

ESTIMATES COMMITTEE 1962-63

FOURTEENTH REPORT

(THIRD LOK SABHA)

MINISTRY OF INFORMATION AND BROADCASTING

Action taken by the Government on the recommendations contained in the Hundred and Fifty-Eighth, Hundred and Fifty-Ninth and Hundred and Sixtieth Reports of the Estimates Committee (Second Lok Sabha) on the Ministry of Information and Broadcasting.

- (1) I. Secretariat
- II. Directorate of Advertising and Visual Publicity
- III. Directorate of Field Publicity
- IV. Song and Drama Division
- (2) Films
- (3) I. Office of the Registrar of Newspapers for India
- II. Research and Reference Division
- III. Photo Division.



LOK SABHA SECRETARIAT
NEW DELHI

February, 1963
Magha, 1884 (Saka)

Price : Re. 0.95 nP.

LIST OF AUTHORISED AGENTS OF LOK SABHA SECRETARIAT

ANDHRA PRADESH

1. G. R. Lakshmipathy Chetty & Sons, General Merchants & News Agents, Newpet, Chandragiri, Chittoor District (Andhra Pradesh).

BIHAR

2. 'Jagriti', Bhagalpur-2.

GUJARAT

3. Lok Milap, District Court Road, Bhavnagar.
4. The New Order Book Company, Ellis Bridge, Ahmedabad-6.

MADHYA PRADESH

5. The National Law House, Near Indore Library, Opposite Old High Court Building, Indore.
6. Modern Book House, 286, Jawahar Ganj, Jabalpur-1.

MADRAS

7. The Kalpana Publishers, Book-sellers Trichinopoly-3.

MAHARASHTRA

8. The Imperial Book Depot, 266, Mahatma Gandhi Road, Poona.
9. The popular Book Depot (Registered), Lamington Road, Bombay-7.
10. The International Book House, Private Ltd., 9, Ash Lane, Mahatma Gandhi Road, Bombay-1.
11. The International Book Service, Deccan Gymkhana, Poona-4.
12. Charles Lambert & Company, 101, Mahatma Gandhi Road,

Opposite Clock Tower, Fort, Bombay.

13. The Good Companions, Rasputra, Baroda.
14. The Current Book House, Maruti Lane, Raghunath Dadaji Street, Bombay-1.
15. Deccan Book Stall, Fergusson College Road, Poona-4.
16. The New Book Company (P), Limited, Kitab Mahal, 188-90, Dr. Dadabhai Naoroji Road, Bombay.

MYSORE

17. Makkalapustaka Press, Balamandira, Gandhi Nagar, Bangalore-9.
18. People's Book House, Opp. Jaganmohan Palace, Mysore-1.
19. Pervaje's Book House, Koppikar Road, Hubli.

ORISSA

20. The Cuttack Law Times Office, Cuttack-2.
21. Ekamra Vidyabhaban, Eastern Tower Room No. 3 Bhuvaneshwar-1.

PUNJAB

22. The English Book Depot, 78, Jhoke Road, Rerozepore Cantt.

RAJASTHAN

23. Information Centre, Govt. of Rajasthan, Tripolia, Jaipur City, Rajasthan.
24. K. M. Agarwal & Sons, Railway Book Stall, Udaipur.

UTTAR PRADESH

25. Swastik Industrial Works, 59, Holi Street, Meerut City. (U.P.)

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ESTIMATES COMMITTEE

1962-63

CHAIRMAN

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3. Shri D. Basumatari
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12. Shri Anand Chandra Joshi
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25. Shri Diwan Chand Sharma
26. Shri Vidya Charan Shukla
27. Shri Tekur Subramanyam
28. Shri G. G. Swell

*Elected w.e.f. 15th November, 1962 *vice* late Shri B. J. Singh.

**Elected w.e.f. 18th August, 1962 *vice* Shri Shivram Rango Rane resigned.

(iv)

29. Shri K. K. Warior

30. Shri Balkrishna Wasnik

SECRETARIAT

Shri Avtar Singh Rikhy—*Deputy Secretary.*

INTRODUCTION

I, the Chairman, Estimates Committee, having been authorised by the Committee, present this Fourteenth Report on action taken by Government on the recommendations contained in the following reports of the Estimates Committee (Second Lok Sabha) on the Ministry of Information and Broadcasting:—

(1) 158th Report on:

- I. Secretariat.
- II. Directorate of Advertising and Visual Publicity.
- III. Directorate of Field Publicity.
- IV. Song and Drama Division

(2) 159th Report on Films

(3) 160th Report on:

- I. Office of the Registrar of Newspapers for India.
- II. Research and Reference Division.
- III. Photo Division.

2. The 158th and 159th Reports were presented to the Lok Sabha on the 24th March, 1962 while the 160th Report was presented on the 26th March, 1962. Replies of Government to the recommendations contained in these Reports were received in October-November, 1962. These were considered by the Study Group 'E' of the Committee on the 23rd November and 11th December, 1962. The draft Report was considered by the Study Group on the 23rd January 1963 and adopted by the Committee on the 30th January, 1963.

3. The Report has been divided into the following four Chapters:—

- I. Report.
- II. Recommendations that have been accepted by Government.
- III. Replies of Government that have been accepted by the Committee.
- IV. Replies of Government that have not been finally accepted by the Committee.

4. An analysis of the action taken by Government on the recommendations contained in the 158th, 159th and 160th Reports is given in Appendix.

It would be observed therefrom that out of 57 recommendations contained in the 158th Report, 37 recommendations *i.e.* 64·9% have been accepted fully by Government, while 4 recommendations *i.e.* 7% have been accepted partly. Of the rest, replies of Government in respect of 5 recommendations *i.e.* 8·9% have been accepted by the Committee while those in respect of 11 recommendations *i.e.* 19·2% have not been accepted by the Committee.

Out of 51 recommendations contained in the 159th Report, 38½ recommendations *i.e.* 75·4% have been accepted fully by Government while 1 recommendation *i.e.* 2% has been accepted partly. Of the rest, replies of Government in respect of 2½ recommendations *i.e.* 4·9% have been accepted by the Committee while those in respect of 9 recommendations *i.e.* 17·7% have not been accepted by the Committee.

Out of 16 recommendations contained in the 160th Report, Government have accepted 7½ *i.e.* 46·8% of them while their replies to 3 recommendations *i.e.* 18·8% have been accepted by the Committee. Replies to the remaining 5½ recommendations *i.e.* 34·4% have not been accepted by the Committee.

NEW DELHI-1.

February 4, 1963/Magha 15, 1884 (Saka).

H. C. DASAPPA,

Chairman,

Estimates Committee.

CHAPTER I

REPORT

The Estimates Committee (1961-62) presented three Reports viz. 158th, 159th and 160th on the Ministry of Information and Broadcasting to the Second Lok Sabha in March, 1962. Government's replies to the recommendations contained in these Reports were received on 16th October, 1962 and 15th November, 1962 that is to say, within 8 months of presentation of the Reports. *The Committee are glad to place on record their appreciation of the promptness with which the Ministry have implemented the recommendations and furnished replies to them. The Committee have found Government's replies generally satisfactory.* There are, however, a few replies which have not been accepted by the Committee and these together with their comments have been included in Chapter IV. Detailed observations on Government's replies to some of the important recommendations contained in Chapter IV, are given in the paragraphs that follow.

2. In para 51 of the 158th Report on Secretariat, Directorate of Advertising and Visual Publicity, Directorate of Field Publicity and Song and Drama Division, the Committee had observed that in the absence of a detailed assessment of the activities of the field publicity organisation since its inception in 1953, it was difficult to say how far it had succeeded in its objective of providing an all India angle to publicity which would promote national integration. They had expressed the view that before carrying out any large scale expansion of the organisation, as proposed, the Government should make a careful and objective assessment of the work done by the Field Publicity Units to make sure that there was no avoidable duplication of effort between the Central and the State machinery.

The Ministry have stated in reply that necessary efforts are being made to set up suitable machinery to make a detailed assessment of the activities of the Field Publicity Organisation with a view to ensuring that there is no avoidable duplication of effort between the Central and the State machinery, but that it will be difficult to postpone the expansion proposed by the Planning Commission pending the results of the proposed enquiry. They have added that the proposed expansion is sought to be effected in a phased programme during the course of the remaining years of the Plan.

The Committee would urge the Government to complete urgently the proposed assessment of the activities of the Field Publicity Units so as to ensure that there is no avoidable duplication of effort between the Central and State machinery.

3. In para 60 of the 158th Report, the Committee had observed that it was surprising that even after having felt the necessity, as

early as 1958, of making an enquiry into the results of publicity done by the Bharat Sevak Samaj out of the funds made available to it by Government, the Ministry had not taken any concrete steps in that direction. They were of the view that before any further funds were released to the Samaj and other voluntary agencies for publicity work in the Third Plan, a thorough review of the utilisation of grants by such bodies together with an assessment of the results achieved, should be undertaken by the Ministry in order to establish clearly that the country derived benefit commensurate with the substantial outlay involved.

The Government have stated in reply that in so far as Bharat Sevak Samaj is concerned, it is proposed to set up a Committee consisting of the representatives of the Ministry of Information and Broadcasting, the Planning Commission and the Bharat Sevak Samaj to evaluate the publicity work done by their Jan Jagran Group. Since, however, they are almost wholly dependent on the grant given by the Ministry for this purpose, it has not been found possible to discontinue the grant, pending the result of the proposed assessment. In so far, however, as other voluntary organisations are concerned, the grants are mostly limited to seminars held by these organisations. Reports in respect of their performances are being regularly received from them and the Field Publicity Officers, who in most cases, make it a point to attend these seminars.

The Committee note with surprise that a representative of the Bharat Sevak Samaj is proposed to be appointed on the Committee to evaluate the work of Jan Jagran Group which is an organ of the Bharat Sevak Samaj. The Committee cannot too strongly emphasise that for an objective assessment, representative of the party affected by the grant should not be appointed on the Evaluating Committee. They further hope that assessment would be made at an early date of the work done by the Bharat Sevak Samaj so that the grants are continued only if it is established clearly that the benefits are commensurate with the substantial outlay involved.

4. In para 68 of the 158th Report, the Committee had suggested that the feasibility of holding the Summer Drama Festivals in cosmopolitan cities other than Delhi, by rotation, may be examined.

While Government have agreed that the idea of holding the Festival is good, they have stated that in view of the existing financial resources of the Song and Drama Division and the lack of necessary facilities in conducting a Festival of the magnitude of the Summer Drama Festival, it will be at present difficult to hold the Festival in cosmopolitan cities other than Delhi.

It is not clear to the Committee as to what facilities are lacking for staging the Festival in other cosmopolitan cities like Bombay, Calcutta, Madras, etc. as compared to Delhi. As regards the financial resources of the Song and Drama Division, the Committee note that a loss of more than Rs. 30,000 has been incurred during each of

the years 1959, 1960 and 1961 in staging the Festival in Delhi. The Committee believe that in bigger cosmopolitan cities like Bombay, Calcutta and Madras it should be possible to collect more money from proceeds of the tickets and thereby meet to a larger extent the expenditure on holding the Festival. *The Committee, therefore, reiterate their recommendation with which the Government agree in principle, and hope that Government would see their way to hold the Summer Drama Festival by rotation in large cosmopolitan cities.*

5. The Committee in para 2 of the 159th Report on Films had suggested that on the analogy of the recommendation of the Film Enquiry Committee (1951) in respect of the Chairman of Film Council and considering the qualifications and experience of the previous incumbents of the office of the Chairman of the Board of Film Censors and the high responsibilities devolving on the incumbent of this office, Government might lay down that for appointment as Chairman of the Board of Film Censors, the person should be of a high judicial status commanding an eminent public position and possessing a depth of cultural background. The Ministry have in reply stated that it is not considered essential that the Chairman should necessarily be a person of judicial status. It has been added that matters to be dealt with by him are hardly of a legal character. *The Committee consider that having regard to the fact that the Chairman, Board of Film Censors occupies a pivotal position in the interpretation and enforcement of Government's policies on censorship of films and performs the functions of appellate authority while presiding over the meetings of Revising Committee/Special Revising Committee and Reviewing Committee, it would be in the fitness of things if he has a judicial background. In any case, it would be desirable for Government to lay down certain basic qualifications for this important post.*

6. The Committee in paras 21 and 58 of the 159th Report, had referred to the desirability of doing away with unnecessary and irksome provisions in the existing law relating to the private exhibition of one's own films and had observed that the amateur cine-makers deserved encouragement. In this connection they had drawn attention to the fact that Satyajit Ray's film "Pather Panchali" which had won a number of State and international awards was originally an amateur enterprise. The Ministry have stated in reply that the Estimates Committee's observation regarding the desirability of exempting private exhibition of one's own films from the censorship and licensing provisions of law is under consideration. As regards the grant of other facilities to amateur cine-makers, they have stated that the matter will be considered by Government if and when any specific request for assistance is received in this regard. *The Committee hope that an early decision will be taken on the question of exempting private exhibition of one's own films from the censorship and licensing provisions of law. Having regard to the important role that the amateur cine makers can play in raising the quality of films, the Committee recommend that Government should on their own go*

into the question and grant such facilities as are considered reasonable for providing encouragement to amateur film producers.

