieve commercially viable listenerships. AIR should take up these projects only on pilot/experimental basis to be replicated as and when they become commercially viable.**
- **AIR should give high priority to internet radio broadcasting and put all its services on the internet during the 10<sup>th</sup> Plan.**

## **5.3. Reach of Television and Radio to uncovered areas:**

### **5.3.1 Television**

**5.3.1.1** As pointed out earlier one television channel (i.e. DD National) in terrestrial mode is providing coverage to 76.6 % of area and 89.1% of population. It is estimated that the quantum of investment required to cover the last 5% (95 to 100%) of population by the terrestrial channel will almost be the same as the investment required for covering the first 95% of the population. Therefore, the cost of reaching to the uncovered areas/population in terrestrial mode is prohibitively expensive and we need to think of some alternative technologies for transmission and distribution, which are more cost effective, scalable and quicker to implement. Most of the uncovered areas are basically hilly and sparsely populated. Infrastructural

facilities such as availability of power are poor. People are also largely poor. Therefore, even if television signals become available uniformly in a given area by locating a terrestrial transmitter, only few households will be able to take advantage of it. However, the investment and expenses required for the transmitter and its operation remain the same irrespective of the number of users in its coverage zone. Further, more number of transmitters are required to provide coverage to a given population in the uncovered areas as the population are widely dispersed.

**5.3.1.2** Average penetration of television sets in rural areas is approximately 20%. Therefore, in the uncovered areas which are generally inhabited by poor people and with poor power availability the TV penetration in the 10th Plan may not go more than 10%. Obviously terrestrial network is not a viable option for providing television service to such a low-density television households. Satellite is a more viable option for providing coverage to such areas. The capital investment required is only for uplinking facility and hiring of transponders, which are very low as compared to investments required in a large network of terrestrial transmitters.

**5.3.1.3** Moreover, operational and maintenance cost of terrestrial transmitters located in various locations would be much higher as compared to the operational/maintenance cost of single location satellite uplinking facility. In addition terrestrial network uses much more spectrum which is a scarce resource. Even though, it is freely available to DD at present, its opportunity cost cannot be lost sight of. The satellite distribution technology is also scaleable in the sense that systems could be set up for individual homes or a group of TV households located in close proximity only with proportionate investment. Further, the satellite distribution system can carry large number of channels with only marginal increase in the investment on uplink and transponder facilities as compared to a single channel network of terrestrial transmitters. Therefore, a large bouquet of television channels can be provided to the uncovered areas by using satellite distribution technology with minimum investment.

**5.3.1.4** However, the reception of satellite signals directly by the viewers at their homes or through a mediator such as cable operator requires some additional investment in the form of set top boxes and satellite dish antenna. Table at Annexure-II indicates the falling trend in the prices of these receiving equipments. Cost of a set top box along with satellite dish antennas for free-to-air reception in the Ku-band, (without conditional access system, EPG etc.), is presently about Rs.6000. It is expected to come down by about 50% in the next 5 years or so. A one time investment of this quantum for

getting a large bouquet of free-to-air television channels would be very much within the reach of majority of the population. However, there is a need for conscious effort to promote this technology in the initial years so as to realize a large volume of receiving equipments (set top boxes) resulting into an affordable price by the end of the 10<sup>th</sup> Plan.

**5.3.1.5** One option could be to provide these set top boxes to individual TV households in the uncovered areas by recovering 50% of the cost from the consumers. The investment required to increase the present population coverage from 90% to 95% with a bouquet of about 20 channels by the proposed satellite mode in Ku band is estimated to be of the order of Rs.338 crores over a period of 5 years. Recurring cost is estimated to be Rs. 36 crores each year. Additional capital expenditure of only Rs. 300 crores would be required for achieving 100% coverage without any additional recurring cost. Details of the estimates may be seen at Annexure III.

**5.3.1.6** Other option could be to provide cable head ends with satellite dishes, set top boxes and associated cables to an entrepreneur by meeting the entire capital cost in every population pocket of 100 TV households or more to enable him to provide cable TV services in that pocket. Investment required under this option to increase the coverage from 90%, at present, to 95% by six TV channels over the next five years would be of the order of Rs.313 crores with Rs.77 crores as recurring expenditure each year. Additional capital investment of Rs. 275 crores with recurring cost of Rs. 41 crores would be required to achieve a coverage of 100%. Details of these estimates may be seen at Annexure IV.

**5.3.1.7** Distribution of a bouquet of television channels in the Ku-band in free-to-air mode is recommended because it requires only a very small dish antenna, making its transportation and installation in the remote and inaccessible areas very convenient. It is also cheaper as compared to C-band installations. Centralised manufacturing and procurement is feasible bringing down the cost further.

**5.3.1.8** Estimated cost to cover the uncovered population by a single channel terrestrial network from 90%, at present, to 95% would be of the order of Rs.1324 crores with a recurring cost of about Rs. 200 crores per annum. An additional investment of Rs. 2132 crores with recurring cost of Rs. 320 crores per annum would be required to achieve a coverage of 100% in the terrestrial mode (one channel only). Details of these estimates are given at Annexure V. These estimates for terrestrial coverage do not include the cost of spectrum. If opportunity cost of spectrum is added, the estimated cost

of terrestrial coverage would go up substantially. In case of satellite coverage, the receiving cost is inclusive of the cost of spectrum.

**5.3.1.9** It may be seen that the investment required for covering uncovered areas by a single channel terrestrial network is far high as compared to a satellite based distribution system for 20 channels in Ku band for free to air reception. It would also require very high quantum of operational and maintenance cost of about Rs 520 crores per annum.

**5.3.1.10** In view of the above it is recommended to provide a bouquet of about 20 DD channels in free-to-air mode in the Ku-band for the uncovered areas by using satellite distribution system. However, it may be seen from Annexure IV that in case of compact population, such as pockets of 100 TV households and above, system of cable head ends may be more cost effective. In such cases this option could be exercised. But the comparative cost for this option has been worked out for six channels only. Cost will go up further if the channel capacity is to be increased.

**5.3.1.11** It is expected that with the above strategy during the 10<sup>th</sup> Plan period, a large market of set top boxes would develop bringing their prices within the reach of common man and making the entire operation totally market driven. Accordingly no investment would be required by Prasar Bharati in set top boxes and cable head end by the end of 10<sup>th</sup> Plan.

## **(2) Radio**

**5.3.2.1** As brought out earlier (under the heading approach for 10th Plan), the population coverage by FM broadcasting should be extended from 30.29 % to 60% during the 10th Plan except in case of strategic border and difficult hilly terrains where medium wave broadcasting is still quite relevant.

**5.3.2.2** Private investment in FM broadcasting should be encouraged further to provide multiple choices to listeners and also to supplement the efforts of AIR in providing coverage to uncovered areas.

## **6. To sum up, the Group recommends as follows:**

### **6.1 Television**

- Television coverage to uncovered areas should be provided with a multi channel bouquet in free-to-air mode in the Ku**

band through satellite distribution systems. In case of sparsely populated areas bouquet of channels should be delivered direct to the TV households through individual set top boxes by recovering 50% cost from the consumers. In case of compact population of 100 TV (or 1000 total) households, the bouquet should be delivered through a cable head end to be given to an entrepreneur or a local public authority/institution by meeting the 100% capital cost. Investment in set top boxes and cable head ends should be phased out in such a manner that the entire operation becomes market driven by the end of 10<sup>th</sup> Plan.

- Terrestrial network should not be expanded any further.

## 6.2 Radio

- Radio coverage to uncovered areas should be provided in the FM mode except in strategic border areas and difficult hilly terrains where coverage by medium wave should be considered. Extended coverage in digital satellite mode could also be considered as and when this technology becomes commercially viable.

## Appendix – I

### Falling Trend in Prices of Home Satellite System

Year	Cost (US\$) of Home Satellite System (with CA system, EPG etc)	Cost (US\$) of Home Satellite System (without CA system, EPG etc)
1980	10,000	-
1984	5,000	-
1985	3,000	-
1987	2,000	-
1990	1,000	-
1995	600	-
1997	500	-
1999	400	330
2000	300	230
2001	200	130

## Appendix – II

### Estimated cost for distribution of a bouquet of 20 DD Channels to uncovered population (90%-95%) through direct satellite reception by individual TV HH

Uncovered TV HH	Equipment required	Qty	Rate	Cost recovered (@50%) from consumer	Total Capital investment (Rs. Crores)	Annual Recurring cost
*10 lakhs (90%-95% coverage)	Uplink Equipment (20 DD channels)	2	9 cr		18	2.70 cr (15% cap)
	Play-out facility (20 channels)	2	8 cr		16	2.40 cr (15% cap)
	Misc.	One lot	4 cr		4	0.60 cr (15% cap)
	Set Top Boxes with dish	10 lakhs	Rs.6000	Rs.3000	300	Nil
	Satellite Transponder (C/Ku band) Leasing per annum	2	15	-	-	30.00 cr
<b>Total Amount</b>					<b>338 cr</b>	<b>35.70 cr say 36 cr</b>

\* Derived from 500 lakh uncovered population (5% of 10,000 lakh) in the country i.e 100 lakh Households (@5 per HH), with a TV penetration of 10% i.e 10 lakh TV HH.

