

**GOVERNMENT OF INDIA
HUMAN RESOURCE DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:143
ANSWERED ON:17.02.2009
Films on Adult Literacy
Singh Shri Uday

Will the Minister of HUMAN RESOURCE DEVELOPMENT be pleased to state:

- (a) whether the Government proposes to review the selection process of films-maker for making films for creating awareness on adult literacy after several national film award winners cried foul over it;
- (b) if so, the reaction of the Government thereto and the details thereof;
- (c) whether the eminent film-makers have not been selected for making movies on adult literacy programmes;
- (d) if so, the reasons therefor;
- (e) whether the Government proposes to maintain transparency in the process of selecting film-makers;and
- (f) if so, the details thereof?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF HUMAN RESOURCE DEVELOPMENT (SHRI M.A.A.FATMI)

(a) to (f) The selection process for empanelment of media agencies for adult education programmes includes issue of advertisement in newspapers to invite applications for empanelment. A Screening Committee, constituted in accordance with the Media Policy of the Department and comprising representatives of Doordarshan, AIR and media experts, assessed the applications received in response to the advertisements. The assessment was made on the basis of

- (i) Volume of production
- (ii) Experience in producing education Programmes, (iii) Awards received,
- (iv) Professional degrees,
- (v) Presentation before the Committee,
- (vi) Quality of programmes presented in show reel.

All applicants were invited to make presentation before the Screening Committee about their productions, antecedents, experience in making educational programmes, on the basis of which the Screening Committee made its recommendations. The process was open and transparent. The recommendations of the Screening Committee were further placed before the `Communication, Planning and Costing Committee (CPCC)`, chaired by Secretary, School Education and Literacy. The CPCC comprehensively considered the parameters/criteria adopted by the Screening Committee before endorsing its recommendations.

There have been representations from some of the applicants about non-inclusion of their names. in the panel. The question of review of any individual case would arise only if it is found by CPCC that due weightage has not been accorded in that case.