7. As regards the 160th Report on the Office of the Registrar of Newspapers for India, Research and Reference Division and Photo Division, replies to 6 recommendations have not been accepted by the Committee. Their comments thereon are contained in Chapter IV of this Report.

*After the finalisation of the report, the Ministry of Information and Broadcasting sent final replies to Recommendations Nos. 15 and 38 (paras 21 and 58) which are reproduced in Appendix I.

CHAPTER II

RECOMMENDATIONS THAT HAVE BEEN ACCEPTED BY GOVERNMENT

A. 158th Report

Sl. No. (as in Appendix X to the 158th Report)	Reference to para No. of the Report	Summary of Recommendation/Conclusion	Reply of the Government
1	2	3	4
1	4	The Committee hope that the post of Joint Secretary will not be continued longer than is absolutely necessary.	The post of Joint Secretary has since been discontinued.
4	7	There are at present 21 dairies and 58 peons in the Secretariat of the Ministry of Information and Broadcasting. The number of Sections of the Secretariat is only about 22. It is observed that almost each section has a	[Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 16th October, 1962]. The recommendation has been accepted in principle and in light thereof, one peon has been provided for two or more Sections of the Ministry, excepting the house-keeping Sections where the workload is heavy.

daftly. In this connection, the Committee would like to draw attention to para 24 of their seventy-sixth Report on the Ministry of S.R. & C. A.—C. S. I. R. where they had suggested that the strength of class IV staff might be adjusted on the basis of one daftly and one peon for two sections and would urge that not only economies be effected in this behalf in the Ministry of Information and Broadcasting but that the Cabinet Secretariat bring the Estimates Committee's recommendations to the notice of all Ministries and Departments for compliance. Where there is a messenger pool, as in this case, the Committee would naturally expect that the strength of peons should even be less than the number admissible on the above scale.

The duties of a Daftly are fairly heavy to keep him fully occupied. However, beginning has been made by providing one Daftly to two Sections and this arrangement will be extended, where possible, to economise in Class IV staff.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 16th October, 1962.*]

The Committee feel that there is further scope for making increasing use of language papers particularly for display advertisements of autonomous bodies.

The recommendation has been accepted in principle. The autonomous bodies make specific media recommendations in their requisitions which are not always in accordance with the Government's advertising policy. If these recommendations are suitably altered in keeping with the Government's policy, the autonomous undertakings take exception to it and sometimes go to the extent of saying that they would not pay for insertions which are effected in papers

other than those of their own choice. A circular letter has already been issued to all autonomous undertakings explaining Government's advertising policy and the need for making increasing use of Indian language papers for their advertising.

The Committee would also suggest that in order to allay any misgivings on the part of the public or the press about distribution of advertisements, the Ministry may include details regarding the number of papers used for advertisements, the space consumed and the expenditure incurred (language-wise) for classified and display advertisements separately in its annual report.

The recommendation has been accepted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962.*]

7

While it may be that the rates suggested by the Press Commission have become somewhat unrealistic due to efflux of time, there is no gainsaying the fact that there should in equity, be some direct and close relationship between the advertisement rates and circulation of papers. The Committee suggest that the Directorate may keep this in view while settling rates for Government advertisements.

15

The recommendation is accepted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962.*]

11

Now that the Directorate of Advertising and Visual Publicity has a programme for catering to the needs of Public Undertakings, the Committee feel that readership surveys may also be arranged to be carried out by the Directorate.

Readership surveys are generally conducted by newspapers and periodicals as part of their promotion measures. The results of surveys are intended to focus the attention of advertisers and agencies on paper's value as an advertising medium from various points of view

including income, status, age, sex etc. of the reader, the extent of multiple readership of the paper, coverage of the markets, the relative potentials of such markets etc. Advertising agencies conduct market research and marketing surveys rather than readership surveys. In view of these considerations it has been decided that the DAVP whenever considered necessary should undertake surveys for publicising a particular scheme or conducting publicity campaigns.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 16th October, 1962.*]

12 23 In order to bring down the huge extra expenditure on procurement of paper, the Committee consider that greater efforts should be made by the Chief Controller of Printing and Stationery to satisfy the requirements of major consuming units like the D.A.V.P.

The Committee would also suggest that the DAVP on its part, should be prepared to accept, through the Chief Controller of Printing and Stationery, substitutes, if they are close enough to its specifications rather than obtain from the printers the desired quality at considerable extra cost.

The recommendation has been brought to the notice of the Ministry of Works, Housing and Supply and the Chief Controller of Printing and Stationery. D.A.V.P. is in constant touch with the Chief Controller of Printing and Stationery for the supply of their paper requirements.

Substitutes, if they are close enough to the required specifications, are accepted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 16th October, 1962.*]

14 In order to prolong the life of the posters, the Committee suggest that arrangements might be made in collaboration with the State Governments, to supply poster boards like those in use in Post Offices and Railway Stations, to Panchayats and Block Development Offices, or else to provide special display surfaces duly protected from rain etc. The question of giving the posters some special chemical treatment which would prolong their life may be got investigated with the assistance of the appropriate national laboratories.

16 The Committee feel that it should be possible to considerably increase efficiency of distribution by modernising the methods and improving the working conditions.

28 The recommendation has been noted. Steps are being taken by the D.A.V.P. to improve the working conditions and modernise methods of distribution so that efficiency is increased.

29 The recommendation has been noted. The question of supplying poster boards to the Panchayats and Community Development Blocks is proposed to be discussed in the next meeting of the State Directors of Information so that their assistance could also be secured in the matter. The question of giving the posters a special treatment which would prolong their life is being investigated.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 16th October, 1962].

19 The Committee feel that with the decentralisation of work on the lines suggested in para 30 above the workload in the Directorate proper is bound to lessen and would accordingly recommend that the position regarding staff requirements of the Distribution Branch may be reviewed thereafter.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962].

31 The recommendation has been noted and the staff position of the Distribution Branch at the headquarters will be reviewed as soon as the Regional Distribution Centres of DAVP start functioning at Calcutta, Bombay and Madras.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 16th October, 1962].

20 The Committee consider that the Directorate as a whole should be provided early with a suitable and adequate habitation and suggest that the matter may be taken up with the Ministry of Works, Housing and Supply.

The accommodation requirements of D.A.V.P. have been included in the 2nd multi-storeyed building proposed to be constructed to house the main Ministry and its Media Units (excluding AIR). One acre of land on the Inderprastha Estate has been earmarked for housing the Distribution Branch and Exhibition Workshop of D.A.V.P. Ministry of Works, Housing and Supply have also been approached to allot immediately additional accommodation to D.A.V.P.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 16th October, 1962.]

21 The Committee consider that for a sizeable reduction in the rate of increase of population, it is imperative that public education in family planning is intensified to bring home to the people the gravity of the problem.

The recommendation has been noted. In fact during the last three years the publicity for the Family Planning has been considerably intensified.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 16th October, 1962].

22 As far as Central Government agencies are concerned e.g. hospitals in Union Territories, Contributory Health Service Scheme, medical services in Railways and Public Undertakings, Employees' State Insurance Corporation etc. the Committee are of opinion that there should

The Ministry of Health have accepted the recommendation.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 16th October, 1962].

be no insurmountable difficulty in making family planning an integrated part of normal medical and health services. This could well be the model for the States to emulate.

23

Studies of population growth during the past few decades show that the growth of population is very much marked in the States of Kerala and West Bengal. It is necessary that publicity on family planning is intensified in these States in particular, as also in those areas in other States where similar trends are noticeable.

35

The recommendation has been accepted by the Ministry of Health. The question of its implementation is being taken up by D.A.V.P. with that Ministry and suitable programmes will be formulated.

The Committee would also like to lay special stress on the imperative necessity of conveying the message of family planning in industrial, rural and slum areas. This should be accompanied by the ready availability of contraceptives and facilities for sterilisation etc. so as to make the programme truly effective.

As above.

❖

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 16th October, 1962].

25

The DAVP should also help in making available audio-visual publicity aids such as magic lantern slides, film-strips, models, flannelgraphs, etc. which are required by family planning workers to explain the message to the people. The feasibility of providing standard portable exhibition material to form part of the kit of the family planning educators, particularly those going into the rural, industrial and slum areas

It is planned to produce during the current financial year 11,000 family planning kits which would contain portable exhibition material for the family planning workers in the rural, industrial and slum areas. Each kit will contain flannelgraphs, flip-cards, contraceptives, flash cards, etc. Slides and film strips on Family Planning are also being produced. It is also planned to produce portable visual material for display in primary

may be explored.

health centres and family planning clinics in rural areas.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 16th October, 1962*].

26 The Committee suggest that the films on family planning produced by the Films Division of the Ministry may be dubbed in all regional languages and converted into 16 mm. so that they can be shown by Central and State field publicity units to rural audiences. Since films constitute an important media of family planning publicity, the Committee consider that there is need for producing more films on the subject to focus public attention on this crucial national problem.

38 The recommendation has been accepted. As regards dubbing of the films 'Planned Parenthood' and 'Family Planning' in all regional languages, the Controller of Films Division is being advised to have the film 'Planned Parenthood' dubbed in 12 regional languages for supply of prints to the Central and State Governments mobile vans, on the condition that he is satisfied that the film has not lost its topicality in its treatment and narration of the problem. The other film entitled 'Family Planning' was re-released on Films Division's commercial circuits in December, 1957 at the instance of the Ministry of Health. Its prints in English and 11 regional languages (Hindi prints were supplied instead of Urdu) were also supplied to the Central and State Governments mobile vans in January, 1961. It is therefore not considered necessary to make any further supply of the prints of this film at this stage. As regards the suggestion about production of more films on Family Planning, it may be stated that

the Annual production programme of the Films Division is drawn up in consultation with Ministries/Departments which are administratively concerned with various subjects. The production programme of the Division for 1962-63 includes the following two films on the subject of family planning for the Ministry of Health:—

- Position of the films*
- | | |
|-----------------------|-------------------|
| 1. Population Control | . Script Stage |
| 2. Family Planning | . Shooting Stage. |

These films are being produced, in addition to the three films referred to in the report. An extract of para 38 of the 158th Report of the Estimates Committee for 1961-62 is being sent to the Director, Family Planning and the Director, Central Health Education Bureau of the Directorate General Health Services asking them to keep this recommendation of the Estimates Committee in view while sending their suggestions at the time of drawing up of the production programme of the Films Division in future.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 16th October, 1962.*]

The Committee suggest that action may be initiated early to obtain the necessary equipment for the mobile vans for family planning and the same pressed into service without delay.

The recommendation has been accepted by the Ministry of Health.

[*Ministry of Information and Broadcasting O.M. No. 7/3, 62-B&A dated the 16th October, 1962.*]

28 The Committee recommend that the DAVP should in conjunction with the Ministry of Health, endeavour to disseminate information on sterilization to the lay public on as wide a scale as possible through pamphlets specially prepared for the purpose in regional languages so that such prejudice as may exist, based on vague knowledge and hearsay, is removed.

29 41 The Committee suggest that Ministry may arrange to undertake very early a study of the impact of the publicity campaign on Family Planning by random sampling in selected areas with a view to ascertain (a) whether the material has actually reached the villages and has been displayed properly and (b) how far it has succeeded in creating the necessary motivation for family planning.

30 42 In chalking out its publicity programme and in the preparation of publicity material on family planning, the Committee suggest that the DAVP should enlist the co-operation of voluntary agencies like the Family Planning Association of India which has a rich fund of field experience in the line.

The recommendation has been accepted. In fact the production of folders and slides to disseminate information on sterilization to the lay public has already been undertaken.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 16th October, 1962].

The recommendation has been accepted by the Ministry of Health. A limited evaluation was undertaken of the family planning stall set up at Indian Industries Fair by an expert of the Ford Foundation in conjunction with family planning workers. The Estimates Committee's recommendation will be examined after the results of the limited evaluation are known.

[Ministry of Information and Broadcasting O.M. N 7/3/62-B&A dated the 16th October, 1962].