### Estimated cost for distribution of a bouquet of 20 DD Channels to uncovered population (95%-100%) through direct satellite reception by individual TV HH

Uncovered TV HH	Equipment required	Qty	Rate	Cost recovered (@50%) from consumer	Total Capital investment (Rs. Crores)	Annual Recurring cost
*10 lakhs (95%-100% coverage)	Set Top Boxes	10 lakhs	Rs.6000	Rs.3000	300	Nil
<b>Total</b>					<b>300 cr</b>	<b>Nil</b>

\* Derived from 500 lakh uncovered population (5% of 10,000 lakh) in the country i.e 100 lakh Households (@5 per HH), with a TV penetration of 10% i.e 10 lakh TV HH.

**Estimated cost for distribution of a bouquet of 20 DD Channels to uncovered population (90%-95%) through satellite / cable distribution**

Uncovered TV HH	Equipment required	Qty	Rate (Rs. crores)	Total Capital investment (Rs. Crores)	Annual Recurring cost (@ 15% of Capital Cost)
*10 lakhs (90%-95% coverage)	Uplink Equipment (20 DD channels)	2	9	18	2.70 cr
	Play-out facility (20 channels)	2	8	16	2.40 cr
	Misc.	One lot	4	4	0.60 cr
	Cable head-end and cable distribution for 6 DD channels (DD1, DD2, DD News & 3-Regional channels)	b) 1,000 (each serving 200 TV HH)	0.035	35	5.25 cr
		c) 8,000 (each serving 100 TV HH)	0.030	240	36.00 cr
Annual charges for Leasing of Satellite Transponder (C/Ku band)	2	15	-	30.00 cr	
<b>Total Amount</b>				<b>313 cr</b>	<b>76.95 cr say 77 cr</b>

\* Derived from 500 lakh uncovered population (5% of 10,000 lakh) in the country i.e 100 lakh Households (@ 5 per HH), with a TV penetration of 10% i.e 10 lakh TV HH.

**Estimated cost for distribution of a bouquet of 20 DD Channels to uncovered population (95%-100%) through satellite / cable distribution**

Uncovered TV HH	Equipment required	Qty	Rate (Rs. crores)	Total Capital investment (Rs. Crores)	Annual Recurring cost (@ 15% of Capital Cost)
*10 lakhs (95%-100% coverage)	Cable head-end and cable distribution for 6 DD channels (DD1, DD2, DD News & 3-Regional channels)	a) 1,000 (each serving 200 TV HH)	0.035	35	5.25
		c) 8,000 (each serving 100 TV HH)	0.030	240	36.00
<b>Total Amount</b>				<b>275 cr</b>	<b>41.25 cr</b>

\* Derived from 500 lakh uncovered population (5% of 10,000 lakh) in the country i.e 100 lakh Households (@ 5 per HH), with a TV penetration of 10% i.e 10 lakh TV HH.

**Comparison of Investment required for covering less than 100 TV Households**

<b>Number of TV Households</b>	<b>Investment required for providing cable distribution</b>	<b>Investment required for providing direct reception through set top boxes (after cost recovery @Rs.3000 per box)</b>
100	3 lakhs	3 lakhs
80	2.8 lakhs	2.4 lakhs
60	2.6 lakhs	1.8 lakhs
40	2.4 lakhs	1.2 lakhs
20	2.2 lakhs	0.6 lakh
10	2 lakhs	0.3 lakh
5	1.8 lakhs	0.15 lakh

## Appendix – IV

### Estimated cost of additional infrastructure for the expansion of DD-1 coverage from the existing 90% to 95% population through terrestrial transmitters

Uncovered TV HH (90%-95%)	Equipment	Qty	Rate (Rs. crores)	Total capital cost (Rs. Crores)	Annual recurring cost @ 15% of capital cost (Rs. Crores)
*10 lakhs	HPT	100	9.00	900	198.6 say <b>199</b>
	LPT/VLPT	500	0.80	400	
	TVRO	600	0.04	24	
<b>Total</b>				<b>1324</b>	

\* Derived from 500 lakh uncovered population (5% of 10,000 lakh) in the country i.e 100 lakh Households (@5 per HH), with a TV penetration of 10% i.e 10 lakh TV HH.

### Estimated cost of additional infrastructure for the expansion of DD-1 coverage from the existing 95% to 100% population through terrestrial transmitters

Uncovered TV HH (95%-100%)	Equipment	Qty	Rate (Rs. crores)	Total capital cost (Rs. Crores)	Annual recurring cost @ 15% of capital cost (Rs. Crores)
*10 lakhs	HPT	50	9.00	450	319.8 say <b>320</b>
	LPT/VLPT	2000	0.80	1600	
	TVRO	2050	0.04	82	
<b>Total</b>				<b>2132</b>	

\* Derived from 500 lakh uncovered population (5% of 10,000 lakh) in the country i.e 100 lakh Households (@5 per HH), with a TV penetration of 10% i.e 10 lakh TV HH.

### Summary Comparison of cost estimation for expansion of coverage (Rs. Crores)

Coverage Expansion	Terrestrial (one channel)		Direct from satellite through set top box (20 channels)		Through cable distribution (6 channels)	
	Capital	Rec/Ann	Capital	Rec/Ann	Capital	Rec/Ann
90%-95%	1324	199	338	36	313	77
95%-100%	2132	320	300	Nil	275	41

## 7. Content Creation and Software

**7.1** The Working Group recognized the need for creation of rich and quality content on Live Events, Performing Arts, Dance, Drama, Music, Theatre, Citizenship development, Social issues etc. The Group felt that this effort should not be understood as an intent to control or modulate content by the Government. **Government would facilitate and encourage well-established and budding talent to create content on defined issues of concern.**

**7.2** Prasar Bharati had acquired the requisite infrastructure and hardware for programme development. This hardware and infrastructure should be optimally exploited for creation of programmes, not only by Prasar Bharati but also by other organizations like National School of Drama, Films Division, NFDC, SPIC MACAY, Public Service Broadcasting Trust and by well known and eminent Directors. The Group recommends **utilization of alternative mechanisms for content creation. Besides Prasar Bharati, Institutions like National School of Drama, Public Service Broadcasting Trust, SPIC MACAY and Institutes like FTII, SRFTII etc. should be provided sustained funding for creation of content. The Group also recommended that the arrangement between the Ministry of Information and Broadcasting and the Content Creator should be in the form of an MoU in order to encourage independent, well known and eminent Directors to experiment.**

**7.3** The Group acknowledged the fact that efforts at funding needed to be sustained over a long period of time because there was a gestation period before results of such content creation would filter in. Acknowledging the risks involved in content creation, the Group recommends **that fund should be provided for content creation, at least for a period of two years before the success of the endeavour is evaluated. In the initial stages, the funding should be 100% to enable the content creators to experiment with rich and diverse content.** It was acknowledged that it will take some time for the content to gain popular acceptance and generate commercial revenue.

**7.4** The effort should focus on encouraging the concept of Community Radio and, therefore, rural input in the content, which should be produced at local level, should be encouraged. The Group recommended that **content creation should be done at the national, state, local and community level. It should cover diverse subjects and issues, of relevance to the public. This may include subjects like population, health, environment, rural development, women's issue also.** It is felt that **radio soap operas** were a time tested means of conveying a variety of messages to the masses and this mode should also be deployed. The Group also felt the need for emphasis on content relating to performing arts, events

**relating to dance, drama and music, festivals of India, as well as of content specifically meant for children.**

**7.5** The Group deliberated the issue of quantifying the needs for investment in the sector; but in the absence of costs of creation of content, the actual format of presentation etc., it was not possible to recommend any alternative. The Group felt that **in the initial stages Ministry of Information and Broadcasting should fund one hour content for the Electronic Media, on a weekly basis, in the form of a weekly magazine. One of the members felt that at least 3 hours of content for the Electronic media, on a weekly basis, should be funded. 4 hours per week of content should be earmarked for Radio, which can be presented as magazine on some selected issue.**

**7.6** The Group also recommended that **25% of the total content created must be by eminent producers/ directors, whose style should then be emulated up by other content creators.**

**7.7** The Group agreed that **thematic presentation of content would be ideal, giving a kaleidoscope of Arts, Crafts, Dances, Dramas of India, the different styles with presentations and explanations. This will help create and cultivate the taste and appreciation in the common man for the rich cultural heritage of India.** The Group also acknowledged the major role of Hindi films, soap operas and serials in providing popular platform for disseminating socially relevant messages. **These modes could also be exploited.**

**7.8** The Group noted the present process of telecasting of Parliamentary Proceedings of the Lok Sabha and Rajya Sabha by Doordarshan. Acknowledging the importance of telecasting the Proceedings of State Legislatures, the Group has recommended establishment of facilities for television coverage/ recording of the proceedings of the State Legislatures by Doordarshan and recommends additional provision for the same as a Plan activity of Prasar Bharati.

