

8

MINISTRY OF INFORMATION AND BROADCASTING  
A I R AND DOORDARSHAN

ESTIMATES COMMITTEE  
1990-91

NINTH LOK SABHA



LOK SABHA SECRETARIAT  
NEW DELHI

**EIGHTH REPORT**  
**ESTIMATES COMMITTEE**  
**(1990-91)**

**(NINTH LOK SABHA)**

**MINISTRY OF INFORMATION AND BROADCASTING**

**A I R AND DOORDARSHAN**

**Action Taken by Government on the recommendations contained in the  
Eighty-second Report of Estimates Committee (Eighth Lok Sabha) on  
Ministry of Information and Broadcasting—AIR and Doordarshan**



*Presented to Lok Sabha on 16 August, 1990*

**LOK SABHA SECRETARIAT**  
**NEW DELHI**  
*August, 1990/Sravana, 1912(S)*

36245-2

E.C. NO. 1234

Price : Rs. 5.00

PARLIAMENT LIBRARY  
(Central Govt. Publications)  
Acc. No. 83370.(3)  
Date.....20/8/99

LC  
351.72225R  
No. 8.2

© 1990 LOK SABHA SECRETARIAT

PUBLISHED UNDER RULE 382 OF THE RULES OF PROCEDURE AND CONDUCT OF BUSINESS IN LOK SABHA (SEVENTH EDITION) AND PRINTED BY MANAGER, P.L. UNIT, GOVERNMENT OF INDIA PRESS, MINTO ROAD, NEW DELHI.

CORRIGENDA TO 8TH REPORT OF ESTIMATES  
COMMITTEE ON MINISTRY OF INFORMATION  
AND BROADCASTING - FILMS DIVISION.

Page	Para	Line	For	Read
2.	1.4	from below 3	credebility	credibility
2.	1.5	6 6	inconformity	in conformity
2.	1.7	2	0230 hours	2300 hours
11.	1.40	from below 5	requestes	requests
19.	Para on recommendation S.NO.32	1	(Para 1.20)	(Para 2.120)
27.	Para on recommendation S.No.55&56	from below 6	Som	Some
27.	Para on recommendation S.No.59&6	2	distance	distant
28.	Para on recommendation S.No.61	4	Doordarhsan	Doordarshan
30.	Para on recommendation S.No.71	1	Advertise- ments	advertisement
34.	Para on recommendation S.No. 77,78&79	16	comming	coming
52.	Para on recommendation S.No.42	from below 3	facillity	facility

## CONTENTS

		PAGE
COMPOSITION OF THE ESTIMATES COMMITTEE .....		(iii)
COMPOSITION OF THE STUDY GROUP ON ACTION TAKEN REPORTS OF ESTIMATES COMMITTEE (1990-91) .....		(v)
INTRODUCTION .....		(vii)
CHAPTER I	Report.....	1
CHAPTER II	Recommendations/Observations which have been accepted by Government .....	7
CHAPTER III	Recommendations/Observations which the Committee do not desire to pursue in view of Government replies .....	40
CHAPTER IV	Recommendations/Observations in respect of which replies of Government have not been accepted by the Committee .....	55
CHAPTER V	Recommendations/Observations in respect of which final replies of Government are awaited .....	59
APPENDIX	Analysis of Action Taken by Government on the recommendations contained in the 82nd Report of Estimates Committee (8th Lok Sabha).....	60

**LIST OF MEMBERS OF THE ESTIMATES COMMITTEE  
(1990-91)**

**CHAIRMAN**

**Shri Jaswant Singh**

**MEMBERS**

2. Shri J.P. Agarwal
3. Shri Era Anbarasu
4. Shri Kamal Chaudhry
5. Shri Anantrao Deshmukh
6. Prof. Prem Kumar Dhumal
7. Shri Balvant Manvar
8. Shri Hannan Mollah
9. Shri Arvind Netam
10. Dr. Debi Prosad Pal
11. Shri Rupchand Pal
12. Shri Harin Pathak
13. Shri Bhausahab Pundlik Phundkar
14. Bh. Vijaya Kumara Raju
15. Shri Mullappally Ramachandran
16. Shri Y. Ramakrishna
17. Shri Rameshwar Prasad
18. Shri J. Chokka Rao
19. Shri Chiranji Lal Sharma
20. Shri Yamuna Prasad Shastri
21. Shri Dhanraj Singh
22. Shri Subedar Prasad Singh
23. Shri Sukhendra Singh
24. Shri Tej Narain Singh
25. Shri Taslimuddin
26. Dr. Thambi Durai
27. Shri Nandu Thapa
28. Shri P.K. Thungon
29. Shri K.C. Tyagi
30. Shri Kailash Nath Singh Yadav

(iii)

36245-3

**SECRETARIAT**

1. **Shri G.L. Batra** — *Joint Secretary*
2. **Shri B.B. Pandit** — *Deputy Secretary*
3. **Shri S.M. Mehta** — *Senior Financial Committee Officer*

**STUDY GROUP ON ACTION TAKEN REPORTS OF ESTIMATES  
COMMITTEE  
(1990-91)**

1. **Shri Jaswant Singh — *Chairman***
2. **Shri Hannan Mollah**
3. **Dr. Thambi Durai**
4. **Shri Chiranji Lal Sharma**
5. **Shri Yamuna Prasad Shastri**
6. **Shri Anantrao Deshmukh**
7. **Shri Kailash Nath Singh Yadav.**



## INTRODUCTION

1. The Chairman of the Estimates Committee having been authorised by the Committee to submit the Report on their behalf present this Eighth Report on action taken by Government on the recommendations contained in the Eighty-second Report of Estimates Committee (8th Lok Sabha) on the Ministry of Information and Broadcasting—All India Radio and Doordarshan.

2. The Eighty-second Report was presented to Lok Sabha on 28th April, 1989. Government furnished their replies indicating action taken on the recommendation contained in that Report on 26th December, 1989. The replies were examined by the Committee at their sitting held on 12th June, 1990 and the draft Report was adopted by the Committee on the same date.

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

- (i) Report
- (ii) Recommendations/Observations which have been accepted by the Government.
- (iii) Recommendations/Observations which the Committee do not desire to pursue in view of Government's replies.
- (iv) Recommendations/Observations in respect of which replies of Government have not been accepted by the Committee.
- (v) Recommendations/Observations in respect of which final replies of Government are still awaited.

4. An analysis of action taken by Government on the recommendations contained in 22nd Report of Estimates Committee is given in Appendix. It would be observed therefrom that out of 41 recommendations made in the Report 66 recommendations i.e. 72.52 per cent have been accepted by the Government and the Committee do not desire to pursue 18 recommendations i.e. 19.78 per cent in view of Government's replies. Replies of Government in respect of 7 recommendations i.e. 7.7 per cent have not been accepted by the Committee. Replies regarding all the ninety-one recommendations have been received.

NEW DELHI;  
*August 10, 1990*  

---

*Sravana 19, 1912(S).*

JASWANT SINGH  
*Chairman,*  
*Estimates Committee*

(vii)

362LS-4

## CHAPTER I

### REPORT

1.1 This Report of the Estimates Committee deals with Action Taken by Government on the recommendations contained in their 82nd Report (8th Lok Sabha) on AIR and Doordarshan, which was presented to Lok Sabha on 28th April, 1989.

1.2 Action Taken Notes have been received in respect of all the recommendations contained in the Report. These Notes have been categorised as follows:—

(i) Recommendations/Observations which have been accepted by the Government:

Sl. Nos. 1, 2, 3, 4, 6, 7, 8, 9, 12, 13, 15, 16, 17, 22, 23, 24, 25, 26, 28, 29, 32, 37, 39, 40, 41, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 55, 56, 57, 59, 60, 61, 62, 65, 66, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 87, 88, 89.

(Total 66, Chapter II)

(ii) Recommendations/observations which the Committee do not desire to pursue in view of Government's replies;

Sl. Nos. 5, 10, 11, 18, 19, 20, 27, 31, 33, 34, 35, 36, 38, 42, 58, 63, 64, 67.

(Total 18, Chapter III)

(iii) Recommendations/observations in respect of which Government's replies have not been accepted by the Committee;

Sl. Nos. 14, 21, 27A, 30, 54, 86, 90.

(Total 7, Chapter IV)

(iv) Recommendations/observations in respect of which final replies are still awaited;

NIL.

(NIL, Chapter V)

1.3 The Committee will now deal with action taken by Government on some of the recommendations.

#### *Establishment of some kind of an Ombudsman*

**Recommendations Sl. Nos. 1, 2 & 3 (Para Nos. 1.30 to 1.32)**

1.4 The Committee had recommended the establishment of some kind of Ombudsman, "equipped to pronounce impartially on complaints of bias",

in the programmes of Doordarshan and AIR. It held that the establishment of such watchdog would go a long way in halting allegations of bias and timidity levelled frequently against AIR & Doordarshan. It would also create confidence in public mind of the credibility and impartiality of these bodies. They had also desired that terms of reference, modalities, etc. should be worked out in consultation with a body of experts in the field.

1.5 In its reply the Ministry of Information and Broadcasting stated that the Prasar Bharti (Broadcasting Corporation of India) Bill, 1989 introduced in Lok Sabha on 29th December, 1989 had a provision for the establishment of Broadcasting Council which would examine all complaints of unfairness and biased or those relating to programmes not being in conformity with the objectives of the Corporation.

1.6 The Committee hope that the Ministry would give full consideration to their earlier recommendations and would take steps to ensure that the establishment of the proposed Broadcasting Council would strengthen the hands of professionals now working with AIR and Doordarshan in adhering to the professional approach they are required to follow in selecting/presenting various programmes of Doordarshan and AIR. In the opinion of the Committee only when the people in the media become fully professional the proposed autonomy would be really meaningful. The Committee would like to be apprised of further developments in this regard.

*Extension of coverage for National Channel*

#### **Recommendation Sl. No. 14 (Para No. 2.30)**

1.7 The Committee had viewed that the timings of the National Channel from 1900 hours to 0230 hours were not suitable for drawing maximum audience. Firstly, as most of citizens go to sleep by 10 p.m. They had observed that there was no point in starting a programme that had neither any practical advantage, nor resulted in a productive utilisation of resources.

1.8 In its reply the Ministry stated that the proposal for extension of National Channel was reviewed. It had been decided to have a better option by using a mix of VHF FM and M.W. A.M. transmitter. This had been proposed for implementation during the 8th Plan. This would achieve expansion of coverage for our National Channel during day as well as night.

1.9 The Committee appreciate the decision of the Ministry to achieve expansion of coverage for National Channel during day as well as night time and hope that every effort will be made to achieve the desired objective expeditiously and implementation of the proposal would be periodically monitored at an appropriately higher level so that it is possible to achieve quick results.

*Publication of a Journal covering AIR and Doordarshan Programmes*

**Recommendations Sl. Nos. 16 & 17 (Para Nos. 2.37 & 2.38)**

1.10 The Committee had viewed that with major expansion of AIR & Doordarshan it should be possible to re-start the publication of a Journal covering AIR and Doordarshan programmes. This could be both informative and profitable. It was also observed that with vast expansion of TV network and growing popularity of TV programmes, especially sponsored serials, viewers would show keen interest in forthcoming serials. The Committee had desired the Ministry to react to this suggestion after considering all aspects.

1.11 In its reply the Ministry stated that keeping in view the observations of the Committee the possibilities of bringing out a financially viable joint publication by AIR and Doordarshan are being explored.

1.12 The Committee appreciate the reply of the Ministry that the possibilities of bringing out a financially viable joint publication by AIR and Doordarshan are being explored and hope that the Ministry would implement their earlier recommendation expeditiously as the successful launching of the proposed journal could also result in generating revenue for the Government through advertisements. The Committee would like to be apprised of further progress in this regard.

*Coverage of Reports of Parliamentary Committees on Air and Doordarshan*

**Recommendations Sl. Nos. 21 & 54 (Para Nos. 2.54 & 3.89)**

1.13 The Committee, while observing that the coverage of the reports of the Parliamentary Committees which covered all subjects concerning the socio-economic scenario in the country, recommended that it would be desirable to give extensive coverage in news programmes relayed by AIR and Doordarshan so that the knowledge contained in these reports reached the people throughout the country.

1.14 In its reply the Ministry stated that both AIR and Doordarshan were now giving coverage to the Reports presented by Parliamentary Committees and that the observations of the Committee in this regard had been noted.

1.15 The Committee are not satisfied with the above reply of the Ministry and are of the view that since the reports of the Parliamentary Committees cover all subjects concerning the socio-economic scenario in the country it would be highly desirable to give adequate coverage to these reports in the news programmes relayed by AIR & Doordarshan. Merely noting the observations of the Committee is not considered sufficient and the Committee would like the Ministry to take immediate steps for scrupulous implementation of their earlier recommendation.

*Broadcast of Educational Programmes*

**Recommendation Serial No. 27 (Para No. 2.95)**

1.16 The Committee had recommended that the matter regarding educational broadcast of programmes of Indira Gandhi National Open

University, which was stated to be under consideration, should be finalised expeditiously.

1.17 In its reply the Ministry stated that there was a proposal to devote 2 hours of broadcast time, on All India Radio, for educational programmes (formal/non formal) on primary channel and for this 46 more Educational Broadcasting Programme Units were proposed to be sanctioned. Out of these 12 Units had been sanctioned. Further, out of 16 Science Cells proposed to be set up during the 7th Plan period, 8 Cells had since been sanctioned.

1.18 The Committee are not satisfied with the above reply of the Ministry as it does not indicate the position regarding education broadcast of programme of Indira Gandhi National Open University which was stated to be under consideration. While reiterating their earlier recommendation the Committee desire that the Ministry should implement the earlier recommendation of the Committee immediately under intimation to them.

*Creation of more units for production of programmes for Women and Children and Farmers*

**Recommendation Serial No. 30 (Para No. 2.109)**

1.19 In their earlier report the Committee, while referring to the proposal for setting up of specified programme production units, at 45 centres, to expand programmes for women and children and also to set up Farm and House units at six more centres for expending programmes for farmers during the 7th Five Year Plan, desired to be apprised of the actual position in this regard. It also wanted to be informed of the steps taken to reach the targets.

1.20 In its reply the Ministry stated that the Software Development Programme Scheme for creation of 45 units for production of programmes for women and children was under active consideration of the Ministry and that six more units for Farm and Home Programmes from AIR had been sanctioned.

1.21 The Committee are not satisfied with the above reply as there seems to be no perceptible progress in the creation of 45 units for production of programmes for women and children which is still stated to be under consideration of the Ministry. While reiterating their earlier recommendation the Committee would like the Ministry to take active steps for creation of aforesaid units and apprise them of further progress in this regard.

*Devising Ways & Means to raise earnings of Media Units*

**Recommendations Serial Nos. 81, 82 & 84 (Para Nos. 4.15, 4.16 & 4.18)**

1.22 The Committee had observed that both AIR and Doordarshan were heavily dependent on budgetary support. Further, that there was significant misconception namely that since the two media units had been set up for promoting certain social objectives, the Government should go on

giving them monetary support for all time to come. In the opinion of the Committee such a belief on the part of the Ministry could only stem from wrong supposition that the objectives of raising revenue and promoting social objectives were incompatible. This is not always so.

1.23 The Committee had viewed that the Government with so many development projects suffering due to lack of funds, could not go on providing heavy monetary support to the media units, for all times to come. The media units will have to become self reliant. They had also observed that the Ministry could advantageously refer to working of profitmaking broadcasting organisations abroad. They had also asked the Government to take note of vast technological advancements taking place in the world, to consider these aspects in greater depth, and to exploit fully the revenue potential from controlled commercialisation while adhering to the desired social objectives.