The recommendation has been accepted by the Ministry of Health. The DAVP draws up the programme in consultation with the Family Planning Directorate of the Health Ministry.

[Ministry of Information and Broadcasting O. M. No. 7/3/62-B&A dated the 16th October, 1962].

31
43
Besides improving the locking arrangement in the saving boxes as well as the slot, the Ministry may also consider the question of manufacturing the saving boxes in a variety of designs and colours to capture people's imagination. There is need for making them available extensively and of informing the people at large of their price and availability.

The recommendation has been accepted. Certain improvements have already been made in the locking and slot devices of the national saving boxes and constant efforts are made in this direction whenever fresh production of these boxes is undertaken. The possibility of manufacturing these boxes in different designs is being explored. As these boxes are sold and distributed by the National Savings Organisations, the need for making them available extensively and of informing the people at large of their price and availability has been brought to the notice of that organisation.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 16th October, 1962].

33
45
The Committee suggest that an assessment of the utility of the mobile exhibition vans in carrying the message of the Plan to the masses may be made before multiplying the vans on an ambitious scale.

34
46
The Committee suggest that an evaluation of plan publicity achieved through the broad gauge coach may be carefully made having regard not only to the staff employed by DAVP and the expenditure incurred on it, but also keeping in view the haulage charges borne by the Railways and the proposal to increase mobile exhibition vans. In the light of the evaluation, a programme may be drawn up for each Railway Zone having

5
A regular and continuous assessment of the work of the mobile exhibition vans as well as the railway Exhibition coach is being done at the end of every exhibition put up by these vehicles. At the end of each exhibition the field Exhibition Officer sends to headquarters detailed reports giving the visitors' reactions. These reports are carefully scrutinised and the effectiveness of the exhibitions carefully watched. The railway coaches and the vans have been introduced in order to meet a definite need. The exhibition vans go to such villages where the bigger exhibitions are not held and the railway coach halts at wayside stations and attracts people from areas which are otherwise inaccessible to ordinary Field Exhibition Units. In view of the popularity that the Exhibition vehicles have

regard to the gauge in use and the number of
wayside stations to be covered.

already gained and for proper coverage, it is considered necessary to increase the number of mobile exhibition vans and railway coaches. The Seminar on Exhibitions held at the time of Industries Fair in November, 1961, made a recommendation that an 'India train' and a caravan of vans may be employed for publicity for National Integration.

The initial cost of equipping the coach with exhibits is about Rs. 20,000.00. On an average, an expenditure of about Rs. 5.00 per exhibition is incurred in addition to the salary of the staff and their T.A. and D.A. The information regarding expenditure incurred by the Railways on haulage, maintenance, detention etc. is not available with this Ministry. Considering the popularity and effectiveness of the coach exhibition the expenditure incurred is almost negligible. The recommendation of the Estimates Committee will be kept in view while introducing exhibition coach in each Railway zone.

It may also be added that the Ministry is setting up a high-powered Study Team to assess the impact of plan publicity measure of various media. The mobile exhibition vans and railway coaches

are among the media falling within the purview of the Study Team.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962*].

35 47 It is seen from the figures of budget and expenditure of the DAVP that a sum of more than Rs. 20 lakhs has had to be surrendered during each of the last 3 successive years. The Committee hope that under the revised procedure the Ministry of Finance will ensure that funds are not unnecessarily locked up on schemes which may not materialise during the course of the year.

The recommendation has been noted. A part of the budget grant of DAVP had to be surrendered during the years 1958-59, 1959-60, 1960-61 but their budget grant for 1961-62 amounting to Rs. 153.16 lakhs has been spent in full. All attempts to avoid a surrender will be made in future. The recommendation of the Committee has also been brought to the notice of the Ministry of Finance.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962*].

37 52 The Committee are not convinced that talking points could not be furnished by the Directorate for want of adequate staff. The Director could have taken steps to fill the gap either on his own or with the assistance of the Directorate of Advertising and Visual Publicity, or the Song and Drama Division under the guidance of Adviser, Plan Publicity. In any case, the Committee would like the work to be given immediate attention since nearly a year of the Third Plan has elapsed. In the meantime, it should be possible for all the Regional Officers who are in a sufficiently high scale of Rs.700—1250, to provide talking points

The recommendation is accepted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962*].

to the field publicity officers as indeed, the Committee find, has been done by some of them.

40 55 The Committee suggest that the rationalisation and re-organisation in the matter of setting up field units and in determining their jurisdiction may be effected early.

41 56 The Committee need hardly stress that the vehicles should be kept road-worthy at all times. They recommend the drawing up of an efficient schedule of maintenance for the mobile units and strict adherence thereto. Instructions should be laid down to ensure that the field staff are gainfully employed when any field vehicle goes out of order. The Committee would like the Director, Field Publicity and the Regional Officers to keep a close watch on the touring performance of the regions so that the prescribed target of 20 days is reached.

46 65 The Committee recommend that having regard to the quality of the performances and the publicity achieved, the effectiveness of the scheme to sponsor a few selected troupes in different States may be evaluated before it is extended to other States.

The recommendation is accepted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962.*]

The recommendation is accepted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962.*]

The scheme is to be implemented in a phased programme and the contracts with the Sponsored Troupes will be for one year in one spell. Therefore, if at any stage, it is found that the scheme is not practicable or is not serving any useful purpose, it can be dropped at any time. The

scheme will be allowed to continue only if the quality of performance and the publicity is commensurate with the efforts made and is an improvement over the existing scheme.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962.*]

47 66 The Committee would like the Government to ensure by advance planning, that the minimum number of performances, as laid down, are actually staged by the Central Drama Troupe and that they are spread out evenly throughout the year.

The recommendation is accepted, with the stipulation that it will not be possible to send the troupe out of Delhi during the Summer Drama Festival organised annually by the Song and Drama Division.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962.*]

48 67 The Committee would suggest that the question of staging performances of the Central Drama Troupe in States other than Delhi, Punjab, Uttar Pradesh, Himachal Pradesh and Jammu and Kashmir may be considered.

The suggestions made by the Committee will be kept in view when any such requests are received from State Governments. It may, however, be pointed out that in a vast country like ours it is not possible for one troupe to arrange performances in all the States. Further the Troupe is not equipped to give performances in all the Regional Languages.

In view of the fact that the Central Drama troupe is mainly for purposes of experimentation and demonstration, the Committee suggest that a study might be made with a view to see how far it has succeeded in its objectives

The recommendation is accepted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962.*]

of raising the standards of stage in the Hindi speaking areas and of usefully influencing the stages in other areas in the country.

50 69 The Committee note that the receipts from the sale proceeds of tickets for the Festival are very meagre as compared to the expenditure incurred. They would suggest that ways and means may be found to reduce the gap by cutting down to the minimum, if not altogether, the issue of complimentary tickets etc.

The recommendation is accepted. It may be mentioned here that the programmes of the Song and Drama Division are shown free of charge, throughout the country. The intention in charging tickets at the Summer Drama Festivals is to regulate crowds to the capacity of the auditorium rather than to make the Festival a paying proposition. The rates of admission, therefore, have been kept low, *viz.*, 0.50 nP., Re. 1, Rs. 2, and Rs. 3, to bring the Festival within reach of the common man.

With a view to acquainting them with this type of publicity work, the Members of Parliament are invited to attend the Festival and the first block in the auditorium is entirely kept reserved for them and organisations like the Planning Commission, Ministry of C. D., P. R. & C., Delhi Administration, etc.

Every effort, however, has been made in the past and will continue to be made in future to reduce the number of complimentaryaries.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62 B & A dated the 16th October, 1962.*]

51

71 The Committee recommend that the scheme of training traditional folk entertainment parties may be tested on a pilot basis in the first instance by starting one camp in the North and another in the South and extended only when found successful.

The recommendation is accepted. It may, however, be added that it will be necessary to give a trial to this scheme for at least a year before assessing results thereof.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962].

52

72 As ballets are an expensive media of publicity, the Committee suggest that the Ministry would do well to concentrate on other popular media. It would also be desirable to undertake an assessment of the ballet as a medium of Plan publicity in relation to the production cost involved, before making any large scale commitments in the Third Plan.

The recommendation regarding greater attention to popular media in the Field of Song and Drama Division is accepted. Assessment of the ballet as a medium of Plan publicity will fall within the purview of the Study Team which this Ministry is going to set up for studying the Plan Publicity impact of the various media. The provision already made in the Third Plan for ballets will, however, be utilised till the results of the assessment made by the Study Team becomes available.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962].

53

73 The Committee would like the Government to take concerted steps to see that at least a few registered artistes/troupes are available in every State for the various types of performances which form an integral part of the activities of the Song and Drama Division.

The recommendation is accepted.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962].

54

74 In the Committee's view, better results in spotting out talent are likely to be obtained if some non-official elements are associated with the machinery for registering and selecting artistes,

The recommendation is accepted.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962].

troupes, etc. They suggest that a small advisory body composed of eminent authors, playwrights etc. may be set up at the regional level to assist the Regional Officers, Five Year Plan Publicity, in this work.

55 **75** The Committee suggest that the Ministry may, in consultation with the State Governments, devise an attractive scheme so that good authors may give of their best for the cause of publicising the Plan. It may also be ensured that the procedure followed for scrutiny and selection of scripts is not unduly cumbersome and that the time lag in the receipt and final approval of the scripts is reduced to the minimum.

The recommendations of the Estimates Committee are accepted. The question of attracting good authors to give their best for the cause of publicising the Plan is already engaging the attention of the Ministry. A Committee to examine the question of co-ordination between the Ministry of I. & B. and the Ministry of S. R. & C. A. in the field of song and drama has already been set up. The drawbacks pointed out by the Estimates Committee will be duly taken into account by this Committee and the recommendations made by them will be given due consideration by this Ministry.

As regards the reduction of the time lag in the receipt and final approval of the scripts, it has been decided that the Script Committees should act as panels and their members may be requested individually in rotation to scrutinise the scripts and give their opinion to the Song and Drama Division. This would eliminate the necessity of referring the

same scripts to other members and would naturally result in substantial saving of time. [Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962].

56 76 As 'Harikathas' and 'Burrakathas' have a wide appeal in rural areas, the Committee consider that the Government should devise suitable means of retaining the good artistes for sufficiently long period to give performances in these media.

The recommendation is accepted in principle. The feasibility of giving annual contracts to popular and talented artistes is being examined.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962].

57 77 The Committee would particularly like to draw the attention of the Ministry to the following important suggestions contained in the report on Evaluation of Five Year Plan Publicity:—

The suggestions have been noted.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962].

(i) Theme must relate to real problems of every day life; (Series I).

(ii) There should be more publicity for plans relating to South Indian States; (Series I).

(iii) Programmes smack of official attitudes and the public relations work on the part of field officers has to be improved and re-oriented. (Series I & 3).

The Ministry may examine these and other suggestions which have been highlighted by the Evaluation Report and ensure that those which would go to make Plan publicity more effective and popular within the existing outlay are adopted without avoidable loss of time.

B. 159th Report

Sl. No. (as in Appendix VII to the 159th Report)	Reference to Paragraph No. of the Report	Summary of Recommendation/Conclusion	Reply of the Government.
1	2	3	4
1	1	<p>The Committee regret to observe that the present strength of the Central Board of Film Censors, which consists of a Chairman and seven non-official members, though in conformity with the Cinematograph Act, offends the provisions of Rule 3 of the Cinematograph (Censorship) Rules, 1958 which lays down that the Board shall consist of a Chairman and six other members. They were informed by the Ministry during evidence that necessary action to amend the rules was being taken. The Committee feel that Government should have amended the relevant rules simultaneously or immediately after the amendment of section 3 of the Cinematograph Act, 1952 in 1959.</p>	<p>Necessary amendment has been made in the Cinematograph (Censorship) Rules, 1958. <i>[Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 17th October, 1962].</i></p>

3 The Committee note that there is at present one member on the Central Board of Film Censors drawn from the film industry who is nominated by the Government. To give the industry a feeling of participation, the Committee feel that the representative could well be nominated by the Government out of a panel of names to be submitted by the premier organisation of the film industry.

4 6 The Committee note from the information furnished by the Ministry showing the position of vacancies in the Advisory Panels since 1-1-1960, that vacancies have in some cases existed for as long as twelve months. They cannot but regard the reasons given by the Ministry for the delay in filling vacancies in the Advisory Panels as extremely unsatisfactory. As delay in the filling up of vacancies undoubtedly handicaps the censorship work, action should be taken to select and announce the names of new members well in advance of the actual dates of relinquishment of office by old members. ●

6 9 While a certain degree of varying and subjective judgment is inevitable, it should be the constant endeavour of the Board of Film Censors to work towards attaining uniform standard in the examination of films. The Committee are of the opinion that to facilitate this desirable end, the directions issued by Government to the Board of Film Censors for their guidance in

The recommendation has been accepted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 17th October, 1962.*]

The recommendation has been noted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 17th October, 1962.*]

The question of revision of the directions is under consideration in consultation with the Ministry of Law.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 17th October, 1962.*]

sanctioning films for public exhibition need to be further clarified with a view to dispelling doubts expressed by producers.

