

FOURTEENTH REPORT
STANDING COMMITTEE ON
INFORMATION TECHNOLOGY
(1999-2000)

(THIRTEENTH LOK SABHA)

MINISTRY OF INFORMATION &
BROADCASTING

*[Action taken by Government on the recommendations/observations
contained in Seventh Report (Twelfth Lok Sabha) on
'Working of All India Radio Network']*

Presented to Lok Sabha on.....

Laid in Rajya Sabha on.....

13-12-2000

13 DEC 2000

15-12-2000



LOK SABHA SECRETARIAT
NEW DELHI

November, 2000/Kartika, 1922 (Saka)

**CORRIGENDA TO THE FOURTEENTH REPORT OF
THE STANDING COMMITTEE ON INFORMATION TECHNOLOGY (1999-2000)**

| PAGE No. | PARAGRAPH No. | LINE No. | FOR | READ |
|---------------------|--------------------------|---------------------|---------------|----------------|
| (v) | 1 | 2 (from below) | “relating of” | “relating to” |
| 2 | 6 | 4 (from below) | “stregthen” | “strengthen” |
| 6 | 18 | 1 | “Proramme” | “Programme” |
| 6 | 19 | 4 | “almora” | “Almora” |
| 12 | 40 | last | “broadcast” | “broadcasting” |

CONTENTS

| | PAGE |
|---|-------|
| COMPOSITION OF THE COMMITTEE | (iii) |
| INTRODUCTION | (v) |
| CHAPTER I Report | 1 |
| CHAPTER II Recommendations/Observations which have been accepted by the Government | 13 |
| CHAPTER III Recommendations/Observations which the Committee does not desire to pursue in view of Government replies | 48 |
| CHAPTER IV Recommendations/Observations in respect of which Government replies have not been accepted by the Committee and which require reiteration | 79 |
| CHAPTER V Recommendations/Observations in respect of which Government have furnished interim replies | 123 |

APPENDICES

| | |
|--|-----|
| I. Minutes of the Thirty-first Sitting of the Standing Committee on Information Technology (1999-2000) held on 3.10.2000 | 124 |
| II. Analysis of Action Taken by the Government on the Recommendations contained in the Seventh Report of Standing Committee on Information Technology (Twelfth Lok Sabha) | 128 |

COMPOSITION OF THE STANDING COMMITTEE
ON INFORMATION TECHNOLOGY
(1999-2000)

Shri Somnath Chatterjee—*Chairman*

MEMBERS

Lok Sabha

2. Shri Ambareesha
3. Shri Mahendra Baitha
4. Shri Pawan Kumar Bansal
5. Prof. Dukha Bhagat
6. Shri Tara Chand Bhagora
7. Shri Nikhil Kumar Chaudhary
8. Shri Adhir Ranjan Chowdhary
9. Shri T. Govindan
10. Adv. Uttamrao Dhikale
11. Shri Jawahar Lal Jaiswal
12. Shri K. K. Kaliappan
13. Dr. C. Krishnan
14. Shri Bhartruhari Mahtab
15. Shri Simranjit Singh Mann
16. Shri G. Ram Mohan
17. Shri A. K. Moorthy
18. Shri Karia Munda
19. Shri K. Balrama Krishna Murthy
20. Shri Sheeshram Singh Ravi
21. Shri K. A. Sangtam
22. Shri Saroj Tufani
23. Sardar Buta Singh
24. Shri Chandra Vijay Singh
25. Rajkumari Ratna Singh
26. Shri Vijay Kumar Sorake
27. Shrimati D.M. Vijaya Kumari
28. Shri Vinay Katiyar
29. Shri A. Krishnaswamy
30. Shri G. Ganga Reddy

(iv)

Rajya Sabha

31. Dr. M. N. Das
32. Shri Balkavi Bairagi
33. Shri Shatrughan Sinha
34. Shri Narendra Mohan
35. Shri Balbir K. Punj
36. Dr. Y. Radhakrishna Murthy
37. Shri Munavvar Hasan
38. Shri P. N. Siva
39. Shri Kartar Singh Duggal
40. Miss Lata Mangeshkar
41. Shri R. N. Arya
42. Shri K. Rama Mohana Rao
43. Shrimati Kum Kum Rai
44. Dr. Dasari Narayana Rao
45. Shri Rajiv Shukla