1.24 In its reply, the Ministry, while referring to the increase in commercial revenues from Rs. 97 lakhs in 1967 to Rs. 193.75 crores in 1988-89, stated that as per the policy approved by the Cabinet not more than 10 per cent of the total transmission time would be available for commercial advertisements. The Ministry also stated that recently the Government had also set up a Committee under the Chairmanship of Secretary, (I&B) to look into the commercial services, and to recommend ways to increase the advertising revenue.

1.25 The Committee are not satisfied with the above reply and are of the view that heavy monetary support to the media units should not continue for all times to come. While reiterating their earlier recommendation, the Committee hope that the proposed Committee set up under the Chairmanship of Secretary (I&B) would look into the issue in greater depth and also refer to the working of profit-making broadcasting organisations operating abroad so that financial interests of the Government are properly secured and the media units become fully self-supporting. The implementation of this suggestion would also result in the diversion of funds for development projects suffering due to lack of funds. In the opinion of the Committee there has to be a judicious balancing of the two objectives, namely, raising revenue and promoting social objectives and consideration of this vital aspect is very important for a developing country like India. They would like to be apprised of further progress in this regard.

*Grant of Enhanced Allowances to staff posted in Sikkim & Darjeeling*

**Recommendation Sl. No. 86 (Para 4.33)**

1.26 The Committee had noted that due to difficult living conditions in Darjeeling and Sikkim there were staff shortages in various cadres. They were of the view that there was a strong case for the grant of enhanced allowances to the staff working in these areas on, the pattern

admissible in North Eastern States, so as to avoid hardships to employees working in these areas.

1.27 The Ministry stated that it was not found possible to extend the special incentives available in the North-Eastern States to employees posted in Sikkim. Also that it would be difficult to justify the extension of a similar facility to the staff posted at Darjeeling.

1.28 The Committee are not satisfied with the above reply of the Ministry and are of the view that their earlier recommendation needed to be considered again in view of difficult conditions prevailing in those areas and the reluctance of staff to be posted in those areas which ultimately results in impairing the normal functioning of both the media units at these places. They would like the Ministry to take into account the difficult conditions in these areas which justify the grant of special allowances on the pattern of that admissible in North-Eastern States. The Committee would like to be apprised of progress in this regard.

*Preparation of a scheme to provide rural population with Community sets*

**Recommendation Sl. No. 90 (Para 4.42)**

1.29 The Committee had recommended that since 72.5% of the total area of the country was covered by TV programmes it was imperative that a Central plan was initiated to provide the rural population with community sets. They had accordingly desired that Government to ensure preparation of a suitable scheme, in consultation with concerned Ministries, so that vast majority of rural population are also benefited.

1.30 The Ministry in its reply stated that the recommendation was noted for guidance.

1.31 The Committee deprecate the evasive approach of the Ministry in dealing with such a vital recommendation concerning involvement of rural population with socio-economic development in the country. They urge the Ministry to reconsider their earlier recommendation in greater depth so that it is possible for the vast rural population of the country to get maximum benefit from the TV media which has already covered large areas of the country as that would also result in their active participation in the socio-economic development in the country, besides providing them with entertainment. The Committee would like to be apprised of further progress in this direction.

**Implementation of recommendations**

1.32 The Committee would like to emphasise that they attach the greatest importance to the implementation of recommendations accepted by Government. They would, therefore, urge that Government should keep a close watch so as to ensure expeditious implementation of the recommendations accepted by them. In cases where it is not possible to implement the recommendations in letter and spirit for any reasons, the matter should be reported to the Committee in time with reasons for non-implementation.

## CHAPTER II

### RECOMMENDATIONS/OBSERVATIONS WHICH HAVE BEEN ACCEPTED BY GOVERNMENT

#### Recommendation Serial No. 1 (Para 1.30)

The Committee note that there is an inbuilt mechanism in the Ministry consisting of review meetings by the Secretary, review done by the Minister, discussions in Parliamentary Consultative Committees and deliberations of the Programmes Advisory Committees to ensure against any misuse of the media units. They also note that the recommendations of the Joshi Committee regarding establishment of some kind of an Ombudsman "equipped to pronounce impartially on the complaints of bias" in the programmes of Doordarshan has not been accepted by the Government on the consideration that the two electronic medias are in close scrutiny of Parliament, Press and Public opinion.

#### Reply of Government

The Government has carefully considered the recommendation of the Estimates Committee about setting up of a high-level independent agency to investigate into the allegations of bias against the electronic media. As both media are integral parts of a Government Department, they are subject to rigorous checks and balance. As has been stated earlier before the Committee, both media are under close and continuing scrutiny of Parliament, Press and Public opinion. It has also been difficult for Government to visualise how creation of such an agency will be helpful in preventing the misconceived criticism. Therefore, on an examination of all the aspects connected with this suggestion, the Government feel that, on the balance, no useful purpose will be served by creation of yet another tier of supervision over the electronic media.

#### Recommendation Serial No. 2 (Para 1.31)

The Committee, however, feel that it is imperative to set up a high level independent agency to investigate the allegations of being biased and timid levelled frequently against AIR and Doordarshan, as such allegations tarnish the image of the media units and lower their credibility with the masses. The establishment of a watch-dog equipped to pronounce impartially on the complaints of bias in the programmes of AIR and Doordarshan, in the considered view of the Committee will go a long way in halting this process and create confidence in public mind of their credibility and impartiality.



### **Reply of Government**

The Government has carefully considered the recommendation of the Estimates Committee about setting up of a high-level independent agency to investigate into the allegations of bias against the electronic media. As both media are integral parts of a Government Department, they are subject to rigorous checks and balance. As has been stated earlier before the Committee, both media are under close and continuing scrutiny of Parliament, Press and Public opinion. It has also been difficult for Government to visualise how creation of such an agency will be helpful in preventing the misconceived criticism. Therefore, on an examination of all the aspects connected with this suggestion the Government feel that, on the balance, no useful purpose will be served by creation of yet another tier of supervision over the electronic media.

### **Recommendation Serial No. 3 (Para 1.32)**

Establishment of an independent agency would not only ensure that there is objectivity and independence in the investigation of complaints but it would also make them appear so to the outside world which is very essential for the enhancement of credibility of the two media units. The Committee are also of the view that the establishment of an independent agency will also strengthen the hands of professionals now working with AIR and Doordarshan in adhering to the professional approach they are called upon to follow in selecting/presenting various programmes on Doordarshan and AIR. They accordingly recommend that an agency to investigate complaints of bias in the programmes of AIR and Doordarshan should be set up without any further delay. The administrative policy and reforms relating to the functioning of media units should be strictly outside the scope of such an agency. The Committee also desire that terms of reference, modalities, etc. should be worked out in consultation with a body of experts in the fields.

### **Reply of Government**

The Government has carefully considered the recommendation of the Estimates Committee about setting up of a high-level independent agency to investigate into the allegations of bias against the electronic media. As both media are integral parts of a Government Department, they are subject to rigorous checks and balance. As has been stated earlier before the Committee, both media are under close and continuing scrutiny of Parliament, Press and Public opinion. It has also been difficult for Government to visualise how creation of such an agency will be helpful in preventing the misconceived criticism. Therefore, on an examination of all the aspects connected with this suggestion, the Government feel that, on the balance, no useful purpose will be served by creation of yet another tier of supervision over the electronic media.

#### **Recommendation Serial No. 4 (Para 1.35)**

The Committee are of the view that till such an agency is established, it will be desirable to keep a proper record of complaints, allegations and criticisms which are received relating to mal-functioning of these media units. The follow up action taken in each case should also be appropriately indicated so as to know precisely the position of that complaint. They urge the Ministry to devise a scheme for maintenance of proper records relating to the receipt of complaints, criticism, allegations etc. so as to ensure their adequate investigation and monitoring. They would also like to be apprised of further developments in this regard.

#### **Reply of Government**

Doordarshan and All India Radio are being asked to maintain a register at each of its Kendras/Stations and also at the Directorate General level.

#### **Recommendation Serial No. 6 (Para 1.37)**

The Committee note that the management of the TV and Radio Services is left in the hands of the Ministry of Information and Broadcasting whose Secretariat is manned by generalist officers. They are of the considered view that, managing the AIR and Doordarshan on professional lines is too complicated a task for the generalists but one which require continuous attention of professionals having experience in the field of mass communication, sociology, psychology, etc. Television, being an audio-visual medium, has tremendous potential for creating trends and moulding public opinion. Even if the present set up is intended to be continued it is essential to impart professionalism to officers working in both the media or in connection with them in the Ministry. There should be proper demarcation of roles between the Ministry and the Doordarshan and AIR which should be meticulously observed.

#### **Reply of Government**

The roles of the media and the Ministry are broadly demarcated. While Doordarshan and AIR are responsible for running the organisation in the best possible manner and take care of requirements of broadcasting, programming and its execution, the Ministry's role is basically confined to giving the guidelines to these media. The Ministry has also delegated considerable administrative and financial powers to the Media Heads so that they can function without much hindrance.

2. Moreover, both the Media have full functional autonomy within the broad policy framework laid down by the Government.

#### **Recommendation Serial No. 7, (Para 1.38)**

The Committee also recommend that there should be a "National Broadcasting Council" on the lines of National Doordarshan Council suggested by the Joshi Committee. The Council should be representative of several schools of thought and include astute businessmen, cinema and

theatre professionals, novelists, artists, poets and journalists of all media. These persons of eminence will inspire confidence by having no interest to serve other than those of public. However, they may not be permanent members.

#### **Reply of Government**

The two media, i.e. AIR and Doordarshan already have a two tier system of consultations with eminent persons from different walks of life in order to improve upon their programmes production. At the local level, most of the regional Stations of both the media have programme Advisory Committees which include eminent persons from different schools of thought and activities. At the headquarters level, the Ministry of Information and Broadcasting have set up a Media Advisory Committee to guide the media units for the policies to be adopted for effective functioning. This Committee also include eminent persons from different spheres of activities. There are also high powered non-official committee of eminent persons for selection of films for national telecast and for sponsored serials. Government is of the considered view that no useful purpose will be served by establishing a "National Broadcasting Council"

#### **Recommendation Serial No. 8 (Para 1.39)**

In a country like ours where the Central and the State Governments have taken upon themselves the responsibility of removing poverty and promoting all round prosperity of the people, it is natural that they seek the aid of the mass-media to create greater awareness among the people about the problems of the nation and motivate them to work together for solving those problems.

#### **Reply of Government**

It has always been the endeavour of AIR and Doordarshan to provide adequate publicity to the work being done by the Central and the State Governments for removing poverty and promoting all round prosperity of the people. To do it effectively and with coordination, a Media Coordination Committee has been constituted in each State where apart from the Media Units of the Ministry of Information and Broadcasting, Government of India, including AIR and Doordarshan. State Government Departments also participate and draw up strategies for putting out programmes for making aware the masses about various schemes etc., drawn by both Central and State Governments for their uplift and maintenance of communal harmony.

2. Officers of the State Information Department are also included as ex-officio members of the Programme Advisory Committees attached to various AIR Stations and Doordarshan Kendras.

3. Thus it will be seen that there is a close liaison with State Governments and their experts are deeply involved in the designing and

planning of programmes for the rural audience, industrial workers and students. The policy guidelines for official media units specifically provide that media units should give effective coverage to Governments developmental activities and should devise and present suitable programmes relating to youth, including information regarding opportunities for and the generation of employment in various fields.

**Recommendation Serial No. 9 (Para 1.40)**

Although the Ministry has stated that AIR and Doordarshan Authorities are in close and constant touch with the different departments of the State Government, and that on important occasions, Ministers and Chief Ministers are allowed to broadcast to the people, it has admitted that there is no written code to guide the media authorities and State Governments in this regard. In view of this aspect and also the fact that there have arisen a few acrimonious situations between State Governments and Media Authorities relating to the access of the former to Radio and TV Services situated in their respective States, the Committee are of the view that there should be clear and precise guidelines relating to the use of media by the State Governments, which should be meticulously observed by the Media authorities so that there is, no repetition of the acrimonious situations that had taken place in the past and the Government concerned are able to discharge their respective functions with mutual goodwill and smoothness.

**Reply of Government**

Both All India Radio and Doordarshan maintain close liaison with State Governments in the matter of coverages and production of programmes. The States Government representatives are ex-officio members of the Programme Advisory Committees/Panels. Besides, the Ministry of Information and Broadcasting holds State Information Ministers' Conference biennially in which various issues relating to the information sector are discussed and action taken.

2. Though there is no laid down code for inviting Chief Ministers and other Ministers of the State Governments to broadcast, conventionally, the Chief Ministers of the States are invited to make broadcasts on the eve of the Independence Day and the State Governors are invited to broadcast on the eve of the Republic Day. Whenever requestes come from State Governments for time to make broadcasts on any issue of public importance, these requests are invariably given highest consideration. The present guidelines, as reflected in the AIR code, meet the requirements to avoid acrimonious situations, by and large.

**Recommendation Serial No. 12 (Para 2.28)**

The Committee are happy to note that after the completion of 7th Five Year Plan, the coverage of AIR is expected to go up to 91% of area and 97.5% of population of the country. The Committee hope that concerted

efforts would be made to achieve the set objectives during the 7th Five Year Plan.

### **Reply of Government**

Every effort is being made to implement the plan schemes to avoid time and cost overruns. For this purpose suitable monitoring mechanism exists, wherein progress of plan schemes are reviewed.

The idea of National Channel with 1000 KW MW Transmitter at Nagpur, 200 KW MW Transmitter at Bangalore, 300 KW MW Transmitter at Vadodara and number of various low power transmitters at different locations was mooted during the later part of the Fifth Plan. However, the Planning Commission approved the inclusion of National channel service only in the Sixth Plan i.e., 1980-85 and cleared the provision of 1000 KW MW transmitter at Nagpur only. This Nagpur Transmitter was commissioned on 18.5.1988. The above proposal for extension of National Channel was reviewed in the light of congestion in the medium wave band and shrinkages of night time coverage of medium wave transmission. It has been decided to have a better option by using a mix of VHF FM and M.W. A.M. Transmitter and this has been proposed for implementation during the Eighth Plan to achieve expansion of coverage for National Channel during day as well as night time.

All efforts have been intensified to expedite completion of local Radio Stations proposed in the Seventh Plan so that the target is achieved.

It is the considered view of the Government that AIR programmes must be available throughout day and night. 24 hrs. radio broadcast is in vogue in several countries. The National Channel which was broadcasting programmes from 7 PM to 2.30 AM has extended its transmission hours with effect from the 9th July, 1989 and the programmes are broadcast upto 6.10 AM. The requirements of listeners who keep awake during late hours are kept in view in the National Channel Programmes.

Technically maximum coverage is possible during the night by using the Magawatt transmitter provided for the National Channel. Transmission timings are accordingly planned, so that, the maximum benefit could be derived from the use of this transmitter.

The Border Area coverage receives high priority. With the completion of the hardware projects under 7th Plan, the reception will be of high order. Every effort will be made to make the programmes attractive. A software scheme for setting up Border Programme Units for putting across India's view through suitable programmes is also under consideration.

### **Recommendation Serial No. 13 (Para 2.29)**

The Committee note with dismay the tardy progress made in the construction of exclusive National Channel comprising of a 1000 KW MW transmitter at Nagpur, a 200 KW MW transmitter at Bangalore, a 300 KW MW transmitter at Vadodara at different locations so as to cover the

entire length and breadth of the country. They deprecate that this project which was mooted 15 years ago has not been completed as yet. The completion of all these transmitters in time would have enabled the AIR regional stations to devote more time to programmes in respective regional languages.