8 13 The Committee find that there have been several instances of delay running into months in the issue of certificates for a number of imported short films because of the applicant's late compliance with the provisions of rule 27 of the Cinematograph (Censorship) Rules, 1958. The Committee feel from the titles of these short films that many of them are likely to be useful and desirable and may even be unexceptionable from the point of view of censorship. They suggest that a study may be made of the causes that lead to the late compliance with rule 27 of the Cinematograph (Censorship) Rules, 1958 and steps taken to cut out all delays. In deserving cases, the Chairman or the Regional Officer could for example exercise his powers of delivering the certificate on obtaining an undertaking that the copy of the film or script will be deposited within the time limit specified.

9 14 The Committee note that there has been delay of nearly three months or even more in the examination of certain films by the Special Revising Committee as the Chairman of the Central Board of Film Censors was unable to see the films because of his continued illness.

The recommendations for a study to be made of the causes that lead to the late compliance with Rule 27 of the Cinematograph (Censorship) Rules, 1958, and steps to be taken to cut out all delays, has been noted for necessary action.

In cases where the applicants are unable to comply with the provisions of Rule 27, they apply to the Central Government for exemption from the provisions of this Rule. With a view to obviate delay involved in such references, it is proposed to amend this Rule suitably, enabling the Chairman of the Board to grant exemptions in deserving cases.

[Ministry of Information and Broadcasting O.M. No. 7/3/67-B.&A. dated the 17th October, 1962].

The suggestion of the Estimates Committee has been noted by the Chairman of the Board of Film Censors.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B.&A. dated the 17th October, 1962].

Under Rule 25(3) of the Cinematograph (Censorship) Rules, 1958 if the Chairman is unable to attend a meeting of the Special Revising Committee, he can nominate a member of the Advisory Panel to preside. To obviate similar delays in future, recourse may be had to this enabling provision.

10

15

The Committee are of the opinion that it is not desirable to appoint a member of the Central Board of Film Censors on the Advisory Committee whose function is to advise the Government in the matter of appeals against the decision of the Board.

The Advisory Committee has been abolished.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B.&A. dated the 17th October, 1962.]

11

16

The Committee feel that Associations like the Association for Moral and Social Hygiene in India, All India Women's Council, Federation of University Women, could, with advantage, have an organised arrangement to look into complaints from public, etc. about alleged laxity in censorship of films and represent the matter, where necessary, to the Central Board of Film Censors. Rule 33 of the Cinematograph (Censorship) Rules, 1958 which makes a clear provision for consideration of such representations by the Board of Film Censors and Government deserves to be better known and publicised amongst the public and more specially amongst social bodies who are interested in public morals.

12

The observation of the Committee has been noted.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B.&A. dated the 17th October, 1962.]

12 17 The Committee recommend that film producers may be encouraged to have recourse to censorship advice in their own interests to avoid infructuous expenditure being incurred on production of films which may hardly have any chance of obtaining certification.

The recommendation has been noted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B.&A. dated the 17th October, 1962.*]

13 19 The Film Industry has come to occupy a position of importance in the country's economy, India being the third largest producer of feature films after Japan and U.S.A. In the Committee's view, the film industry has come of age and should be able to play a constructive role in raising its standards by constituting a Film Council.

The observations of the Committee have been brought to the notice of the Film Industry.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B.&A. dated the 17th October, 1962.*]

28

14 20 The Committee suggest that Government may consider the desirability of setting up a Central Consultative Committee for Films for effecting greater coordination and consultation between the Ministry and the film industry.

The Ministry of I.&B. had also felt the need for such a Committee and it has accordingly been decided to set up a Films Consultative Committee.

[*Ministry of Information and Broadcasting O.M. No 7/3/62-B&A. dated the 17th October, 1962.*]

16 25 The Committee learnt that there were four vacancies on the Executive Council of the Children's Film Society. Two of them occurred on the 28th May, 1961 and the other two on the 28th July, 1961. The Committee consider

The observation of the Estimates Committee has been noted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 17th October, 1962.*]

that action should have been taken to nominate new members before the old members relinquished their offices on completion of their terms.

17 26 The Committee suggest that efforts may be made to enlist the States of Assam, Jammu and Kashmir, Kerala and particularly the Union Territories who have not yet become members of the Children's Film Society as its members so that the films produced by the Society could with advantage be shown in those States and Union Territories.

18 27 Rates of subscription for local bodies and associate members may be prescribed without further delay. Concerted efforts may be made to enlist local bodies, schools, educational and other institutions, trusts and corporate bodies as members of the Children's Film Society.

19 30 The Committee suggest that the possibilities of farming out production of children's films to private producers who are evincing keen interest in the field may be investigated as this would ensure a competent standard of film production.

The recommendation has been noted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 17th October, 1962.*]

The recommendation has been noted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B.&A. dated the 17th October, 1962.*]

The recommendation to farm out production of some children's films to private producers has been noted. Their distribution through private producers is, however, not likely to result in their large scale exhibition as such films may not be commercially successful as judged by past experience.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B.&A. dated the 17th October, 1962.*]

20 The Committee are of the view that Government would do well to encourage the private producers to undertake production of children's films by giving preference in the matter of grant of loans by the Film Finance Corporation, exemption from excise duty and entertainment, tax etc.

Children's films are already exempt from payment of excise duty. In regard to the Estimates Committee's recommendation to exempt them from payment of entertainment tax and to give them preference in the matter of grant of loans by the Film Finance Corporation, the matter is being brought to the notice of the State Governments and the Ministry of Finance respectively.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B.&A dated the 17th October, 1962.*]

22 The Committee suggest that the result of the experiment being made in West Bengal of sharing of total cost of production, between the West Bengal Children's Film Society and private producers may be watched and if it proves a success it may be emulated with advantage by the Children's Film Society, New Delhi.

The recommendation has been noted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B. & A. dated the 17th October, 1962.*]

24 The Committee are of opinion that Government should keep a constant watch on the cost of production of films produced by the Society to ensure that quality for quality it does not compare unfavourably with shorts and features produced by the Films Division. They suggest that the Children's Film Society on

The recommendations of the Committee have been noted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B.&A. dated the 17th October 1962.*]

its part should take energetic steps to keep down the cost without sacrificing the quality.

- 25** **38** **(i)** The Committee suggest that the Children's Film Society should pay special attention like the Children's Film Foundation in U.K. to their production programme to ensure that it best serves and entertains the child audience.
- 26** **39** The Committee suggest that the Children's Film Society may examine the desirability of bringing out film magazines consisting of shorts of 2 to 2-1/2 minutes' duration similar to those brought out by the Children's Film Foundation, London, on subjects of interest to children.
- 27** **40** The Committee suggest that the Children's Film Society should explore the possibilities of establishing exchange arrangements with similar organisations in foreign countries.
- 28** **42** The Committee recommend that the Children's Film Society should make concerted efforts to persuade cinema houses not only to show children's films but make them a regular feature and develop, if possible, children's film clubs to rouse and sustain their interest. The Society may also consider the possibilities of exhibiting children's films through touring talkies.
- The recommendation has been noted.
[Ministry of Information and Broadcasting O.M. No. 7/3 62-B.&A. dated the 17th October, 1962].
- The recommendation of the Committed has been noted.
[Ministry of Information and Broadcasting O.M. No. 7/3 62-B.&A. dated the 17th October, 1962.]
- The recommendation of the Committee has been noted.
[Ministry of Information and Broadcasting O.M. No. 7/3 62-B.&A. dated the 17th October, 1962].
- The recommendations have been noted.
[Ministry of Information and Broadcasting O.M. No. 7/3 62-B.&A. dated the 17th October, 1962.]

The Committee would like a record to be maintained of the number of children who are shown children's films. The Government may in this behalf prescribe a suitable proforma which may be required to be furnished, say, once a month by the Society indicating *inter alia* the number of children who have been shown the Society's films.

- 30** **44** The Committee would also like to make the following suggestions to ensure showing of children's films as widely as possible.—
- (i) Educational institutions in the country may be encouraged to equip themselves with a 16 mm projector, which may be made a desirable part of school equipment.
- (ii) Use may be made of the mobile vans of the Field Publicity Organisation for showing children's films in remote villages, industrial and slum areas and children's recreation centres, etc.
- 32** **49** Vigorous efforts may be made to fill up the vacancies in the teaching staff of the Film Institute.

Part (i) of the recommendation relates to Ministry of Education and is being brought to their notice. Part (ii) of the recommendation has been accepted.

[Ministry of Information and Broadcasting O. M. No. 7/3/62/B&A dated the 17th October, 1962].

The observations of the Committee have been noted.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 17th October, 1962].

50 Now that the Film Institute has started functioning at Poona and it may not be easily possible to shift it to Bombay, the Committee would like the Government to take all the necessary steps to ensure that the training of students at Poona does not lag in any respect.

The observations of the Committee have been noted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62—B&A dated the 17th October, 1962*].

34 53 The Committee cannot over-emphasise the importance of filling seats in the refresher and regular courses of the Film Institute to the full capacity available so that the training facilities provided at considerable cost may be made use of to the maximum extent. They suggest that suitable steps may be taken in conjunction with industry to achieve this end.

The suggestion of the Committee has been noted.
[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 17th October, 1962*]

35 54 The Committee suggest that a follow up of the trainees who pass out of the Film Institute may be kept in order to see if they are able to get proper placements after training. Suitable mention may also be made in the Annual Report of the Film Institute about the number of trainees who after completion of training have found employment.

The suggestions of the Committee have been noted.
(*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 17th October, 1962*).

36 55 The Committee suggest that Government may consider the desirability of instituting scholarships/fellowships scheme in conjunction with the film industry to give encouragement to deserving students of the Film Institute.

The suggestion of the Committee has been noted.
(*Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 17th October, 1962*).

37 The Committee suggest that the possibilities of maintaining co-ordination between the Film Institute and the Jayachamarajendra Occupational Institute, Bangalore and the Institute of Technology, Madras which run courses of study in cinematography and sound engineering may be explored.

The suggestion of the Committee has been noted. [Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 17th October, 1962].

39 To encourage advancement in the technicalities of film production, the Committee suggest that the desirability of instituting awards for best cine photography, sound recording etc. may also be considered.

The Committee's suggestion has been noted. [Ministry of Information and Broadcasting O.M. No. 7/3 /62 B&A dated the 17th October, 1962].

The Committee are of the view that Government should have constituted a committee for the purpose of selection of films for sending entries in International Film Festivals much earlier and there should be no further delay in the matter. They would also like to emphasise that adequate publicity should be arranged for films that are entered in the International Film Festivals so that they do not suffer on this account.

There are practical difficulties in the way of setting up of the Committee, firstly because it is not easy to narrow down the field of pictures to be considered; secondly because the Committee for each selection would have to meet for a number of days to see the film concerned; and thirdly because the time allowed for selecting a film is not always sufficient. However, the matter is being pursued.

In view of the tight position of foreign exchange it has not been possible to sanction foreign exchange liberally for publicity for the films entered in the festivals abroad. However

the recommendation of the Estimates Committee will be kept in view in future.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 17th October, 1962.*]

63 The Committee suggest that the reasons for the delay in the selection of the film 'Anuradha' for the International Film Festival held at Cannes in 1961 may be investigated and steps taken to avoid recurrence. They would like to emphasise that films for International Film Festivals should be selected well in advance to enable dubbing, sub-titling, etc. to be done in time.

64 The Committee consider that Indian delegations sponsored by Government to the International Film Festivals should normally consist of leading representatives of the film industry as is understood to be generally the case with foreign delegations.