**7.9** The Group noted the problems being faced in following the guidelines and restrictive conditions imposed in Government funding. Acknowledging that there are certain risks involved in content creation, the Group recommended **the need for marketing the content so that it could create a mind set amongst the viewers. The public media modes also needed to be sensitised to the experiment and its objectives. This would ensure that the content created would reach beyond the niche audience and would have wider appreciation.**

**7.10** The Group acknowledged the talent and initiative available in Doordarshan and AIR and recommended **that greater autonomy/**

decentralized financial powers be devolved on the regional Kendras to allow speedier implementation, creativity to flourish and ideas to flow.

**7.11** While recommending a corpus for content creation, the Group felt that the amounts placed at the disposal of the different ministries/ departments for media coverage, needed to be consolidated at the level of the Ministry of Information and Broadcasting. This amount, in the Budget of the Ministry of I&B, could then be used for content and software creation and the expenditure should be monitored either through an independent Council or a Trust.

**7.12** The Group recommends the need for proper feedback mechanism, which would measure the impact of the content created at the gross-root level. There is need for in-depth market survey rather than reliance on the present viewership rating mechanisms.

**7.13** The Group also recommends that the content being created should be properly archived and that Prasar Bharati should provide for prime time broadcast of the content. The Group felt that content, created in the manner recommended above, would attract good commercial revenue.

**7.14** The Group recommends that the option of attracting “venture capital” in the field should also be explored.

## **8. HUMAN RESOURCE DEVELOPMENT**

**8.1** The concept of human resource development in its general sense is a process of increasing the knowledge, skills and the capacities of all the people in a society. In its economic sense it refers to the accumulation of human capital and its useful investment in the development of an economy. Politically, it means the process of preparing people for participation in political affairs, especially as citizens in a democracy. From the social and cultural point of view, it helps people to lead fuller and richer lives. In other words, human resource development is a concept that provides a meta value, a kind of subsuming norm which guides management approaches to its employees.

**8.2** The Human Resource Development philosophy emphasizes on the need to value human beings. Trust in the basic integrity of people, belief in their potential, respect for their dignity-these underlying attitudes lead to creation of a climate at work place where individuals feel a sense of involvement and belonging, where people find fulfillment in work and seek newer horizons through self-development.

**8.3** In any sphere a strategy for human resource development can be the guiding force for building the skills and knowledge required for economic,

social, cultural and political growth and to provide avenues for participation in the creation of a better society.

**8.4** General education broadens the outlook, makes people better informed and improves their adaptability. It provides the basis for further training and enables one to take advantage of developing employment opportunities. Education and training, besides developing valuable abilities and skills also prepare for the effective utilisation of the human resources of a country. The process of human resource development is directly related to the recognition of the importance of investment in human beings. Human resources of a nation can be developed in a number of ways through formal education, on-the-job-training, self-development processes, etc. The development of people is considerably more than a matter of formal education. Individuals acquire skills and knowledge on-the-job as well as through various kinds of training programmes that are not part of the formal school system.

## **9. TRAINING AND THE MEDIA**

**9.1** Newspapermen, film makers, and broadcasters look to a training institution as a source of supply for people to operate their enterprises. The trainer desires that the product of the institution will meet his needs, or that it is worth any substantial personal investment. This means that to be acceptable, students must be trained with some precision to fill existing media needs, and they must so demonstrate their value that the manager is willing to pay, in time and money, for the product. It is essential that the training institutions devote substantial effort to pointing out to the media the need for building training into their total system. An analysis of the medium's operations must reveal the place of personnel preparation and put value upon it.

**9.2** There are six kinds of needs which media training must be prepared to supply.

**9.2.1** *Orientation:* The most basic level of training is that of helping the new or potential employee to understand the system in which he finds himself. It will involve familiarization with new terms, new equipment, new methods of operation, and new people. Familiarization may be an equally important part of training for a seasoned employee who is shifted to a new system or to unfamiliar work within the same system.

**9.2.2** *Basic Skills:* In the communication industry, the basic skill is the ability to handle language, and any "idea-handling" member of a newspaper, film company, or broadcast station staff. Fluent use of language is an essential tool in this field.

For staff members concerned with processing technical materials, the basic skills might be manual dexterity or mechanical aptitude (e.g. press operator) or artistic and visualization talent (for an illustrator). The basic skills are the foundation on which are built technical skills.

**9.2.3 *Technical Skills:*** This level refers to the functional programming, writing and production skills. Such training requires some availability of professional type technical equipment ( a studio, cine, or press equipment, etc.). It is primarily production oriented – concerned with the quality of the product produced.

**9.2.4 *Up-grading Skills:*** This level of training is intended to improve skills in a selected field. It can include refresher courses for those who need updating or for those whose skills have deteriorated with time. It can also provide familiarization with new equipment or new procedures brought about by reorganization.

**9.2.5 *Liberal Background:*** This level of training is concerned with the understanding and evaluation of social information. If the media are to be socially constructive, they must be based on a true understanding of the social, cultural, and economic issues which they report. This can come about only if the people who speak and write are themselves informed.

**9.2.6 *Specialized Applications:*** This level of training seeks to provide specific packages of information for particular media specialities (government information, advertising, public relations, media management) or for particular kinds of development work (agriculture, family planning, education, health).

## **10. Objectives and Strategies**

**10.1** These institutions must fulfil the objectives of bringing in development of the society. Requisite content must be added to the curriculum which is aimed at producing social change. This proportion of developmental content varies with the organization and must be designed in a manner that it meets the real needs of the audience.

A broad strategy can be followed that encompasses:

**10.1.1 *Culture:*** The development and preservation of a society's arts, music, history and traditions form the basis for national identity. The increased flow in international communication is causing a fear of alien culture, tending to eliminate the distinctive characteristics of their people. Cultural programming can play an important role establishing cultural identity. Culture and entertainment are not mutually exclusive.

**10.2.2 Information:** The media must make conscious efforts to select from the range of facts available to those which have useful meaning to the audience. Training media personnel implies that they keep in touch with the permanent interests of the audience and use the media channels to satisfy their needs.

**10.2.3 Instruction:** As opposed to information, “instruction” is taken to mean structured presentation of a set body of knowledge with specific goals, usually involving some organized reception. Schools broadcasting or agricultural broadcasts for farmers serve as illustrations. Continuing projects in family planning, health, or vocational training require the skills of educational technology for maximum effectiveness and as such require media personnel with special training.

## **11. STATUS OF THE MEDIA**

**11.1** Communication training is considered as the planned process of inducing those attitudes and transmitting those skills necessary for the effective mass movement of ideas, the sharing of information, and the transfer of experience. Within the term information, we include objective facts, cultural material, and opinions which have some bearing on the beliefs and conduct of those who receive the messages. Channels for the mass movement of information comprise various media, such as radio, newspapers, television, films and other audio or visual forms which reach sizable groups of people.

**11.2** Subsequently, a score of training programmes and national institutes have been established across the world, often with multilateral, bilateral, or private assistance. Furthermore, in the mass media teaching and training have now acquired a status and acceptance. The exponential growth in the media industry, cable and satellite television, FM radio and Internet has created widespread interest in this area of study.

**11.3** Journalism and mass communication, as an academic discipline, has made rapid strides during recent years. There are around 129 university departments (including some in leading colleges) in the country offering post-graduate education in the subject.

**11.4** The print media continues to retain its share of urban media consumption at 16 per cent according to the National Readership Survey for 2001. The survey finds that an average urban Indian spends two hours every day on media consumption.

**11.5** Today, the media scene is changing fast. No audio-visual medium can exist all by itself. The media are converging and are becoming

interdependent. Teaching for media is no longer confined to the classroom. It is now happening via many mediums with close interactions of students and the professionals. India leads the world in the annual output of feature films. The demand for Indian audio-visual work is increasing internationally.

**11.6** The immediacy and intimacy effects of TV image make television a most powerful communication tool. TV viewing forms the single largest chunk of an urban Indian's media consumption. Since 1995, TV's share of the total media pie has increased from 62 per cent to 72 per cent in 2001. The growth of regional language channels has been a striking feature.

## **12. Training Institutes of the Ministry**

The media having attained the institutional status, can help the user understand not only the dynamics of human resource development but also ways of harnessing the power of the same.

The following are the media training institutes under the Ministry of Information and Broadcasting.

### **(a) Film and Television Institute of India**

Film and Television Institute of India (FTII), Pune offers training in the art and craft of Film and Television. Students are admitted to regular courses in Film and Television and on completion of three-tiered course of study, are awarded Diploma in Direction, Cinematography, Editing and Audiography. FTII conducts short-term courses in various fields related to Media, Television and Films and also imparts in-service training to Doordarshan employees in Programme Production and Technical Operation. Short-term courses are also conducted for Indian Information Service officer trainees.

FTII regularly enters the student diploma films in various national and international film festivals. Every summer, FTII in collaboration with NFAI conducts a four-week course in Film Appreciation in Pune.