### **Reply of Government**

Every effort is being made to implement the plan schemes to avoid time and cost overruns. For this purpose suitable monitoring mechanism exists, wherein progress of plan schemes are reviewed.

The idea of National Channel with 1000 KW MW Transmitter at Nagpur, 200 KW MW Transmitter at Bangalore, 300 KW MW Transmitter at Vadodara and number of various low power transmitters at different locations was mooted during the later part of the Fifth Plan. However, the Planning Commission approved the inclusion of National Channel service only in the Sixth Plan i.e., 1980-85 and cleared the provision of 1000 KW MW Transmitter at Nagpur only. This Nagpur Transmitter was commissioned on 18.5.1988. The above proposal for extension of National Channel was reviewed in the light of congestion in the medium wave band and shrinkages of night time coverage of medium wave transmission. It has been decided to have a better option by using a mix of VHF FM and M.W. A.M. Transmitter and this has been proposed for implementation during the Eighth Plan to achieve expansion of coverage for National Channel during day as well as night time.

All efforts have been intensified to expedite completion of local Radio Stations proposed in the Seventh Plan so that the target is achieved.

It is the considered view of the Government that AIR programmes must be available throughout day and night. 24 hrs. radio broadcast is in vogue in several countries. The National Channel which was broadcasting programmes from 7 PM to 2.30 AM has extended its transmission hours with effect from the 9th July, 1989 and the programmes are broadcast upto 6.10 AM. The requirements of listeners who keep awake during late hours are kept in view in the National Channel Programmes.

Technically maximum coverage is possible during the night by using the Megawatt transmitter provided for the National Channel. Transmission timings are accordingly planned, so that the maximum benefit could be derived from the use of this transmitter.

The Border Area coverage receives high priority. With the completion of the hardware projects under 7th Plan, the reception will be of high order. Every effort will be made to make the programmes attractive. A software scheme for setting up Border Programme Units for putting across India's view through suitable programmes is also under consideration.

**Recommendation Serial No. 15 (Para 2.31)**

The Committee are of the considered view that special attention should be paid to ensure that the programmes made for Border Areas are not only attractive but reception is also of a high order so that sensitivities of the people are not exploited by the countries across the border. This matter should be given the highest priority and the unity and integrity of the country should not be allowed to be jeopardised.

**Reply of Government**

Every effort is being made to implement the plan schemes to avoid time and cost overruns. For this purpose suitable monitoring mechanism exists, wherein progress of plan schemes are reviewed.

The idea of National Channel with 1000 KW MW Transmitter at Nagpur, 200 KW MW Transmitter at Bangalore, 300 KW MW Transmitter at Vadodara and number of various low power transmitters at different locations was mooted during the later part of the Fifth Plan. However, the Planning Commission approved the inclusion of National Channel service only in the Sixth Plan i.e., 1980-85 and cleared the provision of 1000 KW MW Transmitter at Nagpur only. This Nagpur Transmitter was commissioned on 18.5.1988. The above proposal for extension of national channel was reviewed in the light of congestion in the medium wave band and shrinkages of night time coverage of medium wave transmission. It has been decided to have a better option by using a mix of VHF FM and M.W. A.M. Transmitter and this has been proposed for implementation during the Eighth Plan to achieve expansion of coverage for National Channel during day as well as night time.

All efforts have been intensified to expedite completion of local Radio Stations proposed in the Seventh Plan so that the target is achieved.

It is the considered view of the Government that AIR programmes must be available throughout day and night. 24 hrs. radio broadcast is in vogue in several countries. The National Channel which was broadcasting programmes from 7 PM to 2.30 AM has extended its transmission hours with effect from the 9th July, 1989 and the programmes are broadcast upto 6.10 AM. The requirements of listeners who keep awake during late hours are kept in view in the National Channel Programmes.

Technically maximum coverage is possible during the night by using the Megawatt transmitter provided for the National Channel. Transmission timings are accordingly planned, so that, the maximum benefit could be derived from the use of this transmitter.

The Border Area coverage receives high priority. With the completion of the hardware projects under 7th Plan, the reception will be of high order. Every effort will be made to make the programmes attractive. A software scheme for setting up Border Programme Units for putting across India's view through suitable programmes is also under consideration.

**Recommendation Serial No. 16 (Para 2.37)**

The Committee note that the publication of Akashvani Journals, which were brought out in eight languages, was discontinued in 1986 and 1987 as these journals had been incurring heavy losses and were unlikely to become self-supporting.

**Reply of Government**

Keeping in view the observations of the Committee, the possibilities of bringing out a financially viable joint publication by AIR and Doordarshan are being explored.

**Recommendation Serial No. 17 (Para 2.38)**

The Committee are of the view that with major expansion of AIR and Doordarshan and growing interest of viewers in serials and the stars featuring in such serials, it should be possible to re-start the publication of a Journal covering AIR and Doordarshan programmes which can be a profitable venture also. Besides giving the details of programmes of these two media units the Journal should contain articles on Doordarshan and AIR programmes and personalities involved in them. They see no reason why with some imagination and involvement of eminent journalists in the field it should not be possible for this journal not only to be self-supporting but also to earn revenue through advertisements etc. It will become an automatic choice for advertisers who are sponsoring serials on Doordarshan. There is tremendous amount of interest in the country in TV serials and this can be profitably cultivated in making the new Journal a stupendous success. With vast expansion of TV network and growing popularity of TV programmes especially sponsored serials, viewers will show keen interest in forthcoming serials. Moreover, the number of magazine covering TV programmes is quite negligible. This forum can also be advantageously utilised to know audience reaction about the quality of various programmes and feed back received can be successfully utilised in improving them. The Committee would like the Ministry to react to this suggestions after considering all the aspects of the matter.

**Reply of Government**

Keeping in view the observations of the Committee, the possibilities of bringing out a financially viable joint publication by AIR and Doordarshan are being explored.

**Recommendation Serial No. 22 (Para 2.73)**

The Committee note that to achieve the twin goal of 'Health for all', and 'Net Reproduction Rate of Unity' by the year 2000 AD, a new communication strategy is being implemented by AIR centres in the country. They hope that the implementation of new communication strategy would be made in right earnest so as to ensure the achievement of the objectives as per schedule.



### **Reply of Government**

With a view to achieve the twin objectives of 'Health for all' and 'Net Reproduction Rate of Unity' by the year 2000 AD, through new communication strategy, specialised training course for programme personnel are arranged periodically. The training requirements in various programme areas are reviewed every year and training courses are planned to meet these requirements. However, in every training programme of AIR, special attention is devoted to family welfare programmes, Science and Technology and Women's Welfare. In this, the specialists in the fields are invited to speak to the trainees. Similarly, specialised programmes are arranged for Farm Radio Officers, Science Officers, etc. AIR Officers are also in constant dialogue with the Officers of the Ministry of Health and also non-official organisations working in the field of Health and Family Planning.

#### **Recommendation Serial No. 23 (Para 2.74)**

The Committee also find that specialised Training courses for programme personnel of AIR associated with Family Welfare broadcast are organised by AIR in coordination with the Ministry of Health and Family Welfare. They, however, feel that these programmes are not organised frequently as the first programme was held in December, 1987 and after that the second programme was scheduled to be held in March, 1989. The Committee are of the view that there is a need for organising such programmes more frequently and on a regular basis so as to cover all those associated with the broadcasting of Family Welfare programmes.

### **Reply of Government**

With a view to achieve the twin objectives of 'Health for all' and 'Net Reproduction Rate of Unity' by the year 2000 AD, through new communication strategy, specialised training course for programme personnel are arranged periodically. The training requirements in various programme areas are reviewed every year and training courses are planned to meet these requirements. However, in every training programme of AIR, special attention is devoted to family welfare programmes, Science and Technology and Women's Welfare. In this, the specialists in the field are invited to speak to the trainees. Similarly, specialised programmes are arranged for Farm Radio Officers, Science Officers, etc. AIR Officers are also in constant dialogue with the Officers of the Ministry of Health and also non-official organisations working in the field of Health and Family Planning.

#### **Recommendation Serial No. 24 (Para 2.75)**

The Committee would also like the Ministry to organise similar programmes for programme personnel associated with the broadcast of programmes in other fields viz. Agriculture Science & Technology, Women Welfare etc. For this purpose the Ministry of Information & Broadcasting

should hold discussions with the concerned Ministries and make appropriate arrangements accordingly.

### **Reply of Government**

With a view to achieve the twin objectives of 'Health for all' and 'Net Reproduction Rate of Unity' by the year 2000 AD, through new communication strategy, specialised training course for programme personnel are arranged periodically. The training requirements in various programme areas are reviewed every year and training courses are planned to meet these requirements. However, in every training programme of AIR, special attention is devoted to family welfare programmes, Science and Technology and Women's Welfare. In this, the specialists in the field are invited to speak to the trainees. Similarly, specialised programmes are arranged for Farm Radio Officers, Science Officers, etc. AIR Officers are also in constant dialogue with the Officers of the Ministry of Health and also non-official organisations working in the field of Health and Family Planning.

### **Recommendation Serial No. 25 (Para 2.76)**

The Committee laud the novel way of redressal of grievances of people by AIR Jalandhar and hope that this would be further expanded and properly directed so that it becomes an effective instrument for solution of people's problems which are getting aggravated due to multitude of reasons. The very existence of such a forum and apprehension that the name of any organisation/individual may figure in the programme may also act as deterrent in future. They suggest that the AIR should watch the progress of the scheme earnestly with a view to consider its further expansion to other centres. The Committee would like to be apprised of further steps taken in this direction.

### **Reply of Government**

Seventy nine stations of All India Radio have since introduced people's forum programmes in which the grievances of the people and their redressal by the Administration are presented.

### **Recommendation Serial No. 26 (Para 2.87)**

In the opinion of the Committee, there is much room for expansion of Commercial Services of AIR. The Ministry has stated that Commercial have been introduced so far on the primary channel of 55 stations and it is proposed to extend them to more stations in a phased manner. The Committee urge the Ministry to ensure that the Commercial Services are extended to all stations so as to get more revenue and to accelerate faster economic development in the country.

### Reply of Government

All India Radio aims to strike a balance between the social objectives of mass media, through public service broadcasting and the need to earn revenues through commercial broadcasting.

Setting up of additional Vividh Bharati Commercial Service Centres would entail substantial investments. To obviate this and with a view to securing more commercial revenue, AIR has introduced a scheme, by which commercials are accepted on the primary channel in several stations. AIR will suitably expand and strengthen this system of accepting commercials on the primary channel so that more commercial revenues are earned without, at the same time, investing huge funds in setting up exclusive CBS Centres.

#### Recommendation Serial No. 28 (Para 2.107)

The Committee note that special programmes for farmers, working women and housewives, industrial workers, youth, etc. are broadcast by the different sections of AIR for varying durations. The Committee have been informed that the programmes on farmers and industrial workers are broadcast from about 39 stations of AIR in the country. The Committee do not have any specific information as regards the number of AIR stations broadcasting programmes on women. They desire that the programmes on Working women and Housewives should be broadcast from all the AIR stations. Similarly, radio series on mother and child care which at present is being broadcast from 18 stations should be broadcast from other stations of AIR in the country also. The committee are not aware whether these programmes are broadcast in the regional languages only or in other languages (dialects) also. The Committee desire that in case the programmes are broadcast in regional languages only, feasibility of broadcasting these programmes in other languages (which are spoken by a sizably section of the society) as also in English and Hindi be considered after assessing their utility.

### Reply of Government

At present 72 AIR Station broadcast programmes for women. These programmes include items for working women, housewives and others. There is chunk for Rural Women, also. Items covering 'Mother and Child Care' are featured in these. The programmes for the special audience like farmers, women etc., are broadcast in the local languages, including Hindi. Programmes in dialects are mostly of a composite nature in which programmes for different segments of audiences are included. AIR is not rigid in using language and dialect. If it is felt by AIR that certain items/points need elaboration in dialect for proper/better comprehension of the listeners, it is done freely. The persons knowing English normally know the language of the area in which programmes are to be put out. As such there is no felt need for broadcast of programmes in English. As regards

Hindi, as stated earlier, wherever Hindi happens to be the principal language of the area, the programmes are broadcast by AIR in Hindi.

**Recommendation Serial No. 29 (Para 2.108)**

The Committee note that the studies conducted in 1985-86, 1986-87 and 1987-88 to ascertain whether the programmes broadcast by the AIR/Doordarshan serve the intended purpose or not have revealed that AIR/Doordarshan have been a major source of information but there has been inadequate back up services from some departments. The Committee desire that before broadcasting any programme on behalf of any department, it should be ensured that these departments provide proper back up services, failing which the broadcast should stopped.

**Reply of Government**

The views of the Committee in this regard are being communicated to the various Ministries of the Government of India to ensure steady flow of information and material for broadcast.

**Recommendation Serial No. 32 (Para 1.20)**

The Committee observe that AIR has about 150 countries on its mailing list to which various types of programmes are supplied for broadcast. However, AIR has Cultural Exchange Agreements with only 62 countries to whom items of Indian Music alongwith explanatory notes in English are sent regularly on quarterly basis. The Committee think that the Cultural Exchange Agreements are more comprehensive and beneficial in so far as dissemination of great Indian tradition in music is concerned. They, therefore, desire that Government should initiate action in consultation with other agencies concerned to enter into such agreements with more countries that are on its mailing-list, so that this exchange takes place on a wider basis.

**Reply of Government**

Department of Culture is the nodal agency for entering into Cultural Exchange Programmes with other countries. In this process they take into account many other factors like the possible scope of exchanges, India's relations with that country etc. The Cultural Exchange Programme Component or I & B Ministry dealing with mass media is only a small segment of the Cultural Exchange Programmes. The fact that AIR is sending the programmes to about 150 countries despite having Cultural Exchange Programmes with only 62 countries shows that as far as Ministry of I & B is concerned, the dissemination of Indian Culture is being treated with utmost importance.

2. However, the recommendation of the Committee that action should be initiated to enter into such agreements with more countries is being brought to the notice of the Department of Culture which is the nodal agency in this matter.

**Recommendation Serial No. 37 (Para 2.147)**

The Committee think that there is much room for improvement in the audience research of the AIR. It is not as extensive as it ought to be. Sometimes, studies/surveys are conducted by news-papers/Advertising agencies about the broadcast programmes which, the Committee desire, should be taken note of by the Audience Research Unit. The Committee are of the opinion that the media units should carry on the system of commissioning outside agencies for doing research/survey about their programmes as that would carry more conviction and credibility.

**Reply of Government**

A Software Scheme drawn up under 7th Plan to strengthen the Audience Research Wing of AIR is under active consideration. In the context of the quantum jump in AIR's expansion under the 7th Five Year Plan, even the proposed strengthening of the Audience Research Wing will not be enough. The recommendation of the Committee regarding commissioning of outside agencies including educational institutions has been noted for future action.

**Recommendation Serial No. 39 (Para 3.26)**

The Committee note that due to paucity of resources some of the border and strategically important areas of the country are not covered by any of the Doordarshan Kendras. However, in some of these areas foreign TV signals are received which, the Committee feel, will be perpetrating hostile propaganda against India. The Committee are of the considered view that the constraint of resources should not come in the way of providing the facility of TV in such areas, so that it is possible to counter effectively, such propaganda. The Committee, therefore, desire that Ministry should chalk out a programme to cover all such areas with Doordarshan programmes of any of the Kendras on a priority basis. The Committee may be apprised of the concrete steps taken in this regard.

**Reply of Government**

Due priority has been assigned to the expansion of TV service in border and other strategic areas of the country, while formulating the development plans of TV expansion. A large number of TV transmitters are under implementation in the above mentioned areas, as part of the VII plan. With the implementation of these transmitters, TV service is expected to be available to about 86% population of the border districts of the country against the National average of about 84%.