Every effort is being made to ensure that films for International Film Festivals are selected well in time.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & Adated the 17th October, 1962.*]

There are only a few festivals for which delegations are invited. Government agree that these delegations should, as far as possible, consist of persons from the industry unless, of course, the festival authorities wish to confine their invitation to any particular category of persons.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & Adated the 17th October, 1962.*]

66 The Committee are not happy that the International Film Festival held in India in 1961 at considerable expense could not attract the best and most significant entries from foreign countries. They suggest that the Government may carefully analyse the reasons for

Out of 35 foreign feature films entered in the II International Film Festival of India, 14 had won Awards/recognitions in other international festivals and 9 others had been the entries in such festivals. Though the responsibility for the selection of films will be that of the participating

this shortcoming so that suitable steps could be taken to ensure that the future international film festivals held in the country attract the best films.

countries, steps will be taken, if necessary, to arrange for the entry of films of outstanding merit by special invitation in the case of festivals to be organised in future. It may be added however that it is not correct that the Festival was held at considerable cost. The entire expenditure on the Festival amounted to about Rs. 2.4 lakhs and this was almost completely offset by receipts from the sale of tickets for film shows.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 17th October, 1962.*]

38

46 Judging by the halting manner of implementation of the recommendations, the Committee feel that the Export Promotion Committee has failed to enthuse the film industry. They see no reason why a simple thing like the collection of articles on Indian films for publication in the foreign press should linger on for over two years without any result. The Export Promotion Committee should gear up its activities so that it is able to play an effective part in boosting up export of Indian films to earn valuable foreign exchange.

The observations of the Committee have been noted. [Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 17th October, 1962].

47 The Committee suggest that reactions to the souvenir on Indian films prepared by the

72 Necessary action has been taken in this matter.

Ministry and intended for distribution among others to the Indian Missions abroad may be gathered so that publicity material on export of films can be effectively improved.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 17th October 1962*].

48

73 The Committee suggest that suitable steps may be taken by the Government to remove the feeling in the minds of certain sections of the film industry that the Indian Missions abroad are not very helpful in the promotion of export of Indian films and to ensure that the Missions abroad render all the necessary assistance in stepping up our exports.

The suggestion of the Committee has been noted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 17th October 1962*]

49

74 The Committee suggest that the desirability of sending more non-official delegations abroad where there is good prospect of export of Indian films may be examined. To reap benefit, there should be adequate follow up action.

The observation of the Committee has been noted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 17th October 1962*]

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76 The Committee recommend that a careful study may be made to assess the impact of the measures taken so far to expand the market for Indian films so that further measures as necessary may be taken accordingly.

The recommendation of the Committee has been noted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 17th October 1962*]

C. 160th Report

Serial No. as Reference in Appendix VII to the 160th Report	Summary of Recommendation/conclusion	Reply of the Government
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2 The Committee hope that Government will resolve the Administrative difficulties at an early date and terminate the arrangement under which the Press Registrar has been performing the functions of the Principal Information Officer in addition to his own duties.

With the appointment of a separate Press Registrar, the arrangement has been terminated from 1-5-1962.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16/17th October, 1962]

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5 The Committee note with concern that the percentage of the defaulting newspapers which did not submit the annual statements is quite high and that the instances of late submission of statements after the compilation of the Press Registrar's Report have also been considerable.

The recommendation of the Committee is accepted.

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6(i) The Committee consider that the issue of show-cause notices in respect of newspapers which defaulted for the years 1959 and 1960 has been

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16/17th October, 1962]

unduly delayed and suggest that the Press Registrar may ensure that the notices are issued to the publisher who fails to submit the annual statements by the due date, as soon as possible thereafter but not later than say three months, after the due date.

3 6(ii) The Committee also see no reason why the penally provisions in the Press and Registration of Books Act should not be invoked in the case of persistent defaulters who fail to send the annual statement in time without adequate reasons

In the case of persistent defaulters, cases have been filed in the Court of Law under the provisions of the Press and Registration of Books Act. Some of the defaulting publishers have been prosecuted already and penalised.

[*Ministry of Information and Broadcasting O.M. 7/3/62-B&A dated the 16/17th October, 1962.*]

4 9(a) The Committee recommend that action may be taken on the following lines :—

The recommendation has been accepted and is being implemented with effect from the Press Registrar's Report, 1962.

(a) The Press Registrar may consider the question of publishing in his annual report the names of papers whose circulation claims are investigated together with figures duly verified, as such publicity is bound to have a salutary effect.

9(b) Newspapers which are proved to have given palpably false statistics about circulation may be prosecuted under Section 14 of the Press and Registration of Books Act, 1867.

The recommendation of the Committee is noted. Legal proceedings will be taken against newspapers which are proved to have given palpably false statements, wherever feasible.

9(c) There should be close coordination between the Registrar of Newspapers and the Directorate of Advertising and Visual Publicity so that verified figures of circulation are immediately transmitted to the directorate and the insertion of Government advertisement etc. regulated in the light thereof.

This is already being done.

[Ministry of Information and Broadcasting O. M. Nos 7/3/62 B&A dated the 16/17th October, 1962]

23 It is a matter of surprise that the collection of information in regard to the survey made to elicit "on the spot" reactions to specific programmes organised by the Song & Drama Division in the last quarter of 1960 should have taken such a long time. The Committee consider that if such surveys are to serve any useful purpose, to give point and direction to publicity measures, to rectify the shortcomings and to make the appeal really popular and effective it is essential that they are finalised expeditiously.

The Observations of the Committee have been noted.

[Ministry of Information and Broadcasting O. M. No. 7/3/62-B&A dated the 16/17th October, 1962].

29 The Committee are one with the view that over emphasis on publicity with personal slant which does not find favour with the Press should be discouraged. While the Committee welcome the steps taken they suggest that the Ministry may keep a constant watch in the matter and undertake periodical studies as regards the extent of utilisation of the material produced so that necessary and timely correctives can be applied and wastage avoided.

The recommendation of the Committee has been accepted. The Press Information Bureau are being instructed to undertake a cent per cent check once a quarter for any week chosen at random covering all recipients and all languages.

[Ministry of Information and Broadcasting O. M. Nos 7/3/62 B&A dated the 16/17th October, 1962].

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30 As feature coverages are a popular medium of publicity and have an educational value, the Committee suggest that the Photo Division should devote its attention more and more to their production, particularly for the use of the regional and language papers. These should be planned in advance in consultation with the Regional Officers, FYPP and the Information Officers of the P. I. B., who would no doubt ascertain the requirements of the Press so that these find a ready use and are not wasted.

The recommendation of the Committee has been accepted in principle and will be implemented in consultation with the various Media Units in general and the P.I.B. in particular.

[*Ministry of Information and Broadcasting O.M.No. 7/3/62 B&A dated the 16/17th October, 1962*]

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32 The Committee hope that continuous efforts would be made to improve the quality of prints, reduce the costs and to substitute as far as possible indigenous material for imported items.

The recommendation of the Committee has been noted.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated 16/17th October, 1962*].

CHAPTER III

REPLIES OF GOVERNMENT THAT HAVE BEEN ACCEPTED BY THE COMMITTEE

A. 158th Report

Serial No. Reference (as in Appendix X to the 158th Report)	Summary of Recommendation/Conclusion	Reply of the Government
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12 The Committee would like to stress that the *in-ter se* distribution of advertisements in acceptable papers should be related to their circulation. Since ready data about circulation of papers (language-wise) is now available with the Registrar of Newspapers whose office is also incidentally located in Delhi there should be no difficulty in applying this criterion.

The principles kept in view in distributing Government advertisements to newspapers and periodicals are :—

- (1) To secure the widest possible coverage within the funds available.
- (2) To reach the masses in all walks of life, particularly where the advertisements carry a message to the people.

(3) In selecting the newspapers and periodicals for advertisements, due regard is paid to :—

- (i) effective circulation ;
- (ii) regularity in publication ;
- (iii) Class of readership ;
- (iv) adherence to accepted standards of journalistic ethics ; and
- (v) other factors such as production standards, the languages and areas intended to be covered.

It will be seen that circulation is one of the major and not the only criterion kept in view while distributing Government advertisements. The acceptance of the Committee's recommendations would mean that all the advertisements would go to a limited number of papers with a high circulation. In fact there is already a complaint from the smaller papers referred in para 12 of the Committee's Report that the bigger papers get the lion's share of Government advertisements. It has, therefore, not been found possible to accept this recommendation fully. The principle underlying it, however, is one of the important factors which is taken into consideration in distributing advertisements.

Ministry of Information and Broadcasting O. M. No. 7/3/62 B&A dated the 16th October, 1962]

8 The Committee would like a target time to be fixed for making payment to papers for advertisements. The Directorate should also try and settle all matters regarding revised rates for the ensuing year before its commencement.

The recommendation has been accepted. A time-limit of 75 days which has been accepted by the commercial agencies also, is being laid down for making payments. Attempts to settle the revised rates for the ensuing year before its commencement are made provided the requisite information which is asked for annually regarding latest circulation etc. is furnished in time by the newspapers.

Government may consider setting up a consultative body to improve in general, relationship with the papers and to go into difficulties in settlement of rates, payment of bills etc.

The settlement of rates, payment of bills etc. are matters of individual negotiations with each newspaper and the setting up of a consultative body for this purpose would not be of any assistance.

[Ministry of Information and Broadcasting O.M. No. 7/3/62 B-& A dated the 16th October 1962.]

9 The Committee find that a number of Government undertakings/organisations which are not commercially competitive, are not routing their advertisements through the DAVP. Centralisation of the work of advertisements of autonomous Government undertakings in the DAVP would, on the one hand, further strengthen its bargaining position and on the other, secure concessional rates for the undertakings.

The recommendation is being brought to the notice of all the Ministries and Departments of the Government of India so that they may bring it to the notice of autonomous bodies under them.

The Committee fail to see why all Government undertakings which are not of a commercially competitive nature are not routing all their advertisements through the DAVP and are thereby unnecessarily losing the benefit of concessional rates.

The Committee also feel that it should be possible for even commercially competitive Government undertakings to route their classified advertisements through the DAVP in order to get the benefit of concessional rate for insertion of such advertisements does not require any specialised assistance of any advertising agency.

The Committee have every hope that the commercially competitive and other autonomous bodies follow accepted principles in inserting advertisements in papers.

Classified advertisements released by DAVP are being accepted by newspapers at concessional rates. As the newspapers are charging commercial card rates in respect of classified advertisements from the commercially competitive undertakings, they are likely to object to such advertisements being released through DAVP.

Principles followed by the Government in inserting their advertisements in news papers are being brought to the notice of the commercially competitive autonomous bodies through the concerned Ministries and Departments of Government of India.

[Ministry of Information and Broadcasting O.M.
No. 7/3/62 B.&A. dated the 16th October, 1962]

10 The Committee suggest that the Ministry might review the position with a view to see if the departmental charges of 10% are fully justified in relation to the expenditure involved in handling the work and whether they could be reduced as a further incentive to the autonomous bodies to route the advertisements through it.

18 A review of the establishment charges in relation to publicity budget is made periodically. It has been estimated that the savings effected as a result of concessional rates is about 18%. The establishment charges of DAVP amount to about 10% and this is exactly what is being levied as departmental charges.

The DAVP should also ensure that the quality and promptness of its service is in no way inferior to what the public undertakings could have got from private advertising agencies.

17 From the Evaluation Report on Five Year Plan Publicity (series 2), the Committee observed that 25 percent of the persons who replied to a questionnaire in this regard, stated that the supply of publicity material was 'irregular' and 'inadequate'. The Committee suggest that the Ministry may investigate the reasons for non-receipt of materials by the people institutions concerned with a view to plug the loopholes in the distribution system.

The recommendation is accepted.

[Ministry of Information and Broadcasting O.M. No. 7/3 62-B&A. dated the 16th October, 1962].

The DAVP do not send publicity material regularly to all the addresses on its mailing list. In fact separate distribution lists are worked out for each type of material which is produced e.g. the material on the family planning goes to different set of addressees from those to whom the material for the Five Year Plan publicity is sent. Therefore it is correct on the part of 25% of the persons who replied to the questionnaire to say that the material received by them is not received regularly because DAVP do not send anyone all their material at regular intervals. In order to ensure that the publicity material reaches the hands of people to whom it is despatched the material wherever deemed necessary is sent under registered post, under railway receipt, and certificate of posting. The addressees are requested by Circular to acknowledge receipt of material and ensure its proper display.

[Ministry of Information and Broadcasting O.M. No. 7/3 62-B&A. dated the 16th October, 1962].

44 Since the supply of exhibits is centralised in the DAVP, there does not appear to be enough justification for the existence of the posts of the Regional Exhibition Officers. Co-ordination with the State Governments could as well be effected through the Regional Field Publicity Officers. The Committee recommend that these posts may be abolished.

It is considered that all the exhibitions organised by the Field Exhibition Units of DAVP should have at least one third of exhibits of a regional character. For the purpose, a responsible officer is required to make a survey of the requirements of different units in order to make them regional in character. In fact during the past two years it has been increasingly felt that there are certain models and exhibits which can be more economically and effectively produced in the region rather than at the headquarters. Therefore, in certain cases production of exhibits in the region has already been authorised. The officer is also required to see to the renovations and repairs of the existing exhibits with the various Field Units. It will be too much to expect from the officers of the status of Field Exhibition Officer (non-gazetted) who are fully occupied with their own duties of organising the exhibitions etc., to look to all these things. For these reasons the posts of Regional Exhibition Officers are necessary.