### **(b) Satyajit Ray Film and Television Institute**

The Satyajit Ray Film and Television Institute (SRFTI), Kolkata was established and registered as a Society under the West Bengal Societies Registration Act, 1961 on 18 August 1995. The Institute provides training in film and television production and other allied subjects and grants diplomas to the trainees. At present the Institute offers Three Years' Diploma Courses in : (I) Film Direction and Screenplay Writing; (ii) Motion Picture Photography; (iii) Editing (Film and Video) and (iv) Sound Recording. The Institute is an Autonomous Society with the Governing Council, Standing

Finance Committee and an Academic Council under the President who is also the Chairman of the Institute. The first batch of students has completed its diploma in Film Direction. The Institute entered into a student exchange programme with Germany.

**(c) Indian Institute of Mass Communication**

The Indian Institute of Mass Communication is an autonomous centre for advance study in mass communication, research and training. It was established in 1965 and registered under the Societies Registration Act (XXI) of 1860. The Institute is fully funded by the Government of India through the Ministry of Information and Broadcasting. It has four branches at Dhenkanal (Orissa), Kottayam (Kerala), Jhabua (MP) and Dimapur (Nagaland).

The Institute conducts the following major courses : (1) Orientation Course for officers of the Indian Information Service (Group A); (2) Post-graduate Diploma Course in Journalism (English) - 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 and TV Journalism; and (6) Diploma Course in Development Journalism for Non-aligned and Developing countries. The Institute conducts each year a number of specialised short-courses and workshops to meet the training needs of media personnel working in Central/State government, public sector organisations, course for senior army/police officers and the courses sponsored and funded by international organisations and other funding agencies. In addition, the institute organises a number of refresher courses for the Indian Information Service personnel working in various Media Units of the Central government.

Over the years, the Institute has conducted several major research projects for various international organisations, government and non-government bodies.

**(d) Staff Training Institute (Programme)**

The Staff Training Institute (Programme) - STI (P) of All India Radio established in 1948 at Delhi imparts in-service training to various cadres of programme staff of All India Radio including administrative staff of Akashvani and Doordarshan. Besides, there is one STI(P) at Cuttack and five Regional Training Institute at Hyderabad, Shillong, Ahmedabad, Thiruvananthapuram and Lucknow to cater to the training needs of the Radio Stations in the respective regions. It is conducting various department examinations for administrative staff.

The Institute provides training in personnel and financial management for senior level officers, basic courses for programme executives and transmission executives, specialised courses and workshops for various audio formats and special audience programmes. Administrative training courses are also arranged for general office management, departmental enquiries, proforma accounts, maintenance of Office Records, etc.. During 1999-2000 STI (P) conducted 85 training courses for 1,423 personnel.

**(e) Staff Training Institute (Technical)**

Staff Training Institute (Technical) caters to the training needs of the engineering personnel of All India Radio and Doordarshan. The area of training are : Induction Course for directly recruited officials at various levels; Skill upgradation course; Modern broadcasting technologies; and Management Courses for senior technical personnel. The Institute arranges for engineering staff to obtain Master's degree in Engineering from reputed institutes like Indian Institute of Technology and Indian Institute of Science (Bangalore). It also arranges training of senior engineering personnel in management institute like IIPA, NITIE etc. The Institute has the responsibility to carry out the following activities : Conducting departmental competitive examination; conducting direct recruitment examination; preparing and updating technical manuals; preparing safety manuals; preparation of technical monographs; and publication of quarterly newsletters.

The Institute conducted 130 courses during 1999-2000 and trained around 1,800 engineering personnel. Officials from broadcasting organisations of some neighbouring countries are regular participants in training programmes. Some courses have been conducted in collaboration with international institutes and agencies like ITU, AIBD, Deutsche Welle Radio Training Centre (Germany).

## **13. FUTURE EXPECTATIONS**

**13.1** Many of the media training institutions spread all over the country will fast become dated, if they do not catch up with the revolutionary developments taking place in the field of technology. Hence there is an urgent need to take full cognizance of the new environment created by converging technologies.

**13.2** The computer technology revolution is gaining strength, the digital technology is being applied to radio, television and the Internet to facilitate literacy and education. Advancement in computing skills and audio-visual skills can lead to synergies.

**13.3** The growing number of information workers in India is paving the way for the introduction of important technologies. India has far more information workers than Japan, and about the same number as the US. Training with a vision, which functions in a milieu of changing media scene and dynamic political economy is the need of the hour.

**13.4** Academic curricula should be the centre piece of the activities of the institutes. Imparting of professional education should aim at developing mastery in a particular area of field with basic interacting knowledge of coordinating technologies behind.

**13.5** Equipping the students with specialised skills should be one of the primary components. A vital component of such institutes should be to develop the total personality of the pupil.

**13.6** Equal amount of stress should be made on examination-oriented curriculum as well as the development of the manpower skills. Close interaction with the environment in which the trainee functions should be another essential component of any HR department programme.

**13.7** A well-designed interface with the private or official media, the course seekers along with an experienced faculty can be instrumental in providing an enriching environment conducive to growth.

## **14. RECOMMENDATIONS**

**14.1** The assets and strengths of the training Institutes need to be fruitfully utilised. The assets of Government institutions could also be shared with non-government users under a well laid out scheme. The training imparted must be in tune with the times. There is a need for generating a mechanism to acquire and sustain a good faculty and developing a strong visiting faculty. Administration should be re-structured in a manner that gives the institutes true functional autonomy for achieving the desired objectives.

**14.2** It is suggested that the institutes have a permanent core faculty along with a visiting faculty. It is important that trainers including visiting faculty, with proven track record and expertise in the relevant field/subject be drawn for assignments for short duration courses on contract basis.

**14.3** It is suggested that the institutes identify mechanisms to generate revenue to make them more self-reliant. The fee-structure needs to be re-vamped so that the subsidy component can be phased-out for the recovery of fee-cost. Provisions also need to be made so that the talented students are not denied admission solely on financial grounds. Measures like grant of govt. scholarships, waivers can be introduced.

**14.4** For any media personnel to be successful it is important that one is well equipped and hones skills which are essential pre-requisites for human resource development, like:-

- (1) Knowledge of language
- (2) Knowledge of computers
- (3) Knowledge of media e.g. technology and communication
- (4) Capsule in effective management

**14.5** In the rapidly changing film and television scenario, there is tremendous and vast need for large number of people to be trained in audio-visual medium. Today more than 90% persons working in the audio-visual field are not formally trained. Needless to say persons need to be trained at various levels. Therefore, training of people required at various levels needs to be initiated and organised. An increase in the admission capacity and setting up of more number of training institutes needs to be done by the respective State government with the assistance of the Centre. Better content and more number of short courses will not only contribute to greater revenue earning but also increasing the students strength of the institute. For the size of our country , it would be difficult for Information & Broadcasting sector alone to cater to the vast needs. Strategic partnership with Department of Education, various universities and private teaching institutes could be explored.

**14.6** Today, the media scene is changing fast. No audio-visual medium can exist all by itself. The media are converging and are becoming interdependent. Media teaching is moving out of the confines of a campus, paving way for Global Film School to carry media education via internet to high school students, to students of film and television, media professionals and those interested in the media. As media related jobs require specialised skills and expertise, due recognition and decent salary structure is imperative for media professionals. This is not only important for boosting their confidence and motivation level but also helps in improving the performance level.

**14.7** In the wake of convergence, training in Internet will form a vital tool of media. The Net is here to stay. Therefore, it is necessary to train human resources as content providers for websites and portals and for online publications.

**14.8** With recent technological revolution particularly in multi-media, information technology and computers, one is working in an environment of convergence. There has been therefore, a shift of focus from reading and writing skills to audio-visual skills. Unfortunately, audio-visual skills are not formally taught in any of the schools and college curricula. The whole 20<sup>th</sup> century has seen tremendous focus on reading and writing skills in

many programmes for promotion of literacy. With modern digital technology the image and sound can be easily manipulated. The viewer of any audio-visual medium does not have the basic understanding of language of image and sound and will be more vulnerable for exploitation from those who can successfully use the image and sound language and manipulate the same. Therefore, focus on promoting general audio-visual literacy of all people besides educating and training people in film and television is the need of the hour. The orientation and mindset need to be radically changed in this direction and the government should not contain itself with the fact that they support the national level institutes of higher education in film and television.

**14.9** Instead of long extensive courses of higher education in audio-visual medium, the imminent need is of running several short courses with credit points where credits accumulate over a period of time which can be pooled for award of degree/diploma. There is a need for starting integrated courses of long and short duration along with courses with multi-point-entry-system. Management of business in film/TV/entertainment sector should also be taught to potential entrepreneurs.

**14.10** With democratisation of media and computer based technology, Low End Equipments will be more suitable for basic training. With rapidly expanding internet facilities ‘Online Training Programme’ should be undertaken and separate budget provision for this need to be allocated.

**14.11** Graduation courses in Drama and Theatre must also be started on lines of courses for the field of Music and Dance.

**14.12** It is also felt that the Government needs to play a role of a catalyst rather than a regulator in the functioning of the training institutes. For this purpose financial assistance and other assistance needs to be provided by the Centre to the state governments for setting-up institutes on Journalism and Mass Communication.