**Recommendation Serial No. 40 (Para 3.27)**

The Committee are unable to appreciate the imbalance in the distribution of T.V. services in the country. Whereas by the end of Seventh Plan period, over 90% of the population of States like Goa, Haryana, Meghalaya, Punjab, Sikkim, Tripura, UP and West Bengal is likely to be

covered, in States as Arunachal Pradesh, Manipur, Himachal Pradesh, Rajasthan, Orissa etc. the coverage is expected to be less than 70 per cent. The Committee would like the Ministry to remove this imbalance by covering the maximum percentage of population in remaining States.

#### **Reply of Government**

At the beginning of VI plan, TV coverage was available merely to about 25% population of the country. The TV expansion received its major fillip during the VI plan period when a number of massive expansion schemes were implemented, increasing the population coverage at the end of the VI Plan to 56%. The VI plan laid major emphasis on expansion of TV service to the towns with a population of more than one lakh. This was necessary in order to extend the benefit of TV service to the largest segment of population in the quickest possible time. All the same, the expansion of TV service to remote and inaccessible areas was not ignored. A massive scheme for expansion of TV service in the North-Eastern region was launched towards the later part of the VI plan period with the objective of bringing over about 80% of the population living in this far-flung region under the TV coverage.

The VII plan of Doordarshan laid emphasis on expansion of TV service to remote, backward tribal and border areas. However, it is a fact that the geographical distribution of the TV service to the various parts of the country has not been as balanced as one would have liked. It is nevertheless the endeavour of Doordarshan to rectify this situation under the future plans for TV expansion.

#### **Recommendation Serial No. 41 (Para 3.28)**

The Ministry should chalk out a programme to provide TV service throughout the country under time bound programme. Due priority should be given to the allocation of funds for this purpose.

#### **Reply of Government**

TV service is, at present, available to about 75% population of the country and is expected to increase to about 84% on completion of the VII plan schemes. It is the main objective of Doordarshan to provide TV service to the remaining uncovered parts of the country also as expeditiously as possible. This, however, requires a massive mobilisation of resources in as much as the thrust is now to be provided to cover sparsely populated area which would require proportionately large amount of investment.

#### **Recommendation Serial No. 43 (Para 3.30)**

The Committee note that Cable TV networks are erected by private entrepreneurs in different parts of the country which interfere with the Doordarshan's transmissions in their vicinity. A detailed proposal is stated to have been made to the Ministry of Communications to strengthen the existing law so as to help in better regulation of the establishment of these

networks. The Committee desire that the matter may be pursued vigorously with the Ministry of Communications and appropriate steps taken with due promptitude.

### **Reply of Government**

The Government have set up a broad-based Inter-Departmental Committee to have a comprehensive review of the need to regulate growth of Cable TV networks in the country. It will also take into account views of various interest groups such as Film Industry, Cable TV Network owners, etc. The Committee has commenced its deliberations.

### **Recommendation Serial No. 44 (Para 3.46)**

While the Committee welcome the steps taken by the Ministry to expand its programmes, they are of the considered view that the Doordarshan should concentrate on improving the quality of its present programmes.

Any quantitative expansion should not be at the cost of quality. It is imperative to impart professionalism in news gathering and reporting. Efforts also need to be made by the Doordarshan to make its own serials, which could provide purposeful entertainment to the people.

### **Reply of Government**

It is constant endeavour of Doordarshan to improve upon its programme format. It is ensured that the quantitative expansion of the network matches to the extent possible the quality of the programme out put. Doordarshan is making increased use of the facility available in the highly sophisticated Central Production Centre at Delhi to produce quality programmes requiring indepth research and long unbroken spells of the recording. Doordarshan is also producing its own serials in order to project in a constructive manner the various social problems and at the same time entertain the viewers. In fact, some of the serials being telecast though produced by out-side producers are executed under the total control of Doordarshan. It is indeed encouraging to note that as many as 6 films produced by Doordarshan won National Awards last year.

The Government is also fully conscious of the need to impart professionalism in news gathering and reporting. The Central News Organisation of Doordarshan has been streamlined and revamped for attainment of this objective. It has been provided augmented facilities both in terms of equipment and trained man-power.

### **Recommendation Serial No. 45 (Para 3.47)**

They also note that for the recently introduced afternoon transmission the details of the programmes are not given in the mornings and evenings in the National and Network programme. It is considered essential to give such information to senior citizens and housewives for who this programme is intended.

### Reply of Government

The recommendation is accepted. Doordarshan have in fact already started announcements in its evening transmission about the programmes to be telecast in the following afternoon transmission. Details of the programmes are also being sent to the press for publication.

#### Recommendation Serial No. 46 (Para 3.48)

They are also of the view that in morning transmissions significance of important days which have religious, political regional or international importance should be spelt out for a minute or so. This would broaden the mental horizons of viewers about individuals, places etc. and would also result in better dissemination of knowledge about various regions, religious, etc. in the country.

### Reply of Government

As in All India Radio, Doordarshan also has a scheme for observance of anniversaries and festivals in its programme schedule. Important religious, political and social anniversaries and days are adequately noticed by Doordarshan both in its National and Regional Services. The morning transmission also includes such programmes from time to time. The composite culture of the country is projected in different programme formats. The recent series under the title "Mera Bharat", which have proved very popular, essentially aim at projecting the composite culture of the country so as to promote emotional integration of people living in different parts.

#### Recommendation Serial No. 47 (Para 3.49)

The Committee notice that programme of live coverage of important events are very rare unlike the practice in developed countries where such coverage is on a much wider scale. It seems desirable to increase the frequency of such programmes as this would impart objectivity and realism to Doordarshan programmes.

### Reply of Government

The Government accept the recommendation that Doordarshan should increase the live coverage of important events. There are already standing instructions for live telecast of events of nation-wide topicality to the extent possible. During 1988-89 alone, Doordarshan carried live telecast of more than 100 events on the national network. Besides, the various Regional Kendras also covered live events of local importance.

2. With a view to further increase the frequency of such programmes, it is proposed to substantially augment in the VIII plan the hardware infrastructure of Doordarshan necessary for live coverage of events. This includes provision of additional outside broadcast vans, Electronic News Gathering (ENG) and Satellite News Gathering (SNG) equipment. The latter is of particular importance in-as much as it shall enable live coverage



of events at places where Doordarshan does not have the necessary microwave or conventional satellite uplink facility for transmission of programmes to the Kendras for telecast.

**Recommendation Serial No. 48 (Para 3.75)**

News and current affairs programme form an important part of the Doordarshan programme Journal and accordingly occupy a big chunk of its total telecasting time. Apart from News Bulletin of varying durations in several languages. Doordarshan also telecast from time to time and at regular intervals, programmes of varying durations on current affairs, both domestic and international. No specific survey/study, however, has been made by Doordarshan together the reaction of the people to such programmes. According to information supplied by the Ministry, all that Doordarshan has done is to conduct a few panel surveys in some selected cities. Even these surveys indicate that the viewership to the news and current affairs programme is far from satisfactory. The Committee recommend that Doordarshan should carry-out extensive surveys studies regarding its news and current affairs programmes and carry out necessary modifications accordingly.

**Reply of Government**

The need to carry out in-depth surveys/studies on News and Current Affairs programmes so as to further improve their quality and presentation is accepted. Keeping this in view, a comprehensive survey on News has recently been carried out covering ten Doordarshan Kendras. The analysis report in respect of this comprehensive survey is under preparation.

It may be pointed out that panel surveys earlier undertaken by Doordarshan from time to time indicate substantial viewing of News, *i.e.*, about 50% to 60% viewership in respect of National News Bulletin telecast in the evening. Programmes on Current affairs, however, have selective viewing depending upon the subject/topic covered.

**Recommendation Serial No. 49 (Para 3.76)**

The Committee note that sometimes important news items are not covered but activities which have relatively little news worthiness are given undue coverage. They cannot but reiterate the recommendation of the Joshi Committee that "Doordarshan news needs to be gathered and presented from perspectives not only of the Government, the ruling party and the urban well-to-do, but also of the many other economic, social, cultural and political groups who constitute the nation".

**Reply of Government**

The recommendation of the Joshi Committee referred to above has been accepted by the Government. Every effort is made to cover as many important news items as possible within the constraint of limited availability of telecast time. Simultaneously, it is the constant endeavour of

Doordarshan to present in its News Bulletins the views of various political parties as also those of diverse, social, cultural and economic groups.

It may also be pointed out that the decision to include various news items in the News Bulletin rests entirely with the News Editor incharge. It is considered desirable that he is allowed to enjoy the fullest possible freedom in the matter of selection of news items, within the framework of the news policy guidelines laid down by the Government on the recommendation of Media Advisory Committee headed by Shri Parthasarathy. The Hon'ble Committee has itself recommended elsewhere in the Report (para 3.75) that in order that the news programme of Doordarshan meets the highest standards of accuracy and objectivity, it is essential that there exists total lack of fear in the minds of persons who produce them. This policy is being followed by Government.

• **Recommendation Serial No. 50 (Para 3.77)**

They should appreciate that graceful acceptance of criticism endears the people, or, at least generates reluctant admiration. It is imperative to impart objectivity and professionalism in giving news and in all programmes relating to current affairs, as uninhibited and frank discussions on topics of national interest between eminent persons holding divergent views will enable the audience to have a better appreciation of the point at issue and will ultimately be in the national interest.

**Reply of Government**

News and the Current Affairs programmes of both Doordarshan and AIR carry Government's policies in an objective and balanced manner with highest professional standards. People from various walks of life holding divergent views on various issues are invited by the media from time to time for participation in the programmes.

**Recommendation Serial No. 51 (Para 3.78)**

The Committee desire to emphasise that in order that the news programmes of Doordarshan meet the highest standards of accuracy and objectivity it is essential that there exists total lack of fear in the minds of persons who produce them. The Committee would like the Ministry to examine the matter and take appropriate steps in this direction.

• **Reply of Government**

The adherence to accuracy, objectivity and the highest possible professional standards in presentation of the news is the main essence of the 'News Policy for Broadcast Media' announced by the Government on the recommendation of the Media Advisory Committee headed by Sh. G. Parthasarathy. The entire functioning of the News Organisation in Doordarshan is therefore oriented to meet this objective.

**Recommendation Serial No. 52 (Para 3.82)**

The Committee commend the intext service introduced by Doordarshan to disseminate information on current affairs, sports events, financial matters and other important public utility requirements viz arrival and departure timings of Indian Airlines flights and that of Railway trains. This benefit is, however, confined to the viewers in and around Delhi only. The Committee desire that all efforts should be made to cover the viewers in all parts of the country in a phased manner and under a time-bound programme.

**Reply of Government**

Teletext service called 'Intext' in India, was introduced at Delhi in November, 1985. Teletext signals are transmitted alongside normal TV programmes to provide textual information pertaining to news, financial information, rail and air timings, weather reports, cultural engagements etc. to the viewers at their choice. The service is, presently, in an experimental phase. For reception of the service, a decoder is required to be used at the receiver end. The response to this service has been somewhat limited, presumably, due to the cost of the decoder being rather high.

Introduction of 'Intext' at other centres would be considered depending on the success of the experiment in Delhi and future availability of resources for the purpose.

**Recommendation Serial No. 53 (Para 3.83)**

The suggestions regarding transmission of position about reservations in respect of Indian Airlines and Railways need to be considered with due promptitude. The Ministry should take up the issue with Indian Airlines and Railway Authorities at an appropriately high level and take urgent steps for transmission of such information which will provide a much-needed respite to the passengers.

**Reply of Government**

The information regarding reservation position on the trains is being telecast since November, 1988. The matter regarding telecast of similar information in respect of IA flights has been taken up with the concerned authorities.

**Recommendation (Serial No. 55 and 56 in Appendix) (Para 3.93 and 3.94)**

The Ministry has stated that contrary to general impression that Doordarshan is promoting cricket at the cost of other games, Doordarshan is giving due importance to coverage of various sports disciplines like Hockey, Volleyball, Football, Archery, Kabbadi, Kho-Kho, Cycling etc. It has also been stated that of the total hours of sports coverage made by Channel I (net-work), 183 hours were devoted to cricket.

The Committee note that while covering one-day and five-day test matches of cricket the normal schedule of programmes on Sundays is disturbed causing a lot of inconvenience to the public. They recommended that the fixed programmes on Doordarshan on any particular day especially Sunday, may be disturbed to the minimum for the sake of telecasting such matches which are in any case watched by only a segment of the total TV viewers in the country.

#### **Reply of Government**

The sports events, including Cricket matches are covered by Doordarshan keeping in view their popularity and the interest they evoke amongst the viewers. It is, therefore, inevitable that normal programme schedule, especially on Sundays, is upset to some extent. Doordarshan nevertheless is fully conscious of the fact that its normal programme schedule is not disturbed significantly by such telecasts. It is in pursuance to this objective that Doordarshan increasingly utilises Channel 2 for telecast of Cricket matches on Sundays so that the primary Channel remains free for telecast of at least more important programmes on the normal schedule.

#### **Recommendation Serial No. 57 (Para 3.99)**

The Committee note that Education TV(ETV) programmes are broadcast only in 6 selected States *via* INSAT. They desire that efforts should be made to broadcast the ETV programmes in all the States.

#### **Reply of Government**

In addition to distribution of Education TV(ETV) programmes in the six selected INSAT States, ETV Programmes in Hindi are also available to the States of Madhya Pradesh, Rajasthan, Haryana and Himachal Pradesh. While the Government is fully conscious of the need to expand the distribution of ETV programmes, the existing single channel situation and the limited availability of telecast time places a severe constraint on improving the situation.

#### **Recommendation Serial No. 59 & 60 (Para 3.101 & Para 3.102)**

They are of the firm opinion that as the most effective mass media, Doordarshan can play an important role in distance education, which is one of the goals of the National Education Policy, 1986. The Committee desire that urgent steps should be taken to start this programme from all the Kendras in consultation with the Department of Education, in the Ministry of Human Resource Development.

The requests which are stated to have been received from Indira Gandhi National Open University and other should be considered on an urgent basis and adequate steps taken to broadcast their programmes from all the Doordarshan Kendras.

### Reply of Government

It is acknowledged that Doordarshan can play a significant role in promoting distant education. A separate time chunk has already been allocated for telecast of Educational Television (ETV) programmes produced by the Department of Education as also for University Grants Commission (UGC) programmes. However, the present single channel situation and limited availability of telecast time places a severe constraint on increasing the telecast time for such programmes. Nevertheless, it may be added that the request of Indira Gandhi National Open University for allocation of suitable time chunk for telecast of their programmes was given prompt attention and a suitable time chunk for this purpose was in fact offered. The University has not yet availed of this offer.

#### Recommendation Serial No. 61 (Para 3.118)

While the Committee commend Doordarshan for having shown some highly satisfying serials, they are of the view that effects should continue to be made for improving the quality of the serials. Considering the phenomenal revenue Doordarshan had been getting ever since it went commercial in 1977 the Committee cannot help remarking that the quantitative expansion has not been matched by improvement in quality. Therefore, it is imperative to improve the quality of serials.

### Reply of Government

The recommendation of the Committee about improving the quality of Serials is accepted. It is the constant endeavour of Doordarshan to improve the quality of serials and other programmes.

#### Recommendation Serial No. 62 (Para 3.119)

While applauding the phenomenal popularity of serials like 'Ramayana' and 'Mahabharat', the Committee are of the view that there should be some inbuilt system for thorough scanning of serials to be telecast to ensure that the spirit of the epics is duly observed and every care is taken not to offend the religious sentiments of the people.