SECRETARIAT

1. Dr. A. K. Pandey — *Additional Secretary*
2. Shri P. D. T. Achary — *Joint Secretary*
3. Shri S. K. Sharma — *Deputy Secretary*
4. Shri A. S. Chera — *Under Secretary*

INTRODUCTION

I, the Chairman, Standing Committee on Information Technology (1999-2000) having been authorised by the Committee to submit the Report on its behalf, present this Fourteenth Report on Action Taken by Government on the Recommendations/Observations of the Committee contained in its Seventh Report (Twelfth Lok Sabha) on 'Working on All India Radio Network' relating of Ministry of Information & Broadcasting.

2. The Seventh Report was presented to Lok Sabha on 18 December, 1998 and was also laid in Rajya Sabha on the same day. The Government furnished Action Taken Notes on the recommendations contained in the Report on 15 March, 2000.

3. The Report was considered and adopted by the Committee at its sitting held on 3 October, 2000.

4. For facility of reference and convenience, the observations and recommendations of the Committee have been printed in bold letters in the body of the Report.

5. An analysis of Action Taken by Government on the recommendations contained in the Seventh Report of Standing Committee on Information Technology (Twelfth Lok Sabha) is given in Appendix II.

NEW DELHI;
November, 2000
Kartika, 1922 (Saka)

SOMNATH CHATTERJEE,
Chairman,
Standing Committee on
Information Technology.

CHAPTER I

REPORT

This Report of the Standing Committee on Information Technology (Erstwhile Standing Committee on Communications) deals with the action taken by the Government on the Recommendations/Observations contained in its ⁸Seventh Report (Twelfth Lok Sabha) on "Working of All India Radio Network" pertaining to the Ministry of Information and Broadcasting

2. The Seventh Report was presented to Lok Sabha on 18 December, 1998 and was also laid on the Table of Rajya Sabha the same day. It contained 54 Recommendations/Observations.

3. Action Taken Notes in respect of all the Observations/Recommendations contained in the Report have been received and categorised as under:

- (i) Recommendations/Observations which have been accepted by the Government:—
Paragraph Nos.: 11, 12, 13, 14, 15, 33, 35, 55, 56, 57, 69, 70, 73, 74, 75, 93, 96, 97, 98, 108, 127, 136 and 143

Total: 23

Chapter II

- (ii) Recommendations/Observations which the Committee does not desire to pursue in view of the reply of the Government:—
Paragraph Nos.: 16, 29, 30, 31, 32, 34, 43, 44, 45, 46, 47, 48, 71, 72, 94, 109, 110, 111, 112, 116, 117, 126, 135 and 140

Total: 24

Chapter III

- (iii) Recommendations/Observations in respect of which replies of the Government have not been accepted by the Committee and which require reiteration:—
Paragraph Nos.: 58, 59, 95, 120, 121, 134 and 144

Total: 7

Chapter IV

⊗ Then **Standing Committee on Communications**

- (iv) Recommendations/Observations in respect of which replies are of interim nature
Paragraph Nos: NIL

Total: NIL
Chapter V

4. The Committee trusts that utmost importance will be given to the implementation of the recommendations accepted by the Government. In cases, where it is not possible for the Department to implement the recommendations in letter and spirit for any reason, the matter should be reported to the Committee with reasons for non-implementation. The Committee further desires that Final Action Taken Notes on the Recommendations/Observations contained in Chapter-I of this Report should be furnished to it at an early date.

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

Strengthening Transmitters in Border Areas

(Paragraph Nos. 29 and 30)

6. The Committee in its Seventh Report on 'Working of All India Radio Network' was distressed to note that the transmitters of the neighbouring countries were emitting strong signals and overshadowing the Indian transmission which were not of adequate power to effectively cover their range. Further, the transmitters in border areas were not upgraded due to constraints of funds. The Committee opined that the matter was not at all given the attention it deserved and recommended that in order to counter anti-India propaganda, immediate steps should be taken to strengthen the transmitters in border areas. It had further desired that Planning Commission should be prevailed upon for higher allocation by taking up the matter at the highest level keeping in view the urgency of upgrading the transmitters in border areas.