**14.13** A re-vamping of the training institutes is the need of the hour. For ensuring fruitful utilization of infrastructure of these institutes, they should operate on lines of an Open University. All the facilities offered by the institute can be charged. Short courses can be conducted by the faculty where attendance can be optional.

**14.14** There is a need for an Apex Institution i.e. an affiliating university for overseeing the performance of media institutes of the country. It should be equipped with sufficient powers for ensuring not only quality control but also quality promotion. IIMC could be considered for upgradation as a deemed university for this purpose.

**14.15** Media training institutes should be manned by professionals as they are better placed for understanding and solving the problems and also for the smooth running of training institutes.

**14.16** Public Service Broadcasting has the power to act as a catalyst for social change and national development. A credible autonomous Prasar Bharati needs to be financially stable and free from State control for delivering the goods of a public service broadcaster.

**14.17** Prasar Bharati in order to improve its performance, needs to be manned by professionals at the helm. People with competence, integrity and entrepreneurial skills can help in rooting out the malaise in the system. A stable tenure is important for maintaining continuity and quelling ad-hocism.

**14.18** The organisation needs a vision and must work towards creating a work culture that is stimulating and promotes professional competence and creativity.

**14.19** Training is a continuous process of learning and honing skills. These must be provided at all levels of hierarchy. Measures need be taken for imparting training to Prasar Bharti personnel in an institutionalised manner. For this purpose, options need to be explored like utilizing part of existing training infrastructure of institutes eg. IIMC, FTII, SRFTI etc., or collaboration with the private training institutes.

**14.20** Training programmes/refresher courses must be high on content and must address the vital elements like morals and morale. Training of trainers may be done in institutions of excellence in the country and abroad.

**14.21** The internal system needs re-structuring and systematisation. A stimulating and challenging environment is imperative for giving expression to creativity.

Attempts need be made for –

- Selecting the right person for the job.
- A revised salary structure with a system of incentives and disincentives with removal of dead wood.
- For upgrading the skills the training of the employees needs to be done at regular intervals. This will enable them to make the most of the state-of-the-art technology already existing in the studios.

- For alleviating the prevailing sense of insecurity and state-of-flux the fate of the employees of Prasar Bharti eg. IIS, IES, needs to be clearly spelt out.
- For culling out the best talent, greater emphasis needs to be on merit and aptitude during the recruitment of employees.

**14.22** Govt. of the day must strive to secure an accountable, credible and efficient Prasar Bharati.

**14.23** Prasar Bharati Property/Equipment needs to be exempted from taxes. Increased costs due to taxes can mar its plans of expanding the broadcasting network. This can adversely effect the reception quality and reach.

## **15. TRADITIONAL MEDIA UNITS**

**15.1** The technological strides that have taken place in the field of communications in the last two decades should not make us forget that a major part of our population continues to subscribe to traditional networks of communication. These networks have survived and flourished over many centuries. It may lack the state-of-the-art finish of video cassettes and fibre optic interactive computer controlled networks but it has its own efficacy and functionality . In fact, in a world of diminishing energy resources, it will be interesting to conduct a study into how cost effective traditional media can be.

**15.2** The communication needs in India are much greater than the resources we have today to meet them. With the growth of mass media during the last few decades, one would imagine that the traditional media ought to have vanished. On the contrary, they have geared up to function more effectively along with the electronic media. The reasons being the awareness that came about their potential use among the media planners and the realization of their impact as cultural media.

**15.3** Traditional media are the indigenous channels of communication. They are not simply old-fashioned forms of entertainment. As media they are alive and receptive to new ideas. They have no grammar or literature, yet they are nurtured through oral and functional sources. In totality, traditional media provides channels for expressing socio-ritual, moral and emotional needs of the language group to which they belong.

**15.4** Studies have stressed that no mass media can exist in cultural vacuum. After all, communication is fully realised when it passes through the attitudes and behavioural modes of the people. It is often said even today that mass communication in India is conducted to some extent through non-mass media which obviously includes the forms of traditional folk media.

**15.5** The audience generally covered by the traditional media are not diverse in cultural fabric like the audience of the technology-based mass media. They are local, regional and ethno-linguistic groups, though in the wider dissemination process of mass media they are not sliced out of the vast heterogeneous audiences.

**15.6** So long as the contents of traditional media provide entertainment and fulfil communication needs of the groups, they will retain their worthiness as expressive agent. The more the traditional media prove their acceptability to new ideas, the more they will be regarded useful as media of communication. In this process, the contents may change, but without disturbing their structural characteristics. This is what makes them relevant to the society. For example, *alha* of Uttar Pradesh, *powada* of Maharashtra and *burrakatha* of Andhra Pradesh, all ballads- have survived for many centuries in their singing styles, but in contents many new themes have been infused in them. They are used directly by their reciters and also extended through electronic media. Their use has widened their impact even beyond their cultural boundaries.

**15.7** Although traditional media exists on its own devices and continues to function on account of its inherent capacity to effortless communication, it is different from technology-based mass media. The technology-based mass media disseminates messages to heterogeneous audiences; the traditional media usually caters to the ethno-rural communities through the role of folklore. This folklore phenomenon provides means of communication by employing calm verbal-musical and visual folk art forms, transmitted to a society or group of societies from one generation to another. They have served the society as indigenous tools of inter-personal, inter-group and inter-village communication for ages.

**15.8** Two important factors that obstruct communication in the country are the high rate of illiteracy and the alien nature of mass media. Even if radio acts as the first source of information to a majority of the country's population, the act of inter-personal communication through *chaupal charcha* or exchange of views in *baithaks* is needed for effective dissemination of the messages.

## **15.9 Types of Traditional Media**

Traditional folk media include the following:

**15.9.1** Action-oriented folk arts and verbal-musical forms like rural theatre and puppetry; discourses like *harikatha* and *kathakalasha pam*; folk songs, ballads, story telling, kabi-gan and poetic symposia.

**15.9.2** Audience situations like fairs and festivals; social, ritual and ceremonial gathering; market occasions and rural meets.

**15.9.3** Social institutions like the *ghotul* of the Mudias of Madhya Pradesh or *dhumkuria* of the Oraons of Bihar, *baithaks*; opinion leaders like village heads, teachers, etc.

**15.9.4** Rural arts and crafts, traditional designs and miscellaneous motifs.

## **16. TRADITIONAL MEDIA USERS**

Government media units using the traditional media are:-

### **16.1 Directorate of Field Publicity**

**16.1.1** The Directorate of Field Publicity (DFP) is the largest rural-oriented inter-personal communication medium in the country which acts as a two-way bridge between the people and the Government. Its aim and objectives in brief are : (a) to inform people about the programmes and policies of the Government by bringing its men and material face to face with the people at large; (b) to educate people about the fundamental national values like secularism, democracy and socialism; (c) to mobilize public opinion for the implementation of developmental programmes and muster popular participation in the process of nation building; and (d) to keep the Government informed of people's reactions to its programmes and policies, and their implementation at the field levels, facilitating thereby the application of corrective measures as and when required. The Directorate resorts very largely to inter-personal communication like group discussions, public meetings, seminars, symposia, etc., to convey its messages to the people. Visual support is provided in the form of films, photo exhibitions and live entertainment programmes. Colourful programmes like rallies, and competitions like singing, rangoli, debates, essays, sports, etc., are also organized.

**16.1.2** The Directorate, with its headquarters at New Delhi, has 22 Regional Offices and 268 Field Units. During 1999-2000 the field publicity units organized 49,521 film shows, 60,532 oral communication, 13,819 special programmes and 35,573 photo exhibitions. The Regional Offices organized seven conducted tours of opinion leaders to different parts of the country.

### **16.2 Song and Drama Division**

**16.2.1** The Song and Drama Division was established for tapping the resourceful live media, particularly the traditional and the folk forms for Plan publicity. It has the advantage of striking an instant rapport with the people. It utilizes a wide range of stage forms such as drama, folk and

traditional plays, dance-drama, folk recitals and puppet shows besides the sound and light medium to focus the attention of the audience on important aspects of the country's life and development in different fields.

**16.2.2** The Division has 10 Regional Centres at Bhopal, Chandigarh, Delhi, Guwahati, Lucknow, Chennai, Pune, Calcutta, Bangalore and Ranchi. It has nine sub-centres located at Bhubaneswar, Hyderabad, Patna, Imphal, Jodhpur, Darbahanga, Nainital, Shimla and Srinagar.

**16.2.3** Border Publicity Scheme was introduced in Song and Drama Division in 1966 with the objective to boost the morale of the people along the sensitive international boundaries and keep them bound to the country's unity and integrity. In 1967 Armed forces Entertainment Wing was set up with a view to entertaining *jawans* posted in forward areas. Of the nine troupes, one is based in Chennai and the rest in Delhi. A new medium, an amalgam of Sound, Light and Live action was adopted by Song and Drama Division in 1976. There are three Sound and Light units one each at Allahabad, Bangalore and Delhi. In 1981 the Division set up a tribal centre at Ranchi for participation of tribals in the programme activities. The centre covers Bihar, Madhya Pradesh and Orissa.