### Reply of Government

The recommendation is accepted in principle. A special Experts Committee was in fact set up by Doordarshan in June, 1989 to preview each episode of the serial 'Ramayana' before its telecast. Similarly, an Expert Committee has been set up to preview each episode of the serial 'Mahabharat' it may, however, not be desirable to constitute a single standing Committee as an inbuilt system since the composition will be determined by the nature of the topic intended to be produced.

**Recommendation Serial Nos. 65 & 66 (Para 3.139 and Para 3.140)**

The Committee feels that the existing criteria and mechanism of selection of films have not resulted in good films being shown on TV especially on Sunday evenings. The Ministry also admits this when it states that "the quality of films shown on Doordarshan on Sunday evening has less to do with the selection procedure" although the Ministry attributes it not to the selection procedure but "to the paucity of quality films made in Hindi".

It has been stated that Doordarshan has to select films from the offers made to it by producers. Notwithstanding the contention of the Ministry that existing rates are satisfactory, the Committee apprehend that the rates offered by Doordarshan are not attractive enough for competent film makers to come forward with their good movies. The Committee would like the concerned authority to re-examine the matter with an open mind. They are of the view that there is no justification for showing poor quality films. Instead the Committee would like the Doordarshan to produce quality tele-films on "themes of interest and life-enrichment value of viewer", as has been rightly suggested by the Joshi Committee.

**Reply of Government**

All efforts are made to select the best films for telecast on Sunday evenings from amongst the offers made to Doordarshan by the producers. Each film is previewed for this purpose by the Selection Committee before the decision to telecast it is taken. The selection procedure is thorough and effective. It is, however, true that quality of the films shown on Sunday evenings is not always upto the mark. This is mainly due to the low quality of the Hindi films in general produced in the country. On the other hand, the present rate of royalty is attractive enough especially as the money earned is in addition to what producers earned through commercial exploitation of their films. Of late, the emphasis is on production of films with lot of violence and sex. Such films are, for obvious reasons, forth right rejected.

The recommendation that Doordarshan should produce its own quality tele-films is accepted in principle, Doordarshan has in fact already initiated a scheme for making a few of its own feature films for Sunday evenings, which would be entertaining as well as have life enrichment values.

**Recommendation Serial Nos. 68 & 69 (Para 3.142 and Para 3.143)**

The Committee note that although 58 tele-films in Hindi and regional languages have been commissioned by Doordarshan so far, the latter has failed to frame suitable guidelines on such matters as selection of themes, private producers etc. for the tele-films.

The Committee would like the Ministry to frame the necessary guidelines without any further delay as formulation of guidelines, their

implementation and regular monitoring would result in production of quality tele-films.

#### **Reply of Government**

The proposal for commissioning of tele-films, serials, documentaries, etc. are considered on the basis of the merit of each proposal and their suitability for telecast on Doordarshan and Doordarshan's programme needs. However, the recommendation to formulate a set of guidelines for the purpose is accepted.

#### **Recommendation Serial No. 70 (Para 3.144)**

The Committee deprecate the fact that contrary to the reply of the Ministry that films are repeated on TV only when they satisfy the criteria fixed for the purpose, quite a few films have been repeatedly shown on TV in violation of this criteria. They would urge the Ministry to take adequate steps to avoid this unsatisfactory state of affairs and to ensure that not only quality feature film or tele-films are shown on Sunday evenings but films shown once are not repeated if they are of poor category.

#### **Reply of Government**

Specific criteria regarding repeat telecast of feature films were laid down by Doordarshan only in August, 1987. In accordance with these criteria, while 'B' grade feature films are not to be repeated, 'A' grade and 'B' grade feature film may be repeated after a period of 4 and 5 years respectively of their previous telecast. After these criteria were laid down, no feature film which was telecast on the national network has been repeated except in rare cases and on special merit of each such case. It may also be clarified that some films shown earlier on Doordarshan under Chain System (before 1982)—before the introduction of national network scheme—were telecast on the national network. This can not be, however, treated as a "repetition" so far as national network is concerned.

#### **Recommendation Serial No. 71 (Para 3.157)**

Commercial Advertisements have come to be accepted as a necessary evil even in those countries which do not have any faith in free play of market forces as a means of promoting economic growth. They too have gained acceptance as a legitimate source of revenue for media units, especially electronic ones, all the world over. The Committee, however, emphasise the need for showing advertisements on TV in a manner that is interesting entertaining and informative. While they are aware that the Doordarshan authorities cannot interfere with the contents of advertisements on TV as long as they do not violate the Code formulated for the purpose, the Committee also feel that certain aspects like scheduling of advertisements, their duration before a particular programme, etc. could at least be attended to more judiciously than is done at present.

### **Reply of Government**

Every effort is made to ensure that the advertisements telecast provide the necessary information and attract the attention of the viewers. Although it is not possible to interfere with the content of advertisements so long as they are as per the Code, suggestions are usually given at the time of approval of the story board.

The booking of advertisements for various programmes is dependent on the popularity of the programme and as such the advertiser is, for obvious reasons, free to decide when he wants to place his advertisement keeping in view the prospective viewership profile. Doordarshan cannot interfere in this beyond ensuring that the duration of advertisement does not exceed the stipulated advertisement time allotted for a particular programme slot and this is enforced. When the stipulated duration gets booked, agencies/clients are offered alternate programme slots, where they can place their advertisement. It may be added that not only the duration of the advertisements is not allowed to exceed the time allotted for the advertising with a particular programme slot, but also the overall time devoted to advertisements is only about 3% of the total telecast time where as the ceiling fixed by the Government is much high.

#### **Recommendation Serial No. 72 (Para 3.158)**

The Committee are of the view that there should be a system not to accept exaggerated or misleading advertisements and every effort should be made to take strict action against defaulting advertisers. In a country like India where its teeming millions are mostly illiterates, television as an audio visual medium has tremendous potential for moulding public opinion and exaggerated or misleading advertisements can play havoc with the lives of such people. The monitoring machinery to check improper advertisements on TV should be suitably tightened to prevent exploitation of masses. The Committee would like the Ministry to have a re-appraisal of the whole matter.

### **Reply of Government**

The Government have set up a broadbased Committee under the Chairmanship of Secretary (I&B) to have a fresh look at the entire gamut concerning advertising procedures in respect of the Electronics Media and to make suitable recommendations for consideration of the Government. This Committee, consists, *inter alia*, of representatives from the Consumer Protections Council, Sociologists etc.

#### **Recommendation Serial No. 73 (Para 3.159)**

The Committee also note the tendency of advertisers to opt for slots before a few particular serials. In the opinion of the Committee if the quality of other serials is also improved the same will add to the revenues of Doordarshan besides resulting in balanced showing of advertisements in various serials.



### Reply of Government

The recommendation is noted. It may, however, be pointed out that whereas it is the constant endeavour of Doordarshan to improve upon its programme format, including serials, the fact remains that viewing time is one of the important factors that the advertisers keep in view for booking their advertisements.

#### Recommendation Serial Nos. 74 & 76 (Para 3.170 and Para 3.172)

The Committee note that Doordarshan is a member of several international Broadcasting Organisations. It has also been participating in various International Festivals/Symposia/Seminars/Exhibitions/Competitions arranged by International Broadcasting Organisations. In a few of them they have won some awards as well. Without demeaning the achievements of Doordarshan in this regard, the Committee feel that Doordarshan has to go a long way before it gains international acclaim as a media agency of merit. The Committee, therefore, desire that concerted efforts should be made to produce programmes from amongst cultural mosaic of the country and presented before the outside world so that the true potential of the country as well as Doordarshan is projected to them.

The Committee appreciate that a beginning has been made towards commercial sales of programmes to some foreign countries by the Ministry. The Committee desire that the Ministry should go in a big way towards this direction so as to earn some valuable foreign exchange for the country.

### Reply of Government

The recommendation is accepted. Doordarshan mainly produced programmes in 3/4" U-Matic Low Band format whereas the foreign networks accept programmes shot on High Band or PAL-1 'B' or 'C' format or on film. This has been the main obstacle in Doordarshan's ability to sell their programmes to outside networks. Concerted efforts are being made to rectify the situation. High Band equipment has recently been distributed to a number of Programme Production Kendras and efforts are on way to supply more and more programmes to foreign TV networks reflecting diverse cultural, economic and scientific aspects of the country.

Recently a four members team was sent to MIP-TV, 89 Gestical at Cannes, France. Response to Doordarshan's programmes was overwhelming. Orders worth US\$ 20,000 were obtained on the spot. It is expected that follow-up action will result in total sale proceeds of the order of US\$ 1,00,000 during 1989-90.

#### Recommendation Serial No. 75 (Para 3.171)

The Committee are dismayed to note that huge disparities prevail in the Programmes exchanged with various foreign countries. While Doordarshan had sent 303 programmes abroad during 1986-87 and 1987-88, in the

corresponding period it had received only 66 programmes from them. The Ministry's contention that cultural exchange of the programmes is on a voluntary basis and it depends on each foreign country as to how many programmes it would like to send to Doordarshan every year for telecast is not convincing. The Committee desire that the Ministry should also take some initiative in this regard by having regular inter-action with its foreign counterparts so that it also has some discretion in making a choice from the programmes available with foreign countries keeping in mind the topical relevance of these programmes in Indian context. The viewing of such quality programmes from other countries would also result in improvement in the quality of programmes of Doordarshan besides giving the viewers a better choice of Programmes.

### **Reply of Government**

The recommendation that Doordarshan should have regular inter action with its foreign counterparts so as to acquire programmes of relevance in Indian context is accepted. It may, however, be pointed out that the imbalance noticed by the Hon'ble Committee in the programmes sent and received is partly due to the fact that large number of programmes were supplied to Mauritius Broadcasting Corporation in view of the special relationship which India has with Mauritius. On the other hand, the statistics compiled for the year 1988-89 and from April, 1989 to June, 1989 indicates that the earlies imbalance has been more than off set. During 1988-89 Doordarshan sent 223 programmes to various countries and received and telecast 235 programmes. Again, during the period April, 1989 to June, 1989, Doordarshan had received and telecast 70 programmes whereas they had sent 45 programmes in return.

### **Recommendation Serial No. 77, 78 & 79 (Para 3.184, 3.185 and 3.186)**

The Ministry has stated that Doordarshan had always valued the opinion and reactions of the people from the level of Parliament members to the people at the grass-roots. The Committee however, deprecate that precious little has been done to ascertain the opinion and reactions of the people. The quantum of expenditure incurred in this regard during the last 3 years indicates that nothing concrete in this regard has been done. While an expenditure of Rs. 12.44 lakhs was incurred on this account during the year 1986-87 an expenditure of only Rs. 7.47 lakhs was incurred for this purpose in 1987-88, indicating that this work has not been given the attention it deserved.

Doordarshan has not even cared to ascertain the credibility it carries with the masses as a professional media unit. The Committee deprecate the lackadaisical manner in which the question of conducting Survey to assess the quality of media was dealt with.

Audience Research forms the basis for remedial action in programme planning, scheduling, etc. In the coming year, therefore, the Committee hope that Doordarshan will invest more time, energy and money in audience research which, the Committee believe will be profitable in a number of ways. They would also like to be apprised of developments in this regard.

#### **Reply of Government**

It is accepted that a sound and systematic Audience Research Base is vital to assess the impact of programmes and to take remedial action against the deficiencies noticed in programme planning/scheduling. Doordarshan is fully conscious of this requirement. It has developed an elaborate in-house Audience Research Organisation attached with each Programme Production Kendra responsible to give regular feed back on the programmes telecast by the Kendra. The studies undertaken by this in-house research base cover both quantitative and qualitative assessment which provide adequate insight to future programme planning. Besides, these in-house studies/surveys, Doordarshan commissions outside professional agencies also to undertake studies on its behalf from time to time. The expenditure details pointed out by the Committee in fact mainly refer to the expenditure incurred by Doordarshan on surveys undertaken by such outside agencies and do not include the expenditure involved in the maintenance and management of the in-house Audience Research Organisation which exists in Doordarshan.

#### **Recommendation Serial No. 80 (Para 3.187)**

The Committee feel that the quality programmes produced by Regional Kendras should be more frequently shown on the National Network. Further there should be more frequent mutual exchange of programmes produced by different Kendras as that would accelerate emotional and cultural integration.

#### **Reply of Government**

The recommendation is accepted. The programmes of quality produced by Regional Kendras are already being telecast in the National Network. There is also a system of Programme Exchange amongst different Doordarshan Kendras.

#### **Recommendation Serial No. 81 (Para 4.15)**

Although both the AIR and Doordarshan are heavily dependent on budgetary support and are not even able to meet their total operational expenses from their revenues put together, the Ministry does not appear to be concerned about it. They seem to be under the mis-conception that since the two media units have been set up for promoting certain social objectives, the Government should go on giving them monetary support

for all times to come. In the opinion of the Committee, such a belief on the part of the Ministry could only stem from their conviction that the two objectives, namely, raising revenue and promoting social objectives, are not compatible, whereas they need not always necessarily be so.

#### **Reply of Government**

When the Services of AIR and Doordarshan were started by the Government, they were not revenue earning organisations. Commercial services in AIR and Doordarshan started only in 1967. But, unlike in most other countries, these are not commercial establishments. As per the policy approved by the Cabinet, not more than 10 per cent of the total transmission time will be available for commercial advertisements. In May 1986, this Ministry had sought the Government's approval for acceptance of foreign advertisements which would have substantially increased the revenue of AIR and Doordarshan. But the Government turned down the proposal. Nevertheless, these media units have been trying their best to increase their revenue which is evident from the fact that the gross revenue from both these services has grown from Rs. 97 lakhs in 1967 to Rs. 193.75 crores during 1988-89. However, the commercial revenue from AIR and Doordarshan alone cannot support the total plan, non-plan and revenue expenditure of these organisations which as per the Budget Estimates for 1988-89 was Rs. 814.72 crores (Gross). Recently, the Government has also set up a Committee under the Chairmanship of Secretary, I & B to look into the commercial services and to recommend ways to increase the advertising revenue.

#### **Recommendation Serial No. 82 (Para 4.16)**

The Committee are of the considered view that the Government with so many development projects suffering due to lack of funds, cannot go on providing heavy monetary support to the media units for all times to come and it is high time the latter tried to devise ways and means to raise their earnings. The Committee believe that the Ministry could advantageously refer to the working of profit-making broadcasting organisations operating abroad. They do not share the belief that a public utility organisation which lays adequate importance on raising revenue cannot serve the public in the manner it should. The truth, in fact, is the other way round.

#### **Reply of Government**

When the services of AIR and Doordarshan were started by the Government, they were not revenue earning organisations. Commercial services in AIR and Doordarshan started only in 1967. But, unlike in most other countries, these are not commercial establishments. As per the policy approved by the Cabinet, not more than 10 per cent of the total transmission time will be available for commercial advertisements. In May 1986, this Ministry had sought the Government's approval for acceptance of foreign advertisements which would have substantially increased the revenue of AIR and Doordarshan. But the Government turned down the

proposal. Nevertheless, these media units have been trying their best to increase their revenue which is evident from the fact that the gross revenue from both these services has grown from Rs. 97 lakhs in 1967 to Rs. 193.75 crores during 1988-89. However, the commercial revenue from AIR and Doordarshan alone cannot support the total plan, non-plan and revenue expenditure of these organisations which as per the Budget Estimates for 1988-89 was Rs. 814.72 crores (Gross). Recently, the Government has also set up a Committee under the Chairmanship of Secretary, I & B to look into the commercial services and to recommend ways to increase the advertising revenue.