7. The Ministry of Information and Broadcasting in its Action Taken Note has stated that a proposal containing additional schemes for strengthening of radio coverage in the border areas of North-Eastern States has been formulated and the same was submitted to the Planning Commission for funding out of non-lapsable central pool involving a sum of Rs. 67.38 crore but the Planning Commission has advised to scale down the level of proposed investment and submit the revised proposal, which is being worked out by Prasar Bharati. Further, a special package involving a sum of Rs. 48.40 crore has been sanctioned for the scheme for strengthening radio coverage in border areas of Jammu and Kashmir and its implementation has already been started.

8. The Ministry has informed that in the Eastern Borders, the coverage is being strengthened through upgradation of the powers of existing transmitters *e.g.* in AIR, Imphal from 50 KW MW to 300 KW MW, AIR, Kohima from 50 KW MW to 100 KW MW and AIR, Guwahati from 50 KW MW to 100 KW MW.

9. The Committee notes with satisfaction that a special package involving a sum of Rs. 48.40 crore has been sanctioned for strengthening of radio coverage in the border areas of Jammu and Kashmir and the scheme is under implementation. However, it is perturbed to note that a similar proposal involving a sum of Rs. 67.38 crore for North-Eastern projects has been deferred as the Planning Commission has advised Prasar Bharati to scale down the level of proposed investment and submit a revised proposal which is being worked out by Prasar Bharati. The Committee desires that considering the seriousness of the matter, Prasar Bharati should take care to retain the core of the originally prepared scheme while revising it so that the Akashvani Signals in the border areas of North-Eastern States can no longer be overshadowed by stronger signals transmitted by neighbouring countries. The Committee recommends that a part of non-lapsable funds earmarked for North-East should be utilised for improvement of the infrastructure for effective broadcasting in border areas.

Staffing norms of AIR Network

(Paragraph Nos. 43 and 44)

10. The Committee in its earlier Report on 'Working of AIR Network' had noted with anguish that 12 FM Projects and 6 transmitter projects could not be commissioned due to shortage of staff. Besides, 74 local radio stations were doing only one transmission due to the very same reason. The Committee further observed that Prasar Bharati was reworking the norms, skimming off the surplus staff and posting them in under-staffed areas and that it has engaged the Administrative Staff College, Hyderabad to conduct a comprehensive study of the organisation, staffing norms etc. The Committee had desired that the study in regard to staffing norms should be expedited to solve the problem of shortage of staff existing in AIR network.

11. The Ministry of Information and Broadcasting in its Action Taken Note has stated that Prasar Bharati has decided to discontinue the study entrusted to the Administrative Staff College, Hyderabad. Further, based on the perception that AIR is overstaffed, Prasar Bharati have been advised to get a study done by an expert body/organisation to ascertain the actual manpower requirement and to rationalise the same. Also *ad hoc* staffing norms are stated to have been worked out on the basis of a quick assessment and AIR is stated to be redeploying its existing staff which will provide a rational distribution of existing manpower of AIR and enable it to commission its projects which could not be done earlier due to lack of staff.

12. The Committee notes that Prasar Bharati has decided to discontinue the study entrusted to Administrative Staff College, Hyderabad to conduct comprehensive study of the organisation and staffing norms etc. The Committee would like to be apprised of the precise reasons for discontinuing the study by Administrative Staff College, Hyderabad and entrusting the same to another expert body/organisation. They would also like to know whether the Administrative Staff College had submitted any interim report/proposal and of the remuneration/fee paid to the Staff College. The Committee also desires that the details of the *ad hoc* staffing norms as finalised by the Prasar Bharati and the number of the staff redeployed and the projects commissioned with this exercise be furnished to it. The composition of and the progress made by the Expert Committee/Organisation to ascertain the actual manpower requirement of Prasar Bharati and the steps taken to rationalise the same may also be intimated to the Committee.