[Ministry of Information and Broadcasting O.M. No. 7/3 62-B&A. dated the 16th October, 1962].

38 Literature on the draft Third Plan and on the finalised Plan should have been brought out soon after their publication. The Committee would stress that literature on the Plan should be made available in the regional languages and should be so prepared that it shows how the

53 The Estimate Committee's views have been noted. It has, however, to be borne in mind that some time must be taken in preparing new literature. It may not also always be possible to give local slant in the various publications because of practical difficulties. The publicity of regional pro-

regional requirements have been well taken care of in the national Plan. It may be a good idea to publicise the important changes which are made in the Plan from time to time, specially at the time of annual review, so that people at large are kept informed and their interest in Planning sustained.

39 The Committee do not see adequate justification for the posts of one L.D.C. and one peon in a mobile unit and suggest that these may be abolished.

jects is left to the State Governments concerned.

[Ministry of Information & Broadcasting O.M. No. 7/3/62-B. & A. dated the 15th November, 1962].

The recommendation has been considered carefully but it has not been found possible to accept it because the staff of the Field Publicity Units is already the barest minimum. In fact when the Field Publicity Unit is away on tour, the only staff left is the Clerk and the Peon. The abolition of these two posts would virtually amount to closure of the office.

Like-wise, the staffing pattern of Regional Offices needs to be revised and economy effected by abolishing the post either of a peon or daftiy.

There is only one Peon for the Regional Office and the Regional Officer. In addition, the Peon also performs the duties of Farash, delivery of local dak and receipt and despatch of parcels from Post Office/Railway Station. The duties assigned to the Daftiy are quite different from those of the Peon, and in most of the Regional Offices, the Peons are not sufficiently literate to perform these duties. In the circumstances, it will be difficult to accept the recommendation in regard to the abolition of one of these posts in the Regional Offices.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B. & A. dated the 16th October, 1962].

The Committee suggest that the monthly programmes drawn up for field staff should be carefully scrutinised to see that the objective of reaching the masses is served by devoting greater attention to the rural areas. For this purpose the definition of the term 'rural areas' as adopted by the census authorities may be followed.

The recommendation is accepted in principle. It may, however, be added that with the existing resources due effort is being made to concentrate on rural publicity.

The Committee further suggest that certain areas may be selected in each State for intensive publicity so that people's reactions to the programmes may be closely studied and the programme improved in the light thereof.

It is difficult to implement this suggestion because our staff for publicity is very meagre. Apart from this, if people's reactions to the programmes are to be determined, these reactions should relate to normal publicity and not to intensive publicity. Actually, each year, for some period this Ministry organises Joint Plan Celebrations with the assistance of States and public reactions to these Celebrations are also studied.

The Committee suggest that in the course of the inspection tours the Regional Officers may also occasionally take charge of a unit say once a month by rotation and hold model demonstrations so that on the one hand, the junior field staff are trained in the adoption of better methods of handling audiences and on the other, the Regional Officer gets to know at first hand the reactions of the people which should help him to effect further improvements in the programmes.

The recommendation is accepted.

[*Ministry of Information and Broadcasting O.M. No. 713/62-B. & A. dated the 16th October, 1962.*]

B. 159th Report

Reply of the Government

Sl. No. (as Reference); Summary of recommendation/conclusion

in
Appendix
VII to the
159th
Report)

to
Paragraph
No.
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Report

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7 12 The Committee suggest that complaints of delay in the issue of certificates may be investigated by the Central Consultative Committee, the setting up of which has been recommended in para 20.

It would also be desirable to prescribe a time schedule for dealing with applications for the issue of certificates for public exhibition of films.

The Films Consultative Committee is being set up to advise Government on policy matters pertaining to the film industry. It does not seem necessary to entrust to this Committee the work of investigation into complaints of delay in the issue of certificates for films. These complaints would be looked into by Government themselves and the Committee would be apprised of the result of the investigations where necessary.

Considering the nature of work relating to the examination and certification of films, it is difficult to prescribe a time schedule for the disposal of

applications for issue of certificates for films. While agreeing to the spirit of the recommendation of the Estimates Committee, it is feared that a time schedule will not be workable for the following reasons :—

(i) There will be a difference in the time lag between the date of application and examination in each case, if a number of films are received in a particular week at a Regional Office, since the number of officers who preside over the Examining Committees is fixed and only a particular maximum number of Committees can be arranged in a week.

(ii) Fair and correct appraisal of the films presented to the Board is of paramount importance and should not be sacrificed on any account. While expedition is desirable, hustling up and haste would be harmful.

(iii) Fixing up of a time schedule will hamper the producers and importers who take time in submission of deletions or carrying out modifications suggested by the Board. Many of the importers of foreign films have to consult their principals abroad for making deletions etc. Indian producers also take time for making modifications in films because sometimes it involves fresh shooting, requiring fixing time with film artists etc.

[Ministry of I. & B. O.M. No. 7/3/62/B. & A.
dated the 17 October, 1962.]

31 They also feel that now that the Institute has functioned for nearly a year, it would be more appropriate if the post of Registrar (Rs. 500—30—710) which was held in abeyance on the creation of the post of Officer on Special Duty (Rs. 900—50—1200) is revived and the latter post abolished.

A post of Administrative Officer has since been created on a regular basis and the post of Officer on Special Duty will stand abolished from the date the former post is filled. The post of Administrative Officer carries a scale of pay of Rs. 700—40—1100—50/2—1,250 and is proposed to be filled by the deputation of a Grade I Officer of the Central Secretariat Service or of a Section Officer of that Service with 10 years' service in that grade. It was felt that the post of Registrar was crucial and it should be manned by any officer of requisite seniority and standing. Accordingly the post of Administrative Officer has been created in a higher scale of pay in lieu of the post of Registrar which carried a pay scale of Rs. 500—30—710.

[Ministry of Information and Broadcasting O.M. No. 7/3/62/B. & A. dated 17th October 1962].

45 It is desirable that the Export Promotion Committee for Films should in accordance with its procedure of work meet once in a quarter to review the position of its work and pursue actively implementation of its recommendations.

70 Keeping in view the time normally required for implementing the recommendations of the Export Promotion Committee for Films, it has been decided that it should meet at least once every six months in future.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 17th October, 1962].

51 77 The Indian film producers should realise that there is a growing demand in the world to understand the culture and heritage of diverse countries and that language is ceasing to be an insurmountable barrier. What is required is that a motion picture instead of being cheap imitation of West should be true to the genius and culture of India so as to catch human interest by its authenticity. Films can be employed for the purpose of national integration and world solidarity. The Indian producers should distinguish their products by a dignified treatment of themes and a sensitive and refined approach. Indian pictures would then not only be able to bring in valuable foreign exchange but also earn goodwill and forge links of understanding.

The observations of the Committee have been communicated to the film industry.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A, dated the 17th October, 1962].

C. 160th Report

Sl. No. (as in Appendix VII to the 160th Report)	Reference to Para- graph No. of the Report.	Summary of Recommendation/conclusion	Reply of the Government
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6 **II**

The Committee suggest that continuous efforts should be made to include in the Report of the Press Registrar more information which would be of interest and use to the industry and public and which could be collected without having to resort to amendment of the Press and Registration of Books Act. For instance, in addition to giving information about the types of printing machinery used by the newspapers the reports could draw attention to the latest advances made in the field of machinery and techniques of printing in the more advanced countries.

The Press Registrar has been instructed to continue to include in his annual reports information of use to the industry and the public, which can be collected within the scope of the Press and Registration of Books Act, 1867. Collection of information about the types of printing machinery used by newspapers and the latest advances made in the field of machinery and techniques in printing in the more advanced countries is outside the scope of the functions prescribed for the Press Registrar.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th/17th October, 1962].

9 The Committee find that the profit margin in the production and sale of the Reference Annual has been appreciable and in 1960 was as high as 85% even after taking into account the estimated cost of reference work done in its preparation besides the cost of printing, material etc. The Committee find the publication useful and informative and would like the Government to examine the question of reducing its price with a view to making it more popular.

The estimates of Editorial cost of the book furnished earlier related only to the final stage of work connected with the collection of material and the preparation of the manuscript for the press. But as a matter of fact, prior to the work being taken in hand in the R & R Division, the various Depts. and the Ministries of the Central Government as also the State Govts. put in their own effort in bringing the information given in the book up-to-date for each year as also collecting new material wherever it is needed. The cost of this effort spread over the various Ministries would naturally be considerable though it does not lend itself to exact computation. After taking into consideration these costs as well, the profit margin would not be as high as it appears to be.

At present 12,000 copies of the popular edition and 2,000 of the deluxe edition are printed priced at Rs. 6.50 and Rs. 9.00 per copy respectively. According to the estimates of D.P.D. the reduction of the price of the book would not make any appreciable difference in its sales potential.

The book has now established a certain definite market and considering all aspects of the problem

it is felt that the existing price structure may be continued.

Ministry of Information and Broadcasting O.M. No. 7/3/62-B&A dated the 15th November, 1962.

10 20 The Committee suggest that the feasibility of bringing out an international edition of the Reference Annual on tissue paper may be considered so as to popularise it in foreign countries. A limited number of copies may be printed on tissue paper in the first instance and the number increased in accordance with the requirements.

The suggestion has been examined carefully. It is felt that since the E.A. Ministry are already purchasing 4,500 copies of the popular edition for distribution abroad, publication of a separate international edition of the book will not serve much useful purpose. Moreover, it would be difficult, as also costlier to publish the book on tissue paper. The thin paper would cost twice as much as the cost of paper that is being used at present.

The question of bringing out a handy pocket edition of the Annual on thin India paper may also be examined by the Ministry.

The Publications Division have already brought out 2 books namely, FACTS ABOUT INDIA and ABOUT INDIA which are concise, useful and quite informative. These books are being issued periodically after bringing the information contained in them up-to-date and they are receiving good response from the readers. It is, therefore, not considered necessary to bring out a separate pocket edition of the REFERENCE ANNUAL.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 15th November, 1962].

CHAPTER IV

REPLIES OF GOVERNMENT THAT HAVE NOT BEEN ACCEPTED BY THE COMMITTEE

A. 158th Report

Sl. No. (as in Appendix X to the 158th Report)	Reference to para No. of the Report	Summary of Recommendation/ Conclusion	Reply of the Government	Comments of the Committee
1	2	3	4	5
2	5	<p>Since there are specified Central Organisations in the field such as the Directorate of Field Publicity, Directorate of Advertising and Visual Publicity etc. which also purport to effect co-ordination in important aspects of Plan publicity, the Committee feel that once the broad pattern and framework of plan publicity has been formulated in sufficient detail in consultation with the Ministries and State Governments and made</p>	<p>The post of Adviser was created in July 1961 in lieu of a post of Deputy Principal Information Officer for strengthening Plan publicity. The Adviser is responsible for—</p> <p>(a) Co-ordinating and guiding the publicity of the Media Units of the Ministry for Plan as well as for National Unity and Emotional Integration of the country ;</p>	<p>The Committee are not convinced by the reasons given by the Ministry for the continuance of the post of Adviser, Plan Information and Publicity. Now that nearly two years have elapsed since the beginning of the Third Plan, the Committee hope that the Ministries and State Governments are <i>au fait</i> with the broad pattern of the Plan and the manner in which publicity should be done. They recommend that the func-</p>

known to the media units in the initial stages of the Five Year Plan, it may not be necessary to maintain for long a separate high level officer for co-ordination and liaison work. They suggest that the position may be carefully reviewed by Government to see whether the post of Adviser, Plan Information and Publicity could be surrendered.

(b) maintaining close liaison with the State Directors of Publicity and the State Development Commissioners so as to ensure that the Centre and States both project the Plan and the various aspects of National Integration along broadly agreed lines and there is regular and continuous exchange of opinion and material relating thereto between the Centre and the States; and

(c) advising State Governments in connection with the publicity for the Plan as well as for National Unity and Emotional Integration.

tions at present assigned to the Adviser, Plan Information and Publicity be devolved on the Directorate of Advertising and Visual Publicity, Directorate of Field Publicity, Principal Information Officer and the Ministry of Information and Broadcasting. The need for economy in expenditure in the context of the present emergency needs no stress. The Committee hope that the Government would see their way to do away with the post of Adviser, Plan Information and Publicity at an early date.