**16.2.4** The Song and Drama Division puts up field programmes in coordination with the sister media units of the Ministry of Information and Broadcasting, Central/State government departments and voluntary organizations. The Division works in close coordination with the Ministries of Health and Family Welfare, Defence, rural Development, Social Justice and Empowerment, Human Resource Development, etc. During 1999-2000, the Division organized 38,576 programmes on broad national themes and Government policies. These programmes were held mostly in rural and semi-urban areas.

### **16.3 Directorate of Advertising and Visual Publicity**

**16.3.1** The Directorate of Advertising and Visual Publicity (DAVP) is the only multimedia advertising agency of the Central Government to inform the people about the activities, policies and programmes of the Government and to motivate them to participate in developmental activities. It caters to the communicating needs of client ministries and departments as also of some autonomous bodies in different languages through the print material, press advertisements, audio-visual publicity programmes on radio and televisions, outdoor publicity and exhibitions. It is one of the biggest advertising agencies in the country using about 5,196 newspapers for press advertisements. Publicity material of DAVP is dispatched to over 15 lakh addresses under 545 categories. DAVP with its headquarters at New Delhi, has two regional offices at Bangalore and Guwahati, two regional

distribution centres at Calcutta and Chennai, and 35 field exhibition units spread all over the country.

### **16.3.1.1 Outdoor Publicity**

During 1999-2000, the Outdoor Publicity Wing of the Directorate arranged nationwide publicity for various programmes and themes of the Government like national integration and communal harmony, consumer rights, National Film Festival, rural development , drug abuse, road safely, etc.

### **16.3.1.2 Exhibition**

DAVP put up 279 exhibitions for 1,690 exhibition days in different parts of the country to publicise various schemes, programmes and policies of the Government. This was done through its network of 35 Field Exhibition Units. These include seven mobile exhibition vans, seven family welfare exhibition vans and 21 general exhibition units.

### **16.3.1.3 Audio and Visual Publicity**

During 1999-2000, 5,500 audio and 200 video programmes were produced, with the total number of broadcasts and telecasts standing 39,000 and 7,100 respectively. The programmes were produced in Hindi, English and some other regional languages and broadcast/telecast all over the country over AIR/Doordarshan.

During the year, the Directorate produced and broadcast radio-sponsored programmes entitle *Aao Haath Badhayen* on welfare theme, *Haseen Lamhe* on family welfare, *Gaon Vikas Ki Ore* and *Chalo Gaon Ki Ore* on rural development. *Jiyo Auro Jeene Do* on AIDS prevention, *Apne Adhikar* on Consumer Rights and *Naya Savera* on women and child development. Programmes were also broadcast on Anti-Malaria, Women Empowerment and Early Marriage. The telecast of video spots included Y2K, Child Labour and General Election.

## **16.4 Publications Division**

**16.4.1** The Publications Division is one of the larger publishing houses in the country. It produces books and journals on matters of national importance and on India's rich cultural heritage and reaches out to readers of affordable prices. Of about 7,000 titles published so far nearly 1,500 are live. The Division publishes about 120-150 titles in a year. In 1999-2000, the Division brought out 150 books. The subjects published by the Division cover a gamut – from art, history, culture, biographies of eminent persons, land and people, flora and fauna, science and technology, Gandhi literature, to works of reference like *INDIA, a reference annual*, and *Mass Media* in

India (both edited and compiled by the Research, Reference and Training Divisions). Volumes containing selected speeches of the Presidents and the Prime Ministers are also published.

## **16.5 All India Radio**

**16.5.1** The primary objective of radio transmission is to conduct public broadcasting services for information, education and entertainment of people. The important services of AIR include the News Services Division, which broadcasts daily news bulletins in Home Services and bulletins by the Regional News Units in External Services and under FM Services. The External Services Division provides broadcasts in 26 languages, 16 foreign and 10 Indian. The broadcast is composite, including news bulletins, commentaries on current affairs and features on developmental activities.

**16.5.2** All India Radio has presently 207 radio stations, which include 12 Regional Stations, 76 Local Radio Stations, 11 Relay Centres and 3 Vividh Bharati Centres. The broadcast coverage by AIR is 90% by area and 98.8% by population.

**16.5.3** The basic objective behind licensing the FM stations was to generate local and variegated/heterogeneous content. The programme content for private FM broadcasts would cover areas like music, education, entertainment-based programmes and local information but specifically exclude news and current affairs. The entry was confined to Indian companies and other legal entities.

**16.5.4** This private initiative needs to be encouraged so that people in different States can enjoy the wide variety of programmes that FM Radio can offer.

## **16.6 Doordarshan**

**16.6.1** Doordarshan is presently operating 21 channels which include the primary channel DD-I, Metro Channel DD-II, DD-News, DD-Sports, DD-World Regional Channels, four State Network and Gyan Darshan managed by IGNOU, DD-I, DD-II, DD-Sports, DD-News and DD-World channels are being uplinked in the digital mode. Doordarshan has entered an era of Digital satellite transmission with uplinking of five channels in Digital Mode. With the telecast of the Sydney Olympics Games, the Doordarshan Sports channel has converted into a pay channel.

**16.6.2** To enable staggered viewing of its programmes, Doordarshan has enhanced the duration of its National Service and Regional Services like Malayalam, Tamil, Kannada, Telugu, Marathi, Gujarati, Punjabi and

Bengali. From 2001, the North East Regional Services have also been increased to 24 hours.

## **17. FUTURE OF TRADITIONAL MEDIA**

**17.1** Modern means of communication will seldom replace the existing means. Each new mode of communication is superimposed upon the old. It takes over certain functions, but basic functions are retained by the former mode. Thus we find a constant interaction between the two sets of media. Traditional and modern mass media are complementary to one another. The radio translates them into auditory experience. Television and film multiply their reach. The camera adds a fourth dimension to traditional media. For traditional media has proved an effective means of communication having permeated the length and breadth of the subcontinent. One of the reasons why it has survived unlike in several western countries is because of the lack of literacy amongst a large mass of the population who continue to regard the modern media as something alien and therefore untrustworthy. The people prefer to depend upon the alternatives their forefathers depended upon. Effective bridging of the gap exists between new technology and its use by unlettered masses for dissemination of socio-political and cultural information. Therefore marriage of technology-based mass media and traditional modes of communication is essential. In total communication network, folk media contributes in a manner, which is rather difficult to measure in terms of figures.

**17.2** Communication pattern of any society is part of its total culture and it can only be understood in the context of its social organisations and institutions. Thus the heritage, caste and creed-based barriers and cultural complexities with the high illiteracy percentage of the country furnish a backdrop with which the communicators and electronic media have to reckon with while working together. They call for effective blending of mass media and field publicity through traditional channels of communication. Studies have proved that vital forms of transitional media are bound to survive.

**17.3** Limitations of traditional folk media are revealed when the communicator, in his enthusiasm, 'overloads' them with messages of instructional nature. The folk performances demand a balance between entertainment and information in their content material. So the new messages need to be fitted in with due consideration to the innate quality and cultural ethos of the media.

**17.4** Traditional folk media should be considered as a part of the social fabric of the community. While they could reinforce relevant social changes that are already averring, folk performances should not be used for propaganda, as they could become counter-productive. The appeal of

traditional folk media is more emotional than intellectual. Their purpose is more to inspire than to inform. The folk media, therefore, need to be treated with care and consideration to ensure that they inspire social change. This role of the folk media is bound to lead to an improvement in country's cultural heritage.

**17.5** While folk media create a face-to-face station in the field and go a long way to convince the masses about the varied meaning of the message 'on a personal basis' with a personal touch, a simultaneous support of mass media channels would be of great value. Multi-media approach demands careful planning and faultless co-ordination.

**17.6** Folk media performances in-built into the multi media package would surely establish a two-way communication channel. They would strive to dispel unfounded fears and misgivings in the field. The programme would also pave the way for smooth functioning of extension service. The multi-media approach demands foolproof planning and involves more expenditure. But its benefits are multiple for each medium makes up for the deficiency of the other and all together make communication proficient and productive.

**17.7** In traditional media, motivation for action could be energised by change-agents who are inter-personal communicators. One should look for such change-agents in the rural situation itself and identify the motivators in village teachers, priests, goldsmiths, blacksmiths, barbers, tailors, toddy-sellers and carpenters, apart from the village mid-wife and doctor. The village postman is a potential change-agent when motivated and harnessed for development. The service of the traditional folk artists will draw good result with such village-based functionaries.

**17.8** A need for scientific research on the role of folk media in communication is essential. But until such studies are undertaken and results made available, the communicator would base his planning and action on information obtained through 'local observers, experienced informants and the artists themselves. With the feedback material so collected, it should be possible for the communicator to identify attitudes 'that need to be changed in order to create the necessary social and psychological climate' in the field for people to receive the message. The programme package should then be suitably altered to incorporate the required messages.