Shortage of Staff

(Paragraph No. 46)

13. In its Seventh Report (XIIth L.S.), the Committee noted with surprise that there were 10 stations besides Calcutta where one Superintending Engineer was supervising more than one transmitting centres. The Committee urged the Ministry of Information and Broadcasting to review the operational arrangement as early as possible for efficient functioning of transmitting centres at these stations and if need be, separate Superintending Engineer for each transmitting centre be posted.

14. The Ministry of Information and Broadcasting in its Action Taken Note has stated that creation of posts at different location is to be viewed in the context of general resources crunch. AIR and Doordarshan are already overstaffed and further increase in staff would not be conducive to the smooth functioning of Prasar Bharati. Moreover the existing system has been reported to be functioning properly. Also Prasar Bharati has been advised separately to engage an outside expert to study their manpower requirement and rationalise the same for optimum utilisation.

15. The Committee finds that the reasons for allotting more than one transmitter centre to a single Superintending Engineer are stated to be that the creation of posts at different location has to be viewed in the context of general resource crunch and that AIR and Doordarshan are already overstaffed and Prasar Bharati has been advised by Ministry of Information and Broadcasting to engage an outside expert to study the manpower requirement and rationalise the same for optimum utilisation. Although the existing system has been reported to be functioning properly yet the Committee views that staff sitting at one place and attending to more than one transmitter would not be able to do justice to the transmitting centres under its supervision. The Committee, therefore, desires that as advised by the Ministry of Information and Broadcasting, Prasar Bharati should immediately engage an expert to ascertain its actual manpower requirements and based on the expert advice, post staff at those stations where a single superintending engineer is managing more than one transmitting centre. The Ministry should also ascertain the staff pattern followed in other broadcasting systems at home and abroad.

Irregular meetings of Programme Advisory Committees

(Paragraph No. 58)

16. The Committee in its Report on 'Working of AIR Network' had noted with regret that no meeting of the Programme Advisory Committees (PACs) of AIR, Kohima was held since its constitution in September 1996, though the guidelines provided for its meeting once in three months. The Committee had desired Prasar Bharati to ensure that Programme Advisory Committee do meet regularly so that the very purpose of the constitution of these Committees is not defeated.

17. The Ministry of Information and Broadcasting in its Action Taken Note has stated that PAC meeting was held on 25 February, 1999 at AIR, Kohima. After that the meetings which were scheduled for June 1999 and again on 20 December, 1999 could not take place due to lack of quorum as no member turned up for the meeting. The meeting was scheduled to be held on 24 February, 2000.

18. The Committee regrets to note that the Programme Advisory Committees (PACs) are not at all taken seriously by AIR, Kohima. Two meetings scheduled for June and December, 1999 could not take place as no member turned up. It further notes that AIR, Kohima is holding meetings of PAC thrice a year though the guidelines provided for PAC's meeting once in three months. The Committee would like to know the reasons for non-adherence to the prescribed guidelines. It would further like Prasar Bharati to examine the reasons for absence of all the members in the meetings of PAC held in June and December, 1999 and desires that the members who have never attended the PAC meeting till now should immediately be replaced. The Cte should be informed of the specific steps taken to reconstitute PAC at AIR Kohima and the number of sittings held during 2000. Constitution of PAC has no relevance unless it functions. If suitable persons are not available for nomination to PACs then Sr. Retd. persons from AIR and residing in that region may be considered for nomination on the Advisory ctes. The Cte desires that duly Constituted Committee do meet regularly.

Delay in Constitution of Programme Advisory Committees *

(Paragraph No. 59)

19. The Committee in its earlier Report had observed that out of 109 regional radio stations all over the country, only 80 stations were eligible for having Programme Advisory Committees (PACs). However, 5 radio stations viz. almora, Bhadravati, Obra, Gangtok and Madurai though eligible to have Programme Advisory Committees were not provided with the same. The Committee, therefore, recommended to expedite the constitution of PACs at the remaining five regional Stations keeping in view their importance for quality programmes.