These are duties which cannot be performed by the Head of a single operational unit such as the Field Publicity Directorate or the Directorate of Advertising and Visual Publicity which are only concerned with the particular medium and for the preparation and distribution of material concerning that particular medium. It is, therefore, the considered opinion of this Ministry and the Planning Commission after careful review of the entire position that for the programme of publicity which the Ministry of I & B and the Planning Commission had visualised, it is essential to continue the present post of Adviser, Plan Information and Publicity. [Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962].

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The justification for having the high grade post of Officer on Special Duty (Kashmir Publicity) which at the time of its creation in February, 1949

The matter is under consideration. [Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962].

The Committee hope that early decision will be taken in the matter.

carried only a fixed pay of Rs. 920/- p.m. and which had been held by the present incumbent from the inception, is not quite apparent and the position needs to be reviewed.

13 The Committee feel that the procedure suggested by the Ministry of Works, Housing and Supply for obtaining the inescapable requirements of art paper, drawing material and other articles required for the Studio and Exhibition Division by placing an emergent indent on the Director General, India Supply Department, London may help to make the best of a difficult situation and may be followed in future.

The procedure now recommended is already being followed, but the import of the material through Chief Controller of Printing and Stationery who places a consolidated indent on the Director General, India Supply Department, London even when foreign exchange is released, takes a very long time. In fact, the supplies against the indent placed with Chief Controller of Printing and Stationery in November, 1959, arrived only recently.

The Committee would urge the Government to further examine the reasons for inordinate delay in obtaining the supplies indent for with a view to streamlining the procedure.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962].

The large accumulation of material numbering over 68 lakhs, cannot but be an obvious pointer to the need for streamlining the distribution machinery.

In order to avoid large accumulation of publicity material in Delhi, it has been decided to open Regional Distribution Centres at Bombay, Madras and Calcutta. The material printed by the local presses will be taken by these regional offices for distribution. Madras Regional Distribution Centre has already been opened and has to some extent relieved the burden on the Central Distribution Office at Delhi. It is hoped that with the opening of the Offices at Bombay and Calcutta, the distribution of publicity material will become quicker as well as more effective. ■

The Committee are also of the view that *prima facie* the percentage prescribed for re-

The Committee's recommendation has been noted.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962].

The Committee hope that the Ministry/Directorate of Advertising and Visual Publicity will keep a constant watch in the matter so that there is no excessive accumulation of material in any of the Distribution Offices and that the print orders will also be carefully scrutinised so as to avoid wastage.

serve stock to meet unexpected demand is excessive and suggest that economies in the print order may be explored by keeping the reserve to the absolute minimum based on the past trends of such demands and the nature of the material to be produced.

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The Committee do not find any justification for setting up a parallel machinery by DAVP for distribution of the publicity material in various regions. They would suggest that the assistance of the Regional/Branch Offices of the Press Information Bureau may, where necessary, be sought for distributing the publicity material in other places.

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The average production of publicity material by DAVP during the last two calendar years has been 4,83,88,404 copies. This distributed into four centres, viz. Delhi, Bombay, Calcutta and Madras would be about 1,20,97,101 copies of posters, folders, etc. per centre every year. This material is not distributed in bulk but to nearly 2,00,000 addresses. It will not be possible for PIB's sub-offices or the RDO's of the Publications Division to handle such distribution work without additional staff which will not be

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The Committee feel that as the Regional/Branch Offices of the Press Information Bureau and the Regional Distribution Offices of the Publications Division are under the overall charge of the Ministry of Information and Broadcasting, it should be possible to evolve a workable arrangement for distribution of the publicity material of the DAVP through these agencies without having to set up a parallel machinery, as proposed. The Committee therefore, reiterate their commendation,

in any case less than that at present earmarked for the Regional Distribution Centres of DAVP. Besides the Press in India is very sensitive and if PIB's offices are entrusted with this work, it will not only interfere with the efficiency of their work but is also likely to invite criticism from the Press. The RDOs of the Publications Division are mainly concerned with the sale of priced publications and if this work of free distribution of DAVP's literature is entrusted to them, it is likely to affect adversely the sales of publications. Again the officers in charge of the Regional Distribution Centres of DAVP do not merely look after distribution, but are expected to look after the production programme of the material in these centres. When the printing is completed by the presses in these Centres, the officers in charge have to scrutinize the production and issue a certificate in regard to the quality of printing as well as

to the correct specifications of the paper used on the basis of which payment is made to the printers. All these functions require an officer with technical knowledge of printing which the officers of PIB or the Publications Division at these Centres do not possess.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962*].

The Committee suggest that the Ministry may investigate the reasons why the State Governments had not made full use of the duplicate of exhibits on family planning and effect necessary improvements keep-

It is understood that the Director, Family Planning, Ministry of Health has already addressed a letter to State Governments asking for information on the subject.

The Committee hope that suitable follow-up action will be taken in the matter on receipt of the requisite information from the State Governments.

ing in view the requirements of different States.

[Ministry of Information and Broadcasting O.M. No. 7/ 162-B. & A. dated the 16th October, 1962].

36

In the absence of a detailed assessment of the activities of the field publicity organisation since its inception in 1953, it is difficult to say how far it has succeeded in its objective of providing an all-India angle to publicity which will promote national integration. The Committee are of the view that before carrying out any large-scale expansion of the organisation, as proposed, the Government should make a careful and objective assessment of the work done by the Field Publicity Units to make sure that there is no avoidable duplication of effort between the Central and the State machinery.

Please see para 2 of Chapter I.

Necessary efforts are being made to set up suitable machinery to make a detailed assessment of the activities of the Field Publicity Organisation with a view to ensuring that there is no avoidable duplication of effort between the Central and the State machinery, but that it will be difficult to postpone the expansion proposed by the Planning Commission pending the results of proposed enquiry. It may be added that the proposed expansion is sought to be effected in a phased programme during the course of the remaining four years of the Plan.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B. & A. dated the 16th October, 1962].

43 Since the Directorate of Field Publicity is primarily a field organisation and has fairly senior officers in the scale of Rs. 700—1250 incharge of regions, the Committee are not convinced of the need for increasing further the strength in the headquarters office.

The S.R.U. of the Ministry of Finance is at present engaged in the study of the working of the Directorate of Field Publicity. Further increases or decreases in its strength will be determined in the light of the recommendations made by S.R.U.

The Committee hope that their recommendation has been specifically brought to the notice of the Special Reorganisation Unit.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962*].

44 As the different media units of the Ministry viz., the All India Radio, the Press Information Bureau, the Directorate of Field Publicity, the Exhibition Division of the D.A.V.P. and the Publications Division have their establishments at a number of places all over the country, and in some cases two or more of the offices are in the same places, the Committee feel

The recommendation is accepted
This Ministry is already seized of the problem and every possible effort is being made to bring its various offices under the same roof, as far as possible.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962*].

The Committee hope that the matter has been brought to the notice of the Cabinet Secretariat and that they are taking necessary action in terms of Ministry of Finance O.M. No. 10(2)-E. (Coord.)/60 dated the 3rd February, 1960.

that by locating these offices under one roof wherever possible, economy could be effected on rent of buildings and on establishment, by pooling the Class III and Class IV staff. Such an arrangement would also make for better coordination between the media units and efficient functioning.

The Committee observe that various offices under the same Ministry are situated in the same place but in different buildings. They suggest that efforts may be similarly made to house the offices in a single building in order to bring about economy and increase coordination among them.

45 60

It is surprising that even after having felt the necessity, as early as 1958, of making an enquiry into the results of publicity done by the Bharat Sevak Samaj out of the funds made available to it by Government, the Ministry have not taken any concrete steps so far in

In so far as Bharat Sevak Samaj is concerned, it is proposed to set up a Committee consisting of the representatives of the I & B Ministry, the Planning Commission and the Bharat Sevak Samaj to evaluate the publicity work done by their Jan Jagran Group. Since,

Please see para 3 of Chapter I.

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that direction. The Committee are of the view that before any further funds are released to the Samaj and other voluntary agencies for publicity work in the Third Plan, a thorough review of the utilisation of grants by such bodies together with an assessment of the results achieved, should be undertaken by the Ministry in order to establish clearly that the country derives benefit commensurate with the substantial outlay involved.

however, they are almost wholly dependent on the grant given by this Ministry for this purpose, it has not been found possible to discontinue the grant, pending the result of the proposed assessment. In so far, however, as other voluntary organisations are concerned, the grants are mostly limited to Seminars held by these organisations. Reports in respect of their performances are being regularly received from them and the Field Publicity Officers, who, in most cases, make it a point to attend these Seminars.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962*].

49

68 The feasibility of holding the Summer Drama Festival in cosmopolitan cities other than Delhi, by rotation, may be examined.

Please see para 4 of Chapter I

The idea of holding the Festival in rotation in different cities is good. But in view of the existing financial resources of the Song and Drama Division

and the lack of necessary facilities in conducting a Festival of the magnitude of Summer Drama Festival, it will be at present difficult to hold the Festival in cosmopolitan cities other than Delhi.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 16th October, 1962].

B. 159th Report

Sl. No. (as in Appendix VII to the 159th Report)	Reference to Paragraph No. of the Report	Summary of recommendation/ conclusion	Reply of the Government	Comments of the Committee
1	2	3	4	5

2 2 On the analogy of the recommendation of the Film Enquiry Committee in respect of the Chairman of Film Council and considering the qualifications and experience of the previous incumbents of the office of the Chairman of the Board of Film Censors and the high responsibilities devolving on the incumbent of this office, the Committee suggest that Government may lay down that for appointment as Chairman of the Board of Film Censors,

It is regretted that it is not considered essential that the Chairman should necessarily be a person of judicial status. Matters to be dealt with by him are hardly of a legal character.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 17th October, 1962].

Please see para 5 of Chapter I.

the person should be of a high judicial status commanding an eminent public position and possessing a depth of cultural background.

5 7 7
The Committee consider that there is a strong case for reinforcing the Bombay Advisory Panel with Hindi Litterateurs.

The position has been examined thoroughly by the Board and it is found that out of the existing 31 members on the Bombay Advisory Panel, there are as many as 16 persons well-versed in Hindi language. The Board has not felt any difficulty in constituting Examining Committees for examination of Hindi films. It is therefore, not considered necessary to include more Hindi litterateurs on the Bombay Panel.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 17th October, 1962].

The Committee are surprised to hear now that there are as many as 16 persons out of 31 members on the Bombay Advisory Panel, who are well versed in Hindi Language, whereas during the examination of the Ministry (Central Board of Film Censors), the Committee were given to understand that they were only 7 or 8.

As pointed out by the Committee in paras 7 and 11 of the 159th Report, the percentage of Indian feature films presented for censorship in Bombay in Hindi language is 83 and that the number of films held up for certification for two months or more has risen from 128 in 1958-59 to 393 in 1960-61. The Committee, therefore, feel that in the interest of speedy disposal of applications for examination of films

the Bombay Advisory Panel should be strengthened by appointment of more Hindi litterateurs on it.

15 21 The Committee feel that the provisions in the existing law relating to private exhibition of one's own film are unnecessarily irksome and suggested that the law may be suitably modified.

21 32 The Committee would urge the Government to give sympathetic consideration to the suggestion made by the film industry for the removal of restrictions on the length of children's film for the purpose of State Awards.

23 34 The Committee suggest that the possibility of the Films Division undertaking the work of producing children's films may be seriously investigated particularly with reference to the production of animated Cartoon films which are bound to have special appeal for child audiences.

The matter is under examination. Please see para 6 of Chapter I*.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 17th October, 1962].

This matter is under consideration.

[Ministry of Information and Broadcasting O. M. No. 7/3/62-B & A dated the 17th October, 1962].

The decision in the matter may be expedited*.

The Committee hope that early decisions will be taken in the matter.

The recommendations are under consideration.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 17th October, 1962].

In any case, the Committee feel that persons having a fund of experience of film production should be closely associated with the production programme of the Children's Film Society.

- 25(ii) 38 (ii) The Committee are of the view that there is need for conducting research on the effect of the films on children's minds so as to ensure that the production programme is fully orientated to serve their requirements.
- The matter is under consideration. The Committee hope that early decision will be taken in the matter.
[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated 17th October, 1962].

- 29 43 The Committee suggest that the possibility of treating children's films (shorts) for compulsory showing in the same way as educational films with a view to bringing home the existence and message of children's films to the general audience, may be considered. The distribution of children's films for this purpose may be appropriately done through the Films Division.

The Children's films could also, with advantage, be shown along with newsreels, docu-

- The recommendations are under consideration. The Committee hope that the decisions on these recommendations will be expedited.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 17th October, 1962].

mentaries, etc., at a nominal admission rate in Films Auditorium and other halls.