#### **Recommendation Serial No. 83 (Para 4.17)**

The Committee also feel that the revenue raising potential of AIR which has one of the largest networks in the world and undoubtedly, a huge listenership, by even world standard, has been grossly under-utilised. In the opinion of the Committee if all the centres of AIR could manage to collect advertisements relating to local products/services available in their respective areas and put them out judiciously even in the form of commercial bulletins at fixed times, then apart from fetching enormous resources to the AIR, it could also accelerate economic growth in the country. Like-wise, the large number of Doordarshan Kendras could also put out advertisements in the various programmes telecast at fixed hours for the consumption of the local people they are designed to cover.

#### **Reply of Government**

The recommendation that both AIR and Doordarshan should collect advertisements relating to local products/services is accepted. Every effort is made by the electronics media to rope in as many advertisements as possible. However, it is the advertisers who choose the programme and the time slot for broadcast/telecast of their advertisements to catch the attention of the maximum listeners/viewers. Therefore, it will not be in the interest of advertisers to bunch the advertisements and broadcast/telecast them at fixed hours.

#### **Recommendation Serial No. 84 (Para 4.18)**

The Committee in this connection would like to caution the Government to take note of vast technological development, that are fast taking place in the world. The new technology that has been developed has brought about alternate programming like Cable TV, Video Cassettes and Video magazines which will soon beat the system and will be beyond the reach of the Government. Eventually, it has to be realised that the judicious balancing of commercialisation and promotion of social objectives has to be done to make both the media viable and self-supporting. They are of the view that the Government should consider these aspects in greater depth so as to exploit fully the revenue potential from commercialisation while achieving the desired social objectives.

### **Reply of Government**

When the services of AIR and Doordarshan were started by the Government, they were not revenue earning organisations. Commercial services in AIR and Doordarshan started only in 1967. But, unlike in most other countries, these are not commercial establishments. As per the policy approved by the Cabinet, not more than 10 per cent of the total transmission time will be available for commercial advertisements. In May 1986, this Ministry had sought the Government's approval for acceptance of foreign advertisements which would have substantially increased the revenue of AIR and Doordarshan. But the Government turned down the proposal. Nevertheless, these media units have been trying their best to increase their revenue which is evident from the fact that the gross revenue from both these services has grown from Rs. 97 lakhs in 1967 to Rs. 193.75 crores during 1988-89. However, the commercial revenue from AIR and Doordarshan alone cannot support the total plan, non-plan and revenue expenditure of these organisation which as per the Budget Estimates for 1988-89 was Rs. 814.72 crores (gross). Recently, the Government has also set up a Committee under the Chairmanship of Secretary, I & B to look into the commercial services and to recommend ways to increase the advertising revenue.

#### **Recommendation Sl. No. 85 (Para 4.26)**

The Committee take serious note of the incidents of trespassing into the local centres of All India Radio/Doordarshan at such places as Calcutta and Bangalore. In the opinion of the Committee such incidents are fraught with serious consequences and should be curbed with a firm hand. The Committee, while agreeing that it is not possible to deploy armed policemen in large numbers at every All India Radio/Doordarshan stations round the clock, desire that appropriate warning systems should be installed in their premises. The Ministry has stated that the Government has constituted a Committee to look into various aspects of security set-up of All India Radio/Doordarshan. The Committee would like to be apprised of further action taken in this regard.

### **Reply of Government**

There exists at present a two tier system of security arrangements at AIR/Doordarshan installations. The access control is looked after by the departmental security Guards (unarmed) and they are supported by armed Guard contingents, deployed by State Police/Central Police Organisations through State Governments on payment basis. The duties of the two are quite distinct and do not overlap. Departmental Security Guards being unarmed are unable to deal with crowds/demonstrators. In principle, Armed guards are, therefore, being deployed at all Programme Production Centres, most of the HPTs and selected LPTs keeping in view the prevailing situation and the threat to Doordarshan installations at the hands of unsocial elements. It has been decided to further identify selected

LPTs and get the Armed Guards deployed since deployment of Armed Guards at all the LPTs involves exorbitant expenditure. It has also been decided that Departmental Security guards will be placed at least six months before the date of actual commissioning of the installation.

2. It has been decided to consider deployment of the Central Industrial Security Force to ensure security of the Doordarshan and All India Radio installations. The matter has been taken up with the Ministry of Home Affairs.

3. A Committee has been constituted to consider matters relating to security set up of All India Radio and Doordarshan and deliberations are going on. The Report is yet to be finalised.

**Recommendation Sl. No. 87 (Para 4.39)**

Perspective planning or long-term planning is a must for every public organisation especially for those that are working in such important fields as mass-communication. While the Committee are glad to note that the Ministry has prepared perspective plans for both. All India Radio and Doordarshan, they are of the view that planning, be long-term or short-term, can lead to desired results only when it is based on proper identification of the problems faced by the Organisation in question, its future needs, etc., and is backed by requisite monetary resources and will.

**Recommendation (Sl. No. 88 in Appendix) Para 4.40**

The Committee hope that the Ministry would adequately strengthen planning, implementation and monitoring machinery so that all plans are executed with due promptitude and there are no time and cost over runs.

**Reply of Government**

The requisite infrastructure for planning, implementation and monitoring of the Projects is strengthened, from time to time taking into account the workload involved on the basis of approved plans, so as to avoid time and cost over runs, as far as possible Staff at Doordarshan Headquarters was augmented during 1986 and 1987, taking into account the workload pertaining to the implementation of the VII Plan Projects. The staff required in zonal offices for execution of Projects is sanctioned on half-yearly basis. Monitoring of the Projects is done at various levels in zonal offices, Doordarshan Headquarters and the Ministry. Suitable measures are taken, from time to time, to complete the Projects as per schedule and to avoid cost and time over run, to the extent possible.

**Recommendation Sl. No. 89 (Para 4.41)**

The Committee appreciate that the Government are aware of developments relating to High Definition Television (HDTV) in other advanced countries and are of the view that while drawing perspective plans of both the media utmost importance should be given to Research and Development Work so that the country keeps abreast of vast technological developments in the world and is in a position to adopt them expeditiously.

### Reply of Government

Adoption of advanced technology, for improvement of TV services, is a constant endeavour of Doordarshan. Doordarshan keeps itself abreast of current developments in TV technology through various publications, participation in National and International Conferences and Seminars and Contacts with the manufacturers and vendors in the field of Television equipment. Advanced technology has been adopted, from time to time, depending upon its suitability to Doordarshan network and availability of resources. During the current decade, Doordarshan have set up a large number of satellite fed low power and solar powered very low power transmitters; replaced black and white equipment by modern colour equipment at a number of its Kendras, including computerised electronic cameras, latest generation of video tape recorders and telepromptors and introduced teletext service. Recently, a Central Production Centre equipped with state of the art cameras, computer controlled lighting system with associated production facilities, including digital paint box, digital video effects generator, digital library, computerised editing system for post-production work has been set up at Delhi. Similar modern facilities are proposed to make it possible for Doordarshan to telecast news coverages from different parts of the country in real time. Considerable automation is proposed to be introduced in the news room.

AIR and Doordarshan have a common Research Department, which investigates applicable technologies in the fields of Radio and Television. The Research Department located in Delhi, has extensive laboratory and workshop facilities and incorporates within it a UNDP supported Centre for Digital Techniques. This Centre has received a grant of US \$ 3,48,000 from UNDP and its developmental programmes are being monitored continuously in association with representatives of UNDP and the International Telecommunication Union. Technology forecasting is an important limb of the activities of this Centre.

A Forward Looking Group consisting of 16 experts has been constituted (in 1987) for advising the Ministry of I&B on a 10-Year perspective plan, particularly, analysing the technological trends and their relevance and application to Doordarshan/AIR as also the short-term requirements of technological developments in the electronic media and examination of hardware and software requirements of Doordarshan/AIR.

High Definition Television (HDTV) is at present under development in some countries. Doordarshan is keeping a close watch on the emerging developments in the field of High Definition Television. However, investments involved in introduction of High Definition standard not having been established as yet, the early introduction of HDTV transmission in India is not foreseen, in the near future. A pilot project for training purposes is, however, proposed to be taken up in the VIII Plan, subject to availability of resources.



## **CHAPTER III**

### **RECOMMENDATIONS/OBSERVATIONS WHICH THE COMMITTEE DO NOT DESIRE TO PURSUE IN VIEW OF GOVERNMENT'S REPLIES**

#### **Recommendation Serial No. 5 (Para 1.36)**

The Committee are of the view that it is essential to take concrete steps to impart objectivity and professionalism in giving news coverage and that tendency to ignore news having social and economic consequences should be strictly curbed. To cite a specific case, it has taken more than two weeks for AIR and Doordarshan to report a rare incident of such enormous national importance as that of 'Sati' at Deorala. This only betrays lack of professionalism on the part of both the media units. They hope that a situation of this type will be strictly avoided in future.

#### **Reply of Government**

The comments of the Committee regarding the manner in which AIR and Doordarshan noted the incident of Sati at Deorala in Rajasthan on 4.7.1987 has been carefully noted and necessary directions are being issued to both media to avoid recurrence of similar situations. It is also reiterated that the News Policy Guidelines laid down by the Media Advisory Committee are scrupulously followed by both the media.

#### **Recommendation Serial No. 10 (Para 1.12)**

During the last thirteen years, AIR is known to have no less than six Director-Generals. The average tenure of an incumbent for this office during the last ten years has been less than two years. From 1.4.1979 to 28.9.1979, the post was held concurrently by the then Secretary, Ministry of Information & Broadcasting. The Committee feel that such a short tenure for the Director-General is not at all conducive to efficient functioning of the Organisation. Even the Ministry has admitted that, a reasonable tenure at the level of Director-General is one of the factors which would lead to the efficient functioning of the media units. However, for reasons best known to them, they have pointed out that 'it has not been possible and neither it is desirable to adopt an inflexible policy regarding the length of the tenure of Director-General'.

#### **Reply of Government**

The recruitment rules allow a wide choice for selection to the post of Director-General, a copy of which is attached. The tenure depends upon the age etc., of the incumbent. While a reasonable tenure is necessary, it is not always possible to do so.

**Recommendation Serial No. 11 (Para 2.13)**

The Committee recommend that each incumbent to the office of DG should be given a reasonable tenure of these at least four years to ensure continuity and his involvement and interest in the Organisation. Apart from enabling the incumbent to work without fear or favour, such a measure would enable him to take care of the long term interests of the Organisation. They are also of the view that as far as administratively feasible, a professional rather than a generalist should be appointed to man the post of D.G., A.I.R.

**Reply of Government**

The recruitment rules allow a wide choice for selection to the post of Director-General, a copy of which is attached. The tenure depends upon the age etc., of the incumbent. While a reasonable tenure is necessary, it is not always possible to do so.

**Recommendation Serial No. 18 (Para 2.47)**

Guidelines laid down by the Government for the production/presentation of news and current affairs programmes by the AIR/Doordarshan envisage that the "news-value" and "news worthiness" of different happenings form the basis of their coverage in the news and current affairs programmes of the two media units. It has been stated by the Ministry that these guidelines are being strictly followed by the AIR and Doordarshan. The Committee, however, note that whereas a rare incident of enormous national importance like that of "Sati" at Deorala in Rajasthan took place on 4.9.1987, both the official electronic media units failed to cover the news until after two weeks of the occurrence of the incident. The reason adduced by the Ministry for such astounding delay is that "Being Government media, AIR/Doordarshan cannot afford to give unconfirmed news. They had, therefore, to wait till the report was officially confirmed." The Committee fail to understand that when all other media agencies including small newspapers in the country were able to report the incident shortly after it occurred, it took more than two weeks for the media units to get the news confirmed, although the place of occurrence, Deorala, is not very far from New Delhi, the Headquarters of AIR and Doordarshan. This indeed is a sad reflection on the working of the official media.

**Reply of Government**

The comments of the Committee regarding the manner in which AIR and Doordarshan noted the incident of Sati at Deorala in Rajasthan on 4.7.1987 has been carefully noted and necessary directions are being issued to both media to avoid recurrence of similar situations. It is also reiterated that the News Policy Guidelines laid down by the Media Advisory Committee are scrupulously followed by both the media.

**Recommendation Serial No. 19 (Para 2.48)**

The Committee urge the Ministry to ensure that failures of this type do not recur in future as they erode the credibility of the official media in the eyes of the people and make them rely more on the news and views of foreign media agencies like the BBC even with regard to happenings in the country.

**Reply of Government**

The comments of the Committee regarding the manner in which AIR and Doordarshan noted the incident of Sati at Deorala in Rajasthan on 4.7.1987 has been carefully noted and necessary directions are being issued to both media to avoid recurrence of similar situations. It is also reiterated that the News Policy Guidelines laid down by the Media Advisory Committee are scrupulously followed by both the media.

**Recommendation Serial No. 20 (Para 2.49)**

The Committee recommend that the Ministry should look into the circumstances that caused delay in collection and presentation of news by the AIR/Doordarshan and take necessary remedial action with due promptitude as it is absolutely essential to impart professionalism and objectivity in production/presentation of news. They would like to be further apprised of the steps taken in this regard.

**Reply of Government**

The comments of the Committee regarding the manner in which AIR and Doordarshan noted the incident of Sati at Deorala in Rajasthan on 4.7.1987 has been carefully noted and necessary directions are being issued to both media to avoid recurrence of similar situations. It is also reiterated that the News Policy Guidelines laid down by the Media Advisory Committee are scrupulously followed by both the media.

**Recommendation Serial No. 27 (Para 2.88)**

The Ministry has formulated no perspective plan for the Commercial Services. In the opinion of the Committee, that is one of the areas in which there is real need of such planning. The Committee hope that the expansion of the Vividh Bharati Commercial Broadcasting network which could not be carried out in the VII plan due to lack of funds would be given due priority in the next one. The Committee would like to caution the Ministry, that AIR could neglect such activity at its own pecuniary loss; Commercial Advertisements, the Committee would like to remind the Ministry, have been accepted as a legitimate source of raising revenue by media units, including electronic ones and there is no reason as to why the AIR should feel apologetic about its advertisements as long as the latter do not violate any provisions of the Code set for them.

### **Reply of Government**

All India Radio aims to strike a balance between the social objectives of mass media, through public service broadcasting and the need to earn revenues through commercial broadcasting.

2. Setting up of additional Vividh Bharati Commercial Service Centres would entail substantial investments. To obviate this and with a view to securing more commercial revenue, AIR has introduced a scheme, by which commercials are accepted on the primary channel in several stations. AIR will suitably expand and strengthen this system of accepting commercials on the primary channel so that more commercial revenues are earned without, at the same time, investing huge funds in setting up exclusive CBS Centres.

#### **Recommendation Serial No. 31 (Para 2.119)**

The Committee take note of the active role being played by AIR in the formulation and implementation of the activities of various International fora related to broadcasting. AIR is also providing manpower, technical expertise and training facilities to Third World Countries.

### **Reply of Government**

There is an apparent imbalance in the number of programmes exchanged. The large number of programmes which have been sent to other countries were ethnic programmes intended for Indian listeners in these countries. The reasons for lesser number of programmes having been received by AIR are:— (i) non-availability of suitable programmes from the other side. Most of the broadcasting organisations broadcast programmes in their local languages for which AIR Stations have no use; (ii) bleak popularity for such programmes in our country. It is also relevant to mention that non-receipt of equal number of programmes from other countries does not lead to disadvantage to our country.