**17.9** Evolution studies may tend to become quantitative rather than qualitative in terms of achievement. They may prove to be general assessments of the impact of all types of media and not of folk media in particular. Hence the recommendation of communication experts that 'evaluation of the quality and impact of the use of folk media should be ensured since quantitative evaluation may in itself be inadequate. It is

therefore, time that specific studies were developed in folk media ‘in an effort to acquire some reliable measurements for future guidance’.

## **18. RECOMMENDATIONS OF THE GROUP**

**18.1** Traditional folk media has a direct link with the masses in all the regions of the country. Its primary appeal is to their emotions rather than intellect. It commands an immense variety of forms and themes to suit the communication requirements of the masses. They are local and live, and are able to establish direct rapport with the audience. It is a low-cost media, easily available, flexible to accommodate new themes and thoroughly enjoyed and approved by all age groups.

**18.2** Owing to the limited reach of the electronic media, traditional media is being used for field publicity. The field publicity techniques involve direct interaction with the masses through multiple media. The mass contact is maintained not only through film shows, exhibitions, posters, folders, pamphlets, seminars and discussions, but also through traditional folk media of entertainment like song and drama, popular in different parts of the country.

**18.3** Studies have proved that the hold of traditional media on rural and semi-urban masses is still strong. Its great appeal to the masses and its quality of touching the deepest emotions of the illiterate million makes it a very potent vehicle for the dissemination of information.

**18.4** In this context the sub-group suggested the need for strengthening the traditional art and culture of a place. As the population of unlettered in our country is still quite high it is important that these traditional art forms are protected and preserved.

**18.5** Merger of the modern media with traditional media is important. For effective bridging of the gap which exists between this new technology and its use by the people – dissemination of social, political and cultural messages – a coalition of technology-based mass media and traditional modes of communication is essential. In the total communication network, the use of folk media may keep a major part of the population perhaps informed of many useful things.

**18.6** The need of the hour is a wise strategy to bring about a mutual reinforcement of the advantages of both traditional and modern media. It is also important to ensure that the effectiveness of the traditional forms does not vanish in the face of competition from the modern media, and that these media do not lose their impact as soon as the novelty of their use wore out.

**18.7** A practical approach to this multiple problem lies in the merger of the two types of media. They both are simply different points on the same continuum. As the puppet, the 'vintage' folk form of today was yesterday's innovation, so the films, today's innovation, is likely to be tomorrow's vintage medium.

**18.8** The traditional art forms are the reflection of the rural genius and the result of the continuous effort of nurturing them generation after generation. They contain vital elements that can bring about meaningful change.

**18.9** Integration of folk medium with modern media has produced interesting results. When a rural theatre form is put on the air, the listeners receive it as an audio experience alone, which is quite different from its direct visual impact. Live theatre functions in close relationship with the audience. Radio translates actual performance into sound and makes the listener word-conscious.

**18.10** Similarly, the television and film treatment of some of the above mentioned folk forms multiplied their reach. Camera adds a fourth dimension to these forms. Though in such cases the direct experience of live performance is lost on the celluloid or video-tape, the mass media gives them a new experience.

**18.11** In the whole process, these forms have to undergo many changes. The responsibility of the new media, therefore, becomes three fold: one, they have to protect the vital elements of the traditional forms; two, make them worthy of the channels like radio, television and film and three, the programmes should reflect the face of India rather than just one section of society-the urbanites.

**18.12** *Melas*/Festivals today have gradually developed into social institutions, vehicles of public education and venues to exhibit achievements in various fields. Despite accepting changes, many of them have continued to hold their original colours. People meet, exchange ideas, barter goods, establish rapport and integrate with the cultural diversity of several sections of the population from different dialects and language groups. Though efforts are made to retain the simplicity and the lively aura of the old *Melas*, the growth of technology has brought in a major change facilitating the communication of information. Various developmental agencies, government departments and advertising agencies find the fairs to be suitable platforms for a multi-media approach. Amplifying the intended messages through both traditional and audio-visual media helps them in reaching the grass-root audiences.

**18.13** Fairs, festivals and *Melas* are undergoing drastic transformation on account of the changes in social and economic conditions of the people. But

the utility of fairs, whether an ordinary gathering or a big event, has not diminished at all. Even today *Kumbha* Mela at Haridwar or other religious centres draws thousands of people. The importance of such gigantic gatherings lies in strengthening the bonds of unity. It provides opportunity to millions of people to enunciate the codes of social conduct. Hence this institution of festivals demands further strengthening and wide publicity to be able to reach people of all cultures.

**18.14** Youth festivals need to be organised more frequently and special efforts towards creation of events is also required. Inter-sectoral co ordination and adequate publicity can go a long way in enriching art and culture and ensuring the success of any programme.

**18.15** DAVP is the only multi-media advertising agency of the Central Government to inform the people about the programmes, policies, activities of the Government.

**18.16** It is suggested that DAVP instead of being simply an executive agency can explore ways of commissioning work as well in cases where creative work is involved. This will not only reduce its workload but also enhance quality work.

**18.17** Publications Division produces books and journals on matters of national importance and on India's rich cultural heritage and reaches them to readers at affordable prices. It is one of the larger publishing houses in the country.

**18.18** Efforts also need to be taken for promoting language literature . Efforts are required for adequate marketing and a professional approach for improving its sale and product quality.

**18.19** The role of the Government needs to be more pro-active. Concerted efforts be taken that it acts as a catalyst rather than a controller in the implementation of programmes.

**18.20** A judicious mix of Govt. participation and privatisation needs to be done keeping in mind the ground-reality and the aims and objects of our constitution that ours is a socialist state.

**18.21** For improving performance of the media units, it is important that the outlay of information and broadcasting sector be increased in the plan budget

**18.22** The Government policy on downsizing of units need to be done judiciously and not in a way that it defeats their *raison d'etre*. The need in fact is to strengthen the units and equip them well. Further, their

performance should be constantly monitored to see that they deliver the target results.

**18.23** It is also suggested that the Deptt. of Culture, Tourism and Ministry of I&B fall under the same umbrella as they share a symbiotic relationship of give and take. Dove-tailing of functions and working in tandem will only synergise the efforts towards better performance.

**18.24** The folk artistes and other craftsmen should be supported and encouraged in maintaining the original form and character of their art and be given recognition in the form of awards and incentives. Similarly, such awards and incentives to mass media practitioners using folk arts may also be initiated.

**18.25** Special assistance programmes should be developed for involving youth and women's organisations, labour unions, rural co-operatives, and other development organisations in the use of folk media for motivational and educational purposes.

**18.26** Steps should be taken to strengthen the family planning communication programmes by incorporating folk themes and folk forms in the curriculum of schools and educational programmes of extension workers aimed at changing values towards large families.

**18.27** International private organisations should provide technical and financial assistance and support for research in the identification, integration, and extension of folk forms for family planning and for other social development programmes.

**18.28** Evaluation of the quality and impact of the use of folk media is required from time to time so that strategies are suitably modified to achieve the desired goal.

**18.29** To advance education and culture through the medium of films, Children Films need to be produced and marketed in a manner that ensures enhanced reach and viewership. Support from all levels of the government is required to attain this end.

**18.30** Films can act as potent vehicle for promotion of cultural understanding and friendship. Indian films should be marketed not only within the country but also abroad so that they enjoy a world wide audience. Good cinema needs to be promoted. The growth of film sector can lead to a spurt in growth of related sectors.

**18.31** For a healthy and vibrant entertainment industry, the wings of film sector namely production, distribution and exhibition should remain viable

trades. There is an over-riding need for a greater number of small to medium sized theatres provided they exist as financially viable units.

**18.32** A cost benefit analysis needs to be done for the entertainment sector. Given the vast potential of the sector, it is essential that a healthy environment exists for its growth. For ensuring a uniform growth of industry, measures need to be taken for rationalization of entertainment tax structure. There is also a need for a road-map so that the amount invested is commensurate to the benefits accruing from the sector.

**18.33** For ensuring high viewership of films produced by the film units, have to these films have to display professionalism with high quality and content. The respective units must also be delegated sufficient power to engage private agencies wherever specialised skills are required.

**18.34** For the Documentary Films to have a wide viewership, it is pertinent that quality films are produced with the aim of sustaining attention of viewers. Ways need to be explored for a stable platform for showing documentary films like starting a separate channel on T.V or reserving time on TV for such films.

**18.35** National Film Archives Institute was set up for acquiring and preserving for posterity the heritage of national cinema and has a representative collection of world cinema. It acts as a center for dissemination of film culture in the country and abroad. It is important that these films are within reach of the public as well so that the vast underlying wisdom does not get lost. It is suggested that copyrights these films exist for a period after which it becomes property of the society.

**18.36** There is an urgent need for modernisation of media units dealing with information dissemination like DFP, Song and Drama Division, Directorate of Audio Visual Publicity and Press Information Bureau. In the growing era of convergence and change of needs, due accent should be on re-orienting these units so that they are fulfill their role effectively.

**18.37** DFP is the largest rural oriented, face-to-face communication medium. Requisite support of manpower, logistics and infrastructure are vital for reaching out to people and motivating them on socially relevant issues. Multi-media campaigns need to be designed to deliver the message in the most effective manner.

