

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:6448

ANSWERED ON:07.05.2013

PUBLICITY OF GOVERNMENT SCHEMES THROUGH CINEMA THEATRES

Tagore Shri Manicka

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government news bulletin comprising of various welfare schemes/ programmes implemented by the Government has not been shown/screened in any cinema theatres across the country;
- (b) if so, the details thereof and the reaction of the Government thereto;
- (c) whether the Government proposes to take steps to show/screen news bulletin mandatorily in all cinema theatres across the country to enable the common man to understand the policies/ programmes implemented by the Government;
- (d) if so, the details thereof; and
- (e) if not, the reasons therefor?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI)

(a) to (e): Exhibition of films in theatres comes within the purview of State Governments. As per Cinematograph Act, 1952 and the Cinematograph Rules, 1983, Govt. may issue directions to exhibitors in Union Territories for screening of scientific short films, educational and other newsreels before commencement of each commercial cinema screening. Various State Govts. have also issued similar directions to exhibitors under their relevant State Act and Rules.

The Government has since stopped producing News Bulletins / News Reels. However, Films Division, a subordinate office under Ministry of Information and Broadcasting releases approved short films on topical subjects to various theatres across the country for compulsory exhibition to disseminate information. Currently, 4903 cinema theatres are in the distribution chain which screens the 'approved films' supplied by Films Division. However, exhibitors are free to source such films from agencies other than Films Division.