#### **Recommendation Serial No. 33 (Para 2.121)**

From the details submitted by the Ministry regarding Cultural Exchange Programmes with other countries a very unbalanced picture emerges. While the Ministry asserts that the principles underlying such exchanges are strengthening of mutual ties, expanding areas of cooperation and closer acquaintance with other's culture, sharing of knowledge, expertise and advancements in various fields, the picture that emerges is entirely different. The Committee note that in very few cases the principle of reciprocal exchange can be applied to. To give a few instances, while 138 Radio programmes were sent to Afghanistan, none was received there-against. In case of Bahrain 83 programmes were sent to them while only 4 programmes were received from them. In case of Yugoslavia only 17 programmes were received as against 283 programmes sent to them. No programme has been received from Mauritius in lieu of 595 programmes sent to them. Likewise Qatar has not sent us any programme as against

209 programmes sent to them. In all 2585 radio programmes have been sent to various countries as against the receipt of only 479 programmes under various Cultural Exchange Programmes. The Committee are of the considered opinion that this almost one-way traffic in regard to radio programmes cannot help in achieving the requisite degree of cultural exchange for which they are actually planned. The Committee, therefore, desire that the exchange of radio programmes should be on a more realistic basis in order to make it really meaningful by making available benefit of cultural heritage of other countries to the Indian audience.

#### **Reply of Government**

There is an apparent imbalance in the number of programmes exchanged. The large number of programmes which have been sent to other countries were ethnic programmes intended for Indian listeners in these countries. The reasons for lesser number of programmes having been received by AIR are:- (i) non-availability of suitable programmes from the other side. Most of the broadcasting organisations broadcast programmes in their local languages for which AIR Stations have no use; (ii) bleak popularity for such programmes in our country. It is also relevant to mention that non-receipt of equal number of programmes from other countries does not lead to disadvantage to our country.

#### **Recommendation Serial No. 34 (Para 2.136)**

The Committee have been informed that the External Services Division of AIR broadcasts programmes for 72 hours and 55 minutes, each day in 23 languages covering in all 54 countries in West, North, East and South East Asia, Australia and the Indian Sub-Continent. The Committee, however, are dismayed to note that no such facility extends to the South and North America, Fiji and the Caribbean Islands, because of their being beyond reach. The Committee feel that as these broadcasts are desired to serve as a link with people of Indian origin settled or living abroad, immediate steps should be taken to cover the Caribbean Islands and Fiji, as a sizable part of population there, is of Indian origin.

#### **Reply of Government**

AIR has no service beamed to U.S.A., Canada, Latin American countries and the Caribbean Islands as it is not physically possible to reach these countries on the other side of the globe without relay transmitters. Yet another reason is that AIR is guided by the Ministry of External Affairs in selecting the areas to which External Services broadcast is to be beamed within the physical and financial resources available to AIR. It is pertinent to add that the Media Advisory Committee under the Chairmanship of Shri G. Parthasarthy (Sr.) has spelt out the priorities for AIR's external services. The South-Asian region and the neighbouring countries have been accorded the highest priority. In pursuance of the recommendations of this Committee, canned programmes are sent, through Indian missions abroad, to ethnic radio stations in U.S.A., Canada etc.

2. The matter regarding hiring of transmitters in these countries for improvement in the quality of AIR's external services and/or for reaching new target countries is one of the areas which is under consideration in consultation with Ministry of External Affairs. Other proposal under consideration is hiring up of some time from a radio station whose signal can reach Caribbean Islands and Fiji.

**Recommendation Serial No. 35 (Para 2.137)**

In so far as extension of these services to North and South America is concerned the Committee are of the firm opinion that the vilification campaigns launched by a few disgruntled elements, warrant immediate steps for establishment of these services so that the majority of Indian people living there are apprised of actual position prevailing and are not fed on distortions and half truths. The Committee feel that it is high time that the Ministry realised the importance of these broadcasts as the most vocal, and effective ambassadors of the country's cause. They also feel that any investment made towards the extension of this service would be fully justified if it enables the people of those countries to be properly educated.

**Reply of Government**

AIR has no service beamed to U.S.A., Canada, Latin American countries and the Caribbean Islands as it is not physically possible to reach these countries on the other side of the globe without relay transmitters. Yet another reason is that AIR is guided by the Ministry of External Affairs in selecting the areas to which External Services broadcast is to be beamed within the physical and financial resources available to AIR. It is pertinent to add that the Media Advisory Committee under the Chairmanship of Shri G. Parthasarthy (Sr.) has spelt out the priorities for AIR's external services. The South-Asian region and the neighbouring countries have been accorded the highest priority. In pursuance of the recommendations of this Committee, canned programmes are sent, through Indian missions abroad, to ethnic radio stations in U.S.A., Canada etc.

2. The matter regarding hiring of transmitters in these countries for improvement in the quality of AIR's external services and/or for reaching new target countries is one of the areas which is under consideration in consultation with Ministry of External Affairs. Other proposal under consideration is hiring up of some time from a radio station whose signal can reach Caribbean Islands and Fiji.

**Recommendation Serial No. 36 (Para 2.138)**

The Committee find it surprising that no audience survey has been conducted by the Ministry regarding the impact of External Services broadcasts and the Ministry has drawn sketchy conclusions about 'sizable listenership' etc. from the letters received by it. The Committee desire that in order to make improvement in the qualitative performance of these services, an audience research be carried out systematically, covering all

the aspects of the broadcasts like presentation, timing of broadcasts, quality of reception, viewers' interest, topicality, periodicity etc. so that the results are incorporated in the future broadcasts to make them more meaningful and effective. To start with, such a research should be carried out in few selected countries. The Committee would like to be apprised of developments in this regard.

### **Reply of Government**

As regards feedback for External Services, there are several alternatives such as:

- i) Field surveys in the target areas by the Audience Research Wing of AIR and/or private research bodies in the target countries, identified through Indian missions.
- ii) Bilateral exchange of Audience Research data between AIR and foreign broadcasting organisations.
- iii) Feedback from the Indian missions who may periodically monitor our broadcasts and offer their views on the content, treatment, composition etc., of the programmes and on the quality of reception.
- iv) Surveys through mailed questionnaires among recipients of programme journals, dxers and listeners identified through letters received by the External Services Division.

2. Field investigations may not be a practical proposition as the foreign Governments may not allow such investigations. AIR would, however, explore the possibility of activating other channels of feedback.

### **Recommendation Serial No. 38 (Para 3.8)**

Since the year 1976, the year Doordarshan was made a separate department, Doordarshan has six Director-Generals including the present incumbent, and out of which at least three have been from the administrative services. Asked to point out whether the present system of having both professionals and non-professionals for heading the media unit needed any change, the Ministry has replied in the negative. While agreeing that persons holding the post of D.G. should have administrative capability, required as they are to preside over "vast empire" like the AIR and Doordarshan, the Committee emphasise that managing media such as AIR/Doordarshan is a very different from managing law and order situation in a territory or implementing economic plans and policies in a government department, and unless a person has training and long experience in the field of social communication, no matter how good and efficient administrator he is, he would surely fail to do justice to the role he is expected to perform as the Head of the media unit. In this connection they refer to the recommendations of the Joshi Committee that the Director-General, Doordarshan, should be a "person with a distinguished record in social communication, and of such acknowledged professional eminence that no question to worry about career prospects should

arise in the event of his having to resign if functional and professional autonomy of Doordarshan is interfered with", which they think deserves to be considered in depth. The Committee are of the view that more than anything else, continuity and persistence are needed to be considered in the selection of Director-General who should be able to project objectively the functioning of this media. They also feel that like Director-General AIR, the post of Director-General, Doordarshan should be manned by a professionalist rather than by a generalist as far as administratively possible.

### Reply of Government

The recruitment rules allow a wide choice for selection to the post of Director-General, a copy of which is attached. The tenure depends upon the age etc., of the incumbent. While a reasonable tenure is necessary, it is not always possible to do so.

.....

[Ministry of Information and Broadcasting O.M.No. 3/2/89-B(P) Dated  
26.12.1989]

.....

[To be published in the Gazette of India Extraordinary Part II Sub-Section  
(i) of the Section (3)]

Government of India  
Ministry of Information & Broadcasting

New Delhi,  
the 12th May, 1989

### NOTIFICATION

G.S.R.....In exercise of the powers conferred by the proviso to article 309 of the Constitution, the President hereby makes the following rules further to amend the All India Radio (Recruitment of Director General, All India Radio and Doordarshan) Rules, 1963\* namely:—

- (1) These rules may be called the All India Radio Recruitment of Director General, All India Radio and Doordarshan (Amendment) Rules, 1989.
- (2) They shall be deemed to have come into force on and from the 4th day of October, 1988.

2. For the Schedule to the All India Radio. (Recruitment of Director General, All India Radio and Doordarshan) Rules, 1963, the following schedule shall be substituted, namely:—



Name of Post	Number of post	Classification	Scale of Pay	Whether Selection post or non selection post	Whether benefits of added years of service admissible under rule 30 of the C.C.S. (Pension) Rules 1972	Age limit for direct recruits
	2	3	4	5	6	7
Director General All India Radio/Door-darshan	2* (1989)	General Central Service, 'A' Group Gazetted.	Ra. 7600/- (Fixed).	Selection	No	Not exceeding 50 years. (Relaxable for Government servants upto 5 years in accordance with the instructions or orders issued by the Central Government). Note: The crucial date for determining the age limit shall be the closing date for receipt of applications from candidates in India (other than those in Andaman and Nicobar Islands and Lakshadweep).

\* Subject to variation dependent on workload.

Educational and other qualifications required for direct recruits	Whether age and educational qualifications prescribed for direct recruits will apply in the case of Promotees	Period of probation, any	Method of recruitment. Whether by direct recruitment or by promotion or by deputation/transfer & percentage of the vacancies to be filled by various methods
•	9	10	11
8			

*Essential*

- (i) Degree from a recognised University or equivalent.
- (ii) 18 Years experience in a supervisory capacity in any organisation dealing with Mass Communication, Education, Literature, Culture and Fine Arts.
- (iii) Additional three years of administrative experience as the Head of the organisation of the type mentioned in (ii) above
- (iv) Knowledge of India's cultural heritage and forms of artistic expressions.
- (v) Knowledge of current trends of development in Mass Media.

**Note 1 :** Qualifications are relaxable at the discretion of the Union Public Service Commission in case of candidates otherwise well qualified.

**Note 2 :** The qualification(s) regarding experience is/are relaxable at the discretion of the Union Public Service Commission in the case of candidates belonging to Scheduled Castes and Scheduled Tribes if, any stage of the selection, the Union Public Service Commission is of the opinion that sufficient number of candidates from the communities possessing the requisite experience are not likely to be available to fill up the vacancies reserved for them.

---

In case recruitment by promotion/deputation/transfer, grades from which promotion/deputation/transfer to be made

---

12

---

*Promotion*

Additional Director General, All India Radio/Doordarshan with three years' regular service in the grade.

Note: In the event of separation of cadres between All India Radio and Doordarshan, Additional Director General from the other media may be considered and if selected, shall be treated as Transfer on deputation and not on "Promotion".

*Transfer on deputation*

(i) Officers of All India Service or Central Services Group 'A' working in or eligible for appointment as Additional Secretary to the Government of India.

(ii) Additional Director General with three years' regular service in the grade in the medium other than one in which the vacancy has arisen.

(iii) Officers in Programme Production Cadre in either of the media with three years' regular service in Senior Administrative Grade and having at least five years' of general administrative experience in supervisory capacity and having adequate organising ability.

(The departmental officers in the feeder category who are in the direct line of promotion will not be eligible for consideration for appointment on deputation. Similarly, deputationists shall not be eligible for consideration for appointment by promotion. Period of deputation including period of deputation in another ex-cadre post held immediately preceding this appointment in the same or some other organisation/department of the Central Government shall not exceed five years).

*Re-employment*

Retired officers of All India Services or Central Services Group 'A' who were working against the post in the rank not less than Additional Secretary to the Government of India or equivalent on the date of their retirement.

If a Departmental Promotion Committee exists, what is its composition. Circumstances in which Union Public Service Commission is to be consulted in making recruitment.

13

14

Group 'A' Departmental Promotion Committee (for considering confirmation).

Secretary, Ministry of Information and Broadcasting.  
 Note: The proceedings of the Departmental Promotion Committee relating to confirmation shall be sent to the Union Public Service Commission for approval; if, however, these are not approved by the Commission a fresh meeting of the Departmental Promotion Committee to be presided over by the Chairman or Member of the Commission shall be held.  
 No. 12019/2/88-B(A)

Consultation with the Commission will be necessary.

sd/-

(R.C. SINHA)

Joint Secretary to the Government of India

The Principal rules were notified vide G.S.R. No. 1155 dated 6.7.1963 and subsequently amended vide G.S.R. No. 874 dated the 16.10.1982 and G.S.R. No. 103(B) dated the 27.2.1985.

To,  
 The Manager,  
 Government of India Press,  
 Mayapuri, Ring Road,  
 New Delhi-110064

## EXPLANATORY MEMORANDUM

The Recruitment Rules for the post of Director General, All India Radio and Doordarshan are being amended retrospectively to have wider choice for filling up the present vacancy in the grade. The interest of no one would be prejudicially affected by the retrospective operation of the Rules.

Sd/-

(R.C. SINHA)

Joint Secretary to the Govt. of India

Copy forwarded to:

1. The Secretary, UPSC, New Delhi w.r.t. their letter No. F.3/11(9)/88-RR dated 21.11.1988, 15.3.1989 and d.o. letter dated 5.5.1989. (4 copies)
2. The Ministry of Law (Leg. Deptt.) w.r.t. their U.O. No. 1845/89/SRO dated 9.5.1989.
3. The Min. of Law (O.L. Wing), Bhagwan Das Road, New Delhi w.r.t. their U.O. No. 301/89-Vidhayi-2, dated 10.5.1989.
4. The DOP Shri N.M. Perumal, US (RR), New Delhi.
5. Librarian, Lok Sabha Sectt./Rajya Sabha Sectt. New Delhi-5 copies each.
6. All Administrative Sections in the Min. of I&B.
7. Guard file.
8. Spare copies.—50

Sd/-

(KASMIRI LAL)

*Under Secretary to the Govt. of India*

Tele No. 384896

**Recommendation Serial No. 42 (Para 3.29)**

The Committee also desire that to cover a large number of Doordarshan programmes as also to provide a wider variety to the audiences, which could also be cultivated to complete with the programmes on the first channel, second channel of TV should also be set up in more States. This can also be considered to generate more resources from advertisements. The Ministry should consider the request of States for setting up of second channel of Doordarshan in thier States and take appropriate steps to set up the second channel in phased manner.

**Reply of Government**

The scheme for establishment of second channel service was confined to Delhi, Bombay, Calcutta and Madras with a view to meeting the specialized requirements of the polyglot nature of population living in these cities. The Planning Commission in their guidelines for the 8th Plan have emphasised that first priority should be given to extend TV signals to the uncovered parts of the country. The Hon'ble Committee itself has elsewhere in the Report (Para 3.44) recommended that Door-darshan should concentrate on improving the quality of its present programmes. Keeping these various factors in view, it is unlikely that the second channel service can be introduced, even in a phased manner, in the remaining States in the immediate future. It may, however, be pointed out that the essential requirements of the States is expected to be met by the regional TV services which the Government is committed to introduce in all the major States of the country in a phased manner. This facility has already been made available to a large extent in a

number of States, e.g. Maharashtra, Andhra Pradesh, West Bengal, Punjab, Tamil Nadu and Kerala.

**Recommendation Serial No. 58 (Para 3.100)**

The Committee feel that school television (STV) programmes which are at present being broadcast by Doordarshan Kendras at Delhi, Bombay, Srinagar and Madras only, should be extended to other areas as well.