31(i) 48 (i) It seems anomalous to the Committee that the powers of the Head of the Film Institute should be vested in the Officer on Special Duty who is in the scale of Rs. 900—50—1200 whereas the functional head of the Institute is the Principal who besides is in higher scale of Rs. 1300—60—1600. The Committee suggest that this anomaly may be rectified early.

Action is being taken to see whether the Principal can be made the Head of Department.

The Committee hope that decision in the matter will be expedited.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B & A dated the 17th October, 1962.*]

38 58 Considering that Sayajit Ray's film "PATHER PANCHALI" which has won a number of State and International awards was originally an amateur enterprise, the Committee feel that the amateur cine makers deserve encouragement.

The Estimates Committee's observation regarding the desirability of exempting private exhibitions of one's own films from the censorship and licensing provisions of law is under consideration. As regards the grant of other facilities to amateur cinemakers, the matter will be considered by Government

Please see para 6 of Chapter*.

if and when any specific request for assistance is received in this regard.

[*Ministry of Information & Broadcasting O.M. No. 7/3/62-B & A. dated the 17th October, 1962.*]

40 60 The Committee suggest that the desirability of laying down suitable criteria for the guidance of members of the Selection Committees appointed by Government for the purpose of making recommendations as regards selection of films for State awards may be examined.

Government have considered the suggestions of the Committee but feel that it is not feasible to lay down any exhaustive criteria for the guidance of the Awards Committees.

[*Ministry of Information & Broadcasting O.M. No. 7/3/62-B. & A. dated the 17th October, 1962.*]

The Committee feel that now that the State awards for film have been in vogue for some years, it should be possible for Government to lay down broad criteria in the light of the experience for the guidance of Awards Committees.

*After the finalisation of the Report, the Ministry of Information & Broadcasting sent final reply to Recommendation No. 38 which is reproduced in Appendix I.

C. 160th Report

Sl. No. (as in Appendix VII to the 160th Report)	Reference to Paragraph No. of the Report	Summary of Recommendation/ conclusion	Reply of the Government	Comments of the Committee
1	2	3	4	5
4	9(d)	<p>It may also be useful to indicate against the circulation figures of various papers included in the Report a remark to the effect whether the figures have been verified by the Registrar or certified by Chartered Accountants or Audit Bureau of circulations etc.</p>	<p>Under rule 6(1) of the Registration of Newspapers (Central Rules, 1956, read with Form II prescribed thereunder, certificates of circulation by a Chartered Accountant or a qualified auditor are required in respect of newspapers, of which average number of copies printed per publishing day exceeds 2,000. The Annual Report of the Press Registrar, 1962, gives the names of the newspapers whose cir-</p>	<p>The Committee note that in the Press Registrar's Report for 1962 specific mention has been made of the number of copies claimed by some newspapers and the number accepted after checking by the Press Registrar. This is, however, confined only to 177 newspapers. The Committee suggest that where figures of circulation of daily newspapers are mentioned in the Report e.g. pages 136--</p>

ulation was verified by his investigating team during the year under report. Verification of circulation figures through the Audit Bureau of Circulations is not admissible under the Press and Registration of Books Act and the rules made thereunder.

143 of Press Registrar's Report, 1962 (Pt. I), a suitable remark may be inserted to indicate whether the circulation figure is as claimed by the newspapers etc. or as checked by the Press Registrar. The advantage of this would be that the prospective advertisers who consult the Press Registrar's Report would know readily whether the circulation figures as indicated in the Report are verified or only represent the claim of the newspaper etc.

9(e) The desirability of taking due action against the Chartered Accountants and qualified auditors whose certificates have been found to give exaggerated figures of circulation, may be considered.

The recommendation of the Committee is being examined in consultation with the Department of Company Law Administration.

The Committee hope that decision on the question will be expedited.

9(f) The Government may consider the desirability of constituting a small committee to go into the question of misuse of newsprint by the newspapers out of the quota allotted to them, assess the extent of the problem

The recommendation has been forwarded to the Ministry of Commerce and Industry.

The Committee hope that the decision in this matter will be expedited.

[Ministry of Information & Broadcasting O.M. No. 7/3/62 -B.&A. dated the 16th/17th October, 1962.]

and to suggest remedial measures.

The allotment of newsprint to newspapers which was hitherto the responsibility of the Ministry of Commerce and Industry has since been transferred to this Ministry recently. The Ministry of Commerce & Industry have therefore requested that this Ministry should now examine this recommendation. This is being done. It is hoped that the final reply to this recommendation will be sent as soon as possible.

Ministry of Information & Broadcasting letter No. 5/22/61/-IP dated 29th/31st January, 1963]

5 10 The Committee suggest that suitable remedial measures may be taken to check growing tendencies towards concentration of ownership and other monopolistic trends in the newspaper world lest they should assume unhealthy proportions.

The matter is under consideration. The Committee hope that decision in the matter will be expedited.

[*Ministry of Information and Broadcasting O.M. No. 7/3/62-B. & A. dated the 16th/17th October, 1962.*]

7 The Committee suggest that Government may consider the desirability of constituting a regular committee consisting of representatives of various interests to advise on allocation of newsprint, import of printing machinery and other cognate matters.

12

8 The Committee hope that satisfactory arrangements will be devised for regular supply of newsprint and that buffer stock of newsprint will be maintained to meet the unforeseen shortfalls in supplies.

13

The Committee would stress the need for making the country self-sufficient as early as possible in newsprint. Special care should be taken to see that the newsprint is of good quality and that the prices compare favourably with those being paid at present for imported newsprint.

As regards printing machinery, there is need for developing manufacture of printing machinery particularly rotary

The recommendations have been forwarded to the Ministry of Commerce and Industry who are considering the matter.

The Committee hope that the decisions in these matters will be expedited.

[Ministry of Information and Broadcasting O.M. No. 7/3/62-B. & A. dated the 16th/17th October, 1962].

As regards S. Nos. 7 and 8 (para 1) the position is that the allotment of newsprint to newspapers which was hitherto the responsibility of the Ministry of Commerce and Industry has since been transferred to this Ministry recently. The Ministry of Commerce & Industry have therefore requested that this Ministry should now examine

presses in the country at an early date.

these recommendations. This is being done. In regard to paras 2 and 3 of S. No. 8, the Ministry of Commerce & Industry and the Ministry of Steel and Heavy Industries are concerned and the matter is being pursued with them. It is hoped that final replies in regard to all these recommendations will be sent as soon as possible.

[Ministry of I&B D.O. letter No. 5/22/61-IP dated 29th/31st January, 1963].

11 22 The Committee understand that the functions of the Programme Evaluation Organisation in the Planning Commission have since been widened to include all fields of rural development and that it has a field organisation of its own to assist in such evaluation. Since Plan Publicity is sought to be done mostly in the rural areas, the Committee consider that it should be possible for the Programme Evaluation

Matter is under consideration. [Ministry of Information and Broadcasting O.M.No.7/3/62-B. & A. dated the 16th/17th October, 1962.]

The Committee hope that decision in the matter will be expedited.

Organisation to undertake the evaluation work and that it should not be necessary to have duplicate machinery for this purpose in the Research and Reference Division. Besides economy, this would have two distinct advantages: first the Programme Evaluation Organisation has a field organisation which the Research and Reference Division does not possess and secondly, it would ensure assessment by an organisation which is in no way subordinate to the Ministry of Information and Broadcasting under whom the various media units engaged in plan publicity are working.

13 28 The Committee note that instead of the integration of the photo sections in the different divisions of the Ministry resulting in economy, the budget estimates for 1961-62 have been placed at Rs. 6,50,000 as compared to the budget estimates of Rs. 5,35,000 for the previous year. The Committee would like the Government to take effective steps to check the

The main function of the Photo Division is to meet photographic needs of the various Media Units of this Ministry. The publicity requirements of the various Media Units of this Ministry are on the increase from year to year. It is therefore, not possible to fix the budget estimates or actual expenditure of the Photo Division at the level of that of

While noting the increase in the volume of work of the Photo Division, the Committee would like the Ministry to ensure that there is no wastage of the number of prints turned out and that there is no disproportionate rise in the expenditure on staff.

increase in expenditure on this Service Department.

1960-61. A statement showing the actual expenditure during the year 1960-61, 1961-62 and the number of prints turned out during these two years is given below from which it will be seen that the increase in expenditure during 1961-62 is fully justified by the increase in work undertaken by the Division :

	1960-61	1961-62
Actual expenditure	4,47,749	5,23,177
		(5,41,592)*

No. of prints turned out:

Black and White	2,68,189	4,02,581
Colour	1,910	2,594

[Ministry of Information and [*Audit figures.]

Broadcasting O.M. No. 7/3/

62-B. & A. dated the 16th/

17th October, 1962]

NEW DELHI—1.

February 4, 1963/Magha 15, 1884 (Saka)

H. C. DASAPPA,
Chairman,

[Estimates Committee.

APPENDIX I

[Vide Serial Nos. 15, 21 and 38 of 159th Report in Chapter IV]

Statement showing the final replies of Government to recommendations Nos. 15, 38 and 21 contained in the 159th Report of the Estimates Committee on Films.

Sl. No. (as in Appendix VII to the 159th Report)	Reference to Paragraph No. of the Report	Summary of recommendation/conclusion	Reply of the Government
1	2	3	4
15	21	The Committee feel that the provisions in the existing law relating to private exhibition of one's own film are unnecessarily irksome and suggest that the law may be suitably modified.	The question of excluding private exhibition of one's own film from the purview of censorship requires amendment of Cinematograph Act, 1952 and will be considered further when the Act is amended next.
38	58	Considering that Satyajit Ray's film "Pather Panchali" which has won a number of State and International awards was originally an amateur enterprise, the Committee feel that the amateur cine makers deserve encouragement.	Licensing of cinematograph exhibitions falls within the purview of State Governments as far as Union Territories are concerned, necessary powers of Central Government in this regard have been delegated to them.
			The Govt. of West Bengal have issued an order which provides that no licence is required for "private cinematograph exhibition" where the

number of people attending it does not exceed twentyfive. The Delhi Administration have exempted cinematograph exhibitions given in private residences in the Union Territory of Delhi from the licensing provisions.

The recommendations of the Committee have been brought to the notice of all State Governments (except J & K) and Union Territories and their attention has been drawn to the provisions already in force in West Bengal and in Delhi respectively.

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[*Ministry of I. & B. O.M. No. 7/3/62-B&A, dated 31-1-63*].

21 32 The Committee would urge the Government to give sympathetic consideration to the suggestion made by the film industry for the removal of restrictions on the length of children's film for the purpose of State Awards.

The Government in consultation with the Film Consultative Committee have now prescribed the maximum length of a Children's film for the purpose of entry for the State Awards for Films at 3400 metres in 35 mm and 1360 metres in 16 mm *vide* Rule 6 of the Rules concerning State Awards for Films. The amended Rules were published in the Ministry of Information and Broadcasting Resolution No. 7/4/52-Fl, dated 9th January, 1963.

[*Ministry of I. & B. O. M. No. 7/3/62-B&A, dated 31-1-63*].

APPENDIX II

Analysis of the action taken by Government on the recommendations contained in the 158th, 159th and 160th Reports of the Estimates Committee on the Information and Broadcasting

	158th Report	159th Report	160 Report
1. Total number of recommendations contained in the Report	57	51	16
2. Recommendations that have been accepted fully by Government (S. Nos. as per recommendations in Chapter II)	1, 4, 6, 7, 11, 12, 14, 16, 19-23, 25-31, 33-35, 37, 40, 41, 46-48, 50-57	1, 3, 4, 6, 8-14, 16-20, 22, 24, 25, 26-28, 30, 32-37, 39, 41-44, and 46-50.	1-3, 4(a), (b), (c) 12, 14-16
Number	37	38½	7½
% of total	64.9	75.4	46.8
3. Recommendations accepted by Government in part or with modifications (S. Nos. as per recommendations in Chapter III)	8, 9, 10 and 42	51	..
Number	4	1	..
% of total	7.0	2.0	..
4. Recommendations not accepted by Government but replies in respect of which have been accepted by the Committee (S. Nos. as per recommendations in Chapter III)	5, 17, 32, 38, and 39	7, 31 (ii), 45	6, 9 and 10
Number	5	2½	3
% of total	8.9	4.9	18.8

1	2	3	4	4
5. Recommendations in respect of which replies of Government have not been accepted by the Committee (S. Nos. as per recommendations in Chapter IV).	2, 3, 13, 15, 18, 24, 36, 43-45, and 49	2, 5, 15, 21, 23, 25(ii) 29, 31(i), 38 and 40	4(d), (e), (f) 5, 7, 8, 11 and 13	
Number	11	9	5½	
% of total	19.2	17.7	34.4	