**18.38** Song and Drama Division develops communication with the masses through traditional folk medium. The Division needs to have the wherewithal in terms of personnel and latest theatrical equipment for the effective use of interactive mode. This will not only enhance the participation of the people but also help in the growth of the country.

**18.39** DAVP is the primary multi-media ad agency of the Government. For designing quality ads and campaigns, the unit needs to be quipped with not only state-of-the-art technology but also human resources to deliver the goods.

**18.40** Press Information Bureau facilitates communication between the Government and the people. In the wake of Information Technology revolution, it is important that the Division, be equipped with adequate manpower, network of computer systems and state-of-the-art technology for speedy delivery of its services.

**18.41** The performing units must prepare advance schedule of their performance in the field, give it adequate publicity and get their impact evaluated, occasionally, by an independent organization. The findings of such impact measurement may be made available in computer and internet.

**18.42** Surplus manpower, if found any, in the traditional media units of the Govt. may be retrained and redeployed or allowed to melt by attrition.

## **19. Financial Implications :**

The outlay of the 9<sup>th</sup> Five Year Plan of the Ministry was of the order of Rs.2843.05 crore. Keeping in view the cost escalations and the need to expand quickly the coverage and quality in I&B Sector, it is felt that the outlay of 10<sup>th</sup> Five Year Plan to the Ministry should be Rs.8550 crore. This may be distributed among the different wings as follows :

Film Wing	Rs. 600 crore
Information Wing	Rs. 280 crore
Broadcasting Wing	Rs.7670 crore

.....

**No.4(4)/35/2000-C&I Government of India**  
**Planning Commission**  
**( C&I Division)**

Yojana Bhavan, Sansad Marg,  
New Delhi-110001

Dated: 23rd April 2001

**OFFICE MEMORANDUM**

**Subject: Working Group on Information & Broadcasting sector  
for the Tenth Five Year Plan (2002 - 07 ).**

In the context of preparation of Tenth Five Year Plan (2002-2007) it has been decided to constitute a Working Group on Information & Broadcasting sector to make recommendations on the various policy matters relevant to the formulation of the Tenth Five Year Plan for Communication & Information sector.

**II. The Composition of the Working Group will be as follows:**

SI No.	Name & Designation	Ministry/Dept./Organisation	
1.	Sh. Pawan Chopra, Secretary	Ministry of I&B	Chairman
2.	Sh. Sudhir Sharma, Joint Secretary	Ministry of I&B	Convenor
3.	Mrs. Aruna Makhan, Addl. Secy. & FA	Ministry of I&B	Member
4.	Sh. A.C. Duggal, Joint Secretary	Ministry of I&B	-do-
5.	Shri Rakesh Mohan, Joint Secretary	Ministry of I&B	-do-
6.	Representative	Ministry of Finance	-do-
7.	Shri Anil Bajjal, Addl. Secretary & CEO	Prasar Bharati	-do-
8.	Director	FTTI, Pune	-do-
9.	Shri Kiran Karnik, MD	Discovery Communication India	-do-
10.	Shri Bhuvan Lal, Executive Director	Indian Broadcasting Federation	-do-
11.	Shri Alyque Padamsee	Communication Specialist	-do-
12.	Director	IIMC	-do-
13.	Shri Ram Gopal Bajaj, Director	National School of Drama	-do-
14.	President	Indian Motion Picture Producers' Association	-do-

15. Representative	Indian Film Distributor Association.	-do-
16. Shri Mark Tully	Journalist	-do-
17. Shri Prabhu Chawala	Media Person	-do-
18. Shri M.K. Ghosh Director (I)	Planning Commission	-do-

**II. The Terms of Reference of the Working Group will be -**

1. To evolve Approach to the Information and Broadcasting sector for the 10<sup>th</sup> Plan keeping in view the emerging trends in radio, television and IT enabled media applications.
2. To examine the extent to which expansion of transmission network is needed and the best way to provide the reach of radio and television signals to the uncovered areas.
3. To assess the total needs of investment in broadcasting infrastructure including that for content creation and software and to assess the extent of private investment that may come forward in the 10<sup>th</sup> Plan period and beyond and as to what steps should be taken to stimulate private investment.
4. To assess the human resources needed for the telecommunications, broadcasting, media, Internet and IT and to suggest road map for making the same available.
5. To assess the status of Sine Film Industry and to suggest policy measures and other steps necessary to ensure production of good, socially relevant and aesthetically creative films.
6. To take a look at the needs of government publicity including sectoral publicity programmes and to re-assess institutional arrangements for bringing out Government publications, advertisements and media products.
7. Any other item that the Working Group deems necessary to be included for making the recommendations useful.

**IV.** The Working Group may set up Sub Groups to go into specific issues / areas in the sector and or for detailed information gathering and analysis. The Chairman of the Working Group may co-opt any person whose knowledge or expertise is considered to be useful to the Working Groups or the Sub Group and may invite any such person to specific meetings.

**V.** The non-official members of the Group will be paid TA / DA by Planning Commission as per. SR 190 (a) for attending meetings of the Committee.

**VI.** The Group shall submit its report by 30<sup>th</sup> June, 2001.

**VII.** The representatives of various Ministries / Departments on the Working Group should not be below the level of Joint Secretaries.

**VIII.** Shri M.K. Ghosh, Director, C&I Division, Planning Commission would be the Coordinating Officer in the Commission for the work relating to the Group and may be contacted at:

Postal address: Room No.408, Yojana Bhavan, Sansad Marg, New  
Delhi-110001

Tel. No.: 3725492; 3715481 / 2428

Fax No.: 3717681

E.mail: mkghosh@yojana.nic.in

(T.R. MEENA)

**Deputy Secretary (Admn.)**

**To**

1. Chairman (20 copies)
2. Members of Working Group

**No.4/58/2000-PC**  
**Government of India**  
**Ministry of Information & Broadcasting**

New Delhi  
Dated 16.7.2001

**OFFICE MEMORANDUM**

In pursuance of Planning Commission's O.M.No. 4(4)/35/2000-C&I dated 23.4.2001 constituting Working Group on I&B sector for the Tenth Five year Plan, it has been decided to set up the following sub-groups :

1. **Sub-group on 'Content Creation and Software'**

- i) Shri Mark Tully
- ii) Shri Kiran Karnik
- iii) Shri Ram Gopal Bajaj
- iv) Shri Bhuvan Lall
- v) Shri M.K. Ghosh, Dir(I), Planning Commission
- vi) Shri Sudhir Sharma, JS(P)
- vii) Smt A.C.Duggal, JS(F)
- viii) Shri Rakesh Mohan, JS(B) .... **Convenor**

2. **Sub-group on 'Carriage and Technology'**

- i) Shri Anil Baijal, AS(B)/CEO:PB
- ii) Shri Buvan Lall,
- iii) Shri Kiran Karnik
- iv) Shri K.R.P. Verma, Director(BECIL)
- v) Prof. S.Raghava Chari, IIMC
- vi) Shri R.N Choubey, Director, Min. of Finance
- vii) Shri R.C.Mishra, E.D:PB .... **Convenor**

3. **Sub-group on 'Human Resource Development'**

- i) Dr. Mohan Agashe, Director, FTII
- ii) Shri Ram Gopal Bajaj, Director, NSD
- iii) Shri Sandeep Bedi,
- iv) Representative of Ministry of HRD
- v) Smt A.C.Duggal, JS(F)
- vi) Shri Sudhir Sharma, JS(P) .... **Convenor**

4. **Sub-group on 'Traditional Media Unit'**

- i) Shri Mark Tully

- ii) Shri Ram Gopal Bajaj, Director, NSD
- iii) Smt A.C. Duggal, JS(F)
- iv) Shri Sudhir Sharma, JS(P) .... **Convenor**

2. The respective Working Groups will go into details in the concerned areas and make assessment of the future requirements and submit recommendations/suggestions for consideration of the Working Group, within the terms of reference (Copy enclosed).

3. The sub-group on HRD will examine the nature and extent of Government's involvement required in Films Sector. Documentary Films & Films Division would be covered by the sub-group on "Content Creation & Software".

4. The sub-groups shall submit their preliminary report by 25.7.2001 and final report by **15.8.2001** positively.

**(SUDIR SHARMA)**

**Joint Secretary & Convenor, Working Group**

Copy to :

- 1. Shri Anil Baijal, AS(B) & CEO:PB
- 2. Smt Aruna Makhan, AS & FA
- 3. Shri Sudhir Sharma, JS(P)
- 4. Shri Rakesh Mohan, JS(B)
- 5. Smt A.C.Duggal., JS(F)
- 6. Shri R.C. Mishra, ED:PB
- 7. Shri K.S.Sarma, Ministry of HRD : It is requested that the name & address of the representative from Ministry of HRD for sub-group on "Human Resourcement Development" may kindly be intimated.
- 8. All other Members of the sub-groups

**(SUDIR SHARMA)**

**Joint Secretary & Convenor, Working Group**

Copy to Sr. PPS to Secretary(I&B)