**Reply of Government**

The recommendation has been noted. It may, however, be pointed out that School Television (STV) programmes are syllabus based and therefore closely linked with the availability of TV receiving sets in schools and the demand from the State Governments for their set up.

**Recommendation Serial No. 63 (Para 3.120)**

They also note that certain serials show the political leaders in a very bad light. This causes a bad impact on younger generations. While satire is essential part of any good story every care needs to be taken that it is not at the cost of dignity of human beings or any class of persons.

**Reply of Government**

The recommendation is noted for guidance.

**Recommendation Serial No. 64 (Para 3.121)**

They are also of the view that selection of subjects for serials deserves very careful consideration. While selecting the serials, the guiding principle should be not only entertainment but entertainment with education. The country in the process of socio-economic transformation and while selecting the serials this vital aspect should be duly taken into account.

The Committee also note with concern that Doordarshan still depends on independent producers and film makers to fill the prime time slot with TV serials that can attract T.V. Viewers. It is desirable that Doordarshan should concentrate on making quality TV Serials. They would like to be apprised of Steps taken in this direction.

**Reply of Government**

The recommendation that selection of subjects for serials deserves very careful consideration is accepted. It is in fact the endeavour of Doordarshan to telecast serials on a variety of subjects of human interest and relevant to the cultural mosaic of the country. The guiding principles for selection of serials are:—

- (a) to promote the basic socio-cultural values like human unity and harmony; equal respect to all religions; rejection of violence, communal rivalries and tensions; liberation from superstitions and prejudices;
- (b) to project that rich cultural diversity of the country; and

- (c) to use the medium in such a way that it can help inculcate in the growing generations the right kind of values, outlook and standards.

So far as the recommendation that Doordarshan should not overtly rely on independent producers/film makers for production of TV Serials, it may be stated that Doordarshan has started in a concerted manner to produce its own TV serials. However, the exclusion of outside producers and film makers is neither desirable nor feasible. Considerable expenditure is to be incurred on production of TV serials and keeping in view the limited resources and facilities available with Doordarshan, it is not possible for Doordarshan to fill in prime time exclusively by its own TV serials. On the other hand, the sponsored serials telecast in prime time are produced without any cost to Doordarshan. It has also to be reckoned with that highly qualified and experienced professional Producers/Directors and artists are available in the country and it is not desirable to allow this talent to go untapped.

**Recommendation Serial No. 67 (Para 3.141)**

Tele-films, as the Ministry has stated, cost very less and have been liked by viewers. In the opinion of the Committee, there is no reason why Doordarshan, instead of showing films of poor quality, should not start commissioning production of good tele-films, as such films shown in the past have been commended. The latter course, the Committee think, would not only result in wholesome films being shown on TV but also fetch more revenue to Doordarshan as, after screening them on TV Doordarshan could release them in the market. The Committee would, therefore, desire the Ministry to frame suitable criteria, and create appropriate machinery to achieve the above objective.

**Reply of Government**

The recommendation to formulate specific guidelines for Commissioning of Tele-films is accepted. It may, however, be added that once a tele-film is telecast, it has little marketability in the country. The creation of separate machinery for marketing such tele-films does not, therefore, appear to be economically feasible.

”

## CHAPTER IV

### RECOMMENDATIONS/OBSERVATIONS IN RESPECT OF WHICH GOVERNMENTS REPLIES HAVE NOT BEEN ACCEPTED BY THE COMMITTEE

#### Recommendation Serial No. 14 (Para 2.30)

The Committee desire that the Ministry should intensify their efforts and take expeditious steps to complete the construction of remaining transmitters according to a time bound programme. Progress of work regarding establishment of 73 local Radio Stations which is stated to have been envisaged during 7th Five Year Plan should be monitored and adequate measures taken to achieve the set targets. The planning, implementing and monitoring machinery should be suitably strengthened to avoid time and cost overruns. They also note that the present timings of National Channel from 19 hours to 0230 hours are not appropriate to draw maximum audience, as most of the people go to sleep after 9.10 p.m. Secondly, from 7 p.m. to 10.00 p.m. most of the population view Doordarshan Programmes. The Committee feel that to draw maximum audience and to take the programme truly 'National' it is imperative to do some advance planning so that at least during the Eighth Plan period it is possible to make some progress in this direction. They see no point in starting a programme which has no practical advantage and results in non-productive utilisation of resources.

#### Reply of Government

Every effort is being made to implement the plan schemes to avoid time and cost overruns. For this purpose suitable monitoring mechanism exists, wherein progress of plan schemes are reviewed.

The idea of National Channel with 1000 KW MW Transmitter at Nagpur, 200 KW MW Transmitter at Bangalore, 300 KW MW Transmitter at Vadodara and number of various low power transmitters at different locations was mooted during the later part of the Fifth Plan. However, the Planning Commission approved the inclusion of National Channel service only in the Sixth Plan i.e., 1980—85 and cleared the provision of 1000 KW MW transmitter at Nagpur only. This Nagpur Transmitter was commissioned on 18.5.1988. The above proposal for extension of National Channel was reviewed in the light of congestion in the medium wave band and shrinkages of night time coverage of medium wave transmission. It has been decided to have a better option by using a mix of VHF FM and M.W. A.M. Transmitter and this has been proposed for implementation during the Eighth Plan to achieve expansion of coverage for National Channel during day as well as night time.



All efforts have been intensified to expedite completion of local Radio Stations proposed in the Seventh Plan so that the target is achieved.

It is the considered view of the Government that AIR programmes must be available throughout day and night. 24 hrs. radio broadcast is in vogue in several countries. The National Channel which was broadcasting programmes from 7 PM to 2.30 AM has extended its transmission hours with effect from the 9th July, 1989 and the programmes are broadcast upto 6.10 AM. The requirements of listeners who keep awake during late hours are kept in view in the National Channel Programmes.

Technically maximum coverage is possible during the night by using the Magawatt transmitter provided for the National Channel. Transmission timings are accordingly planned, so that, the maximum benefit could be derived from the use of this transmitter.

The Border Area coverage receives high priority. With the completion of the hardware projects under 7th Plan, the reception will be of high order. Every effort will be made to make the programmes attractive. A software scheme for setting up Border Programme Units for putting across India's view through suitable programmes is also under consideration.

#### **Recommendation Serial No. 21 (Para 2.54)**

The Committee feel that due coverage is not being given to reports of Parliamentary Committees. Since these reports cover comprehensively all subjects concerning the socio-economic scenario in the country it will be desirable to give extensive coverage in news programmes relayed by AIR so that the knowledge contained in these reports reaches the people throughout the country.

#### **Reply of Government**

A comprehensive coverage of the report of Parliamentary Committee is now being given by AIR. However, the observations of the Committee in this regard have been noted.

#### **Recommendation Serial No. 27A (Para 2.95)**

The Committee have been informed that in the 7th Five Year Plan it is proposed to establish 46 more Educational Broadcast Programme production units. There is also a proposal to devote at least 2 hours of broadcast time to programmes on education on the primary channel and about an hour in the National Channel. The country is in the last year of Seventh Five Year Plan. The Committee would like to be apprised of the actual achievements so far and the steps being taken to achieve the set targets as per the schedule. They would also like to be apprised of the actual position

as regards the setting up of 16 more Science Cells which were also proposed in the 7th Plan to provide broadcast facilities to select stations especially serving backward areas. The matter regarding educational broadcast of programmes of Indira Gandhi National Open University which is stated to be under consideration should be finalised expeditiously and appropriate steps taken for their broadcast.

#### **Reply of Government**

There is a proposal to devote two hours of broadcast time on All India Radio for educational programme (formal/informal) on primary channel and for this 46 more Educational Broadcasting Programme Units are proposed to be established. Out of these 12 Units have been sanctioned. The proposal for sanctioning of the remaining 34 Units is under consideration.

2. Out of the 16 Science Cells proposed to be set up during the 7th Plan period, 8 Cells have since been sanctioned.

3. At present, there is an interim set up of National Channel. One hour broadcast of Educational Programme in the National Channel and radio support to the Indira Gandhi National Open University would be possible when the National Channel becomes full-fledged on the completion of the VIII plan in respect of which proposals are being formulated.

#### **Recommendation Serial No. 30 (Para 2.109)**

The Committee note that it was proposed to set up specified programme production units at 45 centres to expand programmes for women and children also to set up Farm and House Units at 6 more centres for expanding programmes for farmers during the VII Five Year Plan. The Committee, however, feel that nothing concrete has been done in this regard even though more than four years of the VII. Five Year Plan have elapsed. The Committee are not sure whether the set targets would be achieved during the remaining period of 7th Plan. The Committee may be apprised of the actual position in this regard indicating the steps taken to fulfil the targets as envisaged.

#### **• Reply of Government**

The Software Development Programme Scheme for creation of 45 units for production of programmes for Women and Children is under active consideration of the Ministry. However, the actual achievement of this depends on availability of funds.

2. Six more units for Farm and Home Programmes from AIR have been sanctioned.

#### **Recommendation Serial No 54 (Para 3.89)**

The Committee note that adequate coverage is not being given to the reports presented by Parliamentary Committees. They feel that these reports cover exhaustive and comprehensive subjects concerning socio-

economic aspects of the country and therefore they should be duly publicised.

#### **Reply of Government**

Both AIR and Doordarshan are giving coverage to the reports presented by Parliamentary Committees. However, the recommendations of the Estimates Committee in this regard have been noted.

#### **Recommendation Serial No. 86 (Para 4.33)**

The Committee note that due to difficult living conditions in Darjeeling and Sikkim there are staff shortages in various cadres which create difficulties in the normal functioning of both the media units at these places. The Committee are of the view that there is a strong case for the grant of enhanced allowances to the staff working in these areas on the pattern of that admissible in North-Eastern States. They desire that the Ministry should consider this matter in consultation with the Ministry of Finance so as to avoid the hardships to employees working in these areas.

#### **Reply of Government**

The question of grant of facilities of enhanced allowances to the staff working at Gangtok (Sikkim) was considered. However, it was not found possible to extend the special incentives available in the North-Eastern States to employees posted in Sikkim. It will also be difficult to justify the extension of a similar facility to the staff posted at Darjeeling.

#### **Recommendation Serial No. 90 (Para 4.42)**

They also note that 72.5% of the total area is covered by TV programmes of the country which contains about 5 lakh villages. Since TV is the only worthwhile medium of entertainment for the vast multitude of the rural population, it is imperative that a central plan is initiated to provide them with community sets in large numbers. While giving them entertainment, this will make them aware of the socio-economic conditions in the country and will accelerate their active participation in the developmental activities. Doubtless, the Ministry of Information and Broadcasting is not directly concerned with the matter yet the Committee feel that the Government should ensure preparation of a suitable scheme in consultation with concerned Ministries so that the vast majority of our rural population are truly benefited.

#### **Reply of Government**

The recommendaiton is noted for guidance.

**CHAPTER V**  
**RECOMMENDATIONS/OBSERVATIONS IN RESPECT OF WHICH**  
**FINAL REPLIES ARE STILL AWAITED**

—NIL—

## APPENDIX

(Vide Introduction of the Report)

Analysis of Action Taken by Government on the 82nd Report of Estimates Committee (Eighth Lok Sabha).

I. Total number of Recommendations	91
II. Recommendations/Observations which have been accepted by the Government:	
(Nos. 1, 2, 3, 4, 6, 7, 8, 9, 12, 13, 15, 16, 17, 22, 23, 24, 25, 26, 28, 29, 32, 37, 39, 40, 41, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 55, 56, 57, 59, 60, 61, 62, 65, 66, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 87, 88, 89.	
Total	66
Percentage	72.52%
III. Recommendations/Observations which the Committee do not desire to pursue in view of Government's replies:	
(Nos. 5, 10, 11, 18, 19, 20, 27, 31, 33, 34, 35, 36, 38, 42, 58, 63, 64, 67	
Total	18
Percentage	19.78%
IV. Recommendations/Observations in respect of which Government's replies have not been accepted by the Committee:	
(Nos. 14, 21, 27A, 30, 54, 86, 90	
Total	7
Percentage	7.0%
V. Recommendations/Observations in respect of which final replies are still awaited:	NIL
Percentage	NIL

**LIST OF AUTHORISED AGENTS FOR THE SALE OF LOK SABHA  
SECRETARIAT PUBLICATIONS**

Sl. No.	Name of Agent	Sl. No.	Name of Agent
<b>ANDHRA PRADESH</b>		<b>UTTAR PRADESH</b>	
1.	M/s. Vijay Book Agency, 11-1-477, Mylargadda, Secunderabad-500 361.	12.	Law Publishers, Sardar Patel Marg, P.B. No. 77, Allahabad, U.P.
<b>BIHAR</b>		<b>WEST BENGAL</b>	
2.	M/s. Crown Book Depot., • Upper Bazar, Ranchi (Bihar).	13.	M/s. Madimala, Buys & Sells, 123, Bow Bazar Street, Calcutta-1.
<b>GUJARAT</b>		<b>DELHI</b>	
3.	The New Order Book Company, Ellis Bridge, Ahmedabad-380 006. (T. No. 79065)	14.	M/s. Jain Book Agency, C-9, Connaught Place, New Delhi, (T. No. 351663 & 350806)
<b>MADHYA PRADESH</b>		15.	M/s. J.M. Jaina & Brothers, P. Box 1020, Mori Gate, Delhi-110006 (T. No. 2915064 & 230936).
4.	Modern Book House, Shiv Vilas Place, Indore City. (T. No. 35289).	16.	M/s. Oxford Book & Stationery Co., Scindia House, Connaught Place, New Delhi-110001. (T. No. 3315308 & 45896)
<b>MAHARASHTRA</b>		17.	M/s. Bookwell, 2/72, Sant Nirankari Colony, Kingsway Camp, Delhi-110 009. (T. No. 7112309).
5.	M/s. Sunderdas Gian Chand, 601, Girgaum Road, Near Princes Street, Bombay-400 002.	18.	M/s. Rajendra Book Agency, IV-DR59, Lajpat Nagar; Old Double Storey, New Delhi-110 024. (T. No. 6412362 & 6412131).
6.	The International Book Service, Deccan Gymkhana, Poona-4.	19.	M/s. Ashok Book Agency, BH-82, Poorvi Shalimar Bagh, Delhi-110 033.
7.	The Current Book House, Maruti Lane, Raghunath Dadaji Street, Bombay-400 001.	20.	M/s. Venus Enterprises, B-2/85, Phase-II, Ashok Vihar, Delhi.
8.	M/s. Usha Book Depot, 'Law Book' Seller and Publishers' Agents Govt. Publications, 585, Chira Bazar, Khan House, Bombay-400 002.	21.	M/s. Central News Agency Pvt. Ltd., 23/90, Connaught Circus, New Delhi-110 001. (T. No. 344448, 322705, 344478 & 344508).
9.	M & J Services, Publishers, Rep- resentative Accounts & Law Book Sellers, Mohan Kunj, Ground Floor, 68, Jyotiba Fuele Road Nalgaum, Dadar, Bombay-400 014.	22.	M/s. Amrit Book Co., 'N-21, Connaught Circus, New Delhi.
10.	Subscribers Subscription Services India, 21, Raghunath Dadaji Street, 2nd Floor, Bombay-400 001.	23.	M/s. Books India Corporation Pub- lishers, Importers & Exporters, L-27, Shastri Nagar, Delhi-110 052. (T. No. 269631 & 714465).
<b>TAMIL NADU</b>		24.	M/s. Sangam Book Depot, 4378/4B, Murari Lal Street, Ansari Road, Darya Ganj, New Delhi-110 002.
11.	M/s. M. M. Subscription Agencies, 14th Murali Street (1st Floor), Mahalingapuram, Nungambakkam, Madras-600 034. (T. No. 476558)		