20. The Ministry of Information and Broadcasting in its Action Taken Note has stated that the matter of the composition of Programme Advisory Committees (PACs) is being reviewed by the Prasar Bharati Board and fresh PACs will be constituted after the new guidelines are approved by the Board. However, the PACs at various stations are stated to be continuing with the existing members.

21. The Committee regrets to note that the constitution of the Programme Advisory Committees at the 5 radio stations namely Almora, Bhadravati, Obra, Gangtok and Madurai has again been postponed. The reasoning for the same that the matter of the composition of Programme Advisory Committee is being reviewed by the Prasar Bharati and fresh PACs would be constituted only after Prasar Bharati Board approves the new guidelines, do not convince the Committee. As approval of new guidelines for constitution of PACs can take time, the Committee desires that the constitution of PACs at the above mentioned 5 radio stations should no longer be delayed.

Fee structure of casual artists

(Paragraph No. 95)

22. The Committee in its earlier Report had noted that the existing fee structure of different categories of staff artists which has not been revised since February, 1993 was proposed to be revised. The Committee had desired to be apprised of the progress made in this regard.

23. The Ministry of Information and Broadcasting in its Action Taken Note has stated that due to financial constraints it has not been found feasible to increase the fee structure of casual artists at this juncture.

24. The Committee is not satisfied with the reply of the Ministry of Information and Broadcasting that due to financial constraints it was not found feasible to increase the fee structure of the casual artists. However, the Committee learnt during study tour that revision of the fee structure of casual artists would involve a small amount and thus may not impose much burden on the Prasar Bharati. Moreover, the review of the fee structure is already delayed as it was proposed to be revised much earlier. The Committee, therefore, reiterates that the existing fee structure of the casual artists should be revised at the earliest. While determining the fee structure the rates prevailing in the allied media may be taken into consideration.

FM Stations**(Paragraph No. 109)**

25. The Committee in its earlier Report on 'Working of AIR Network' had noted that FM transmitters were having a primary coverage of 40 to 50 kms. radius and rural and urban areas falling within this range were benefited by them. Prasar Bharati was not having the exact figure of the rural area coverage. The Committee had, therefore, recommended to conduct an immediate survey to get the exact coverage of rural areas by FM stations and to progressively install FM stations in the rural areas so that these people can also be benefited by better quality and reception of FM channels.

26. The Ministry of Information and Broadcasting in its Action Taken Note has stated that steps have been taken to conduct the survey for determining the rural area coverage by transmitters. The Prasar Bharati has presently 107 FM Radio Stations functioning in different parts of the country and 29 FM radio projects are separately under implementation which are expected to be completed during 2000-2001. Further, the Prasar Bharati also has plans to extend FM radio coverage to other parts of the country in phases subject to availability of funds and *inter-se* priorities.

27. The Committee notes with some satisfaction that steps have been taken to conduct survey for determining the rural area coverage by FM station transmitters. The Committee would like to be informed about the findings of the survey and the steps taken by Prasar Bharati to install more FM stations in rural areas in order to provide them with better reception and better coverage as an urban FM station may not be found suitable for rural areas also.

News set up of All India Radio**(Paragraph No. 117)**

28. The Committee in its earlier Report had noted that Indian Institute of Mass Communication (IIMC) had given a report on the News set up of All India Radio and the Report is being studied. The Committee desired to be apprised of the decisions taken by the Prasar Bharati in regard to News set up of AIR.

29. The Ministry of Information and Broadcasting in its Action Taken Note has stated that the study on the News set up of AIR by IIMC was only a sample survey and not a comprehensive study based primarily on the reaction of a few persons elicited through a questionnaire and it would have been better if exercise would have covered all round professional and structural changes in the functioning of News Service Division, particularly in the light of the fast changing media scenario. The study covered mainly five States chosen for the purpose *i.e.* Andhra Pradesh, Madhya Pradesh, Maharashtra, Orissa and Uttar Pradesh with a stray reference to the North-East.

30. The Ministry has further furnished the details of action taken on various recommendations made by Indian Institute of Mass Communication on the News set up of All India Radio. A perusal of the details of the action taken by the Ministry reveals that IIMC had recommended provision of latest communication equipment to news personnel. Prasar Bharati has in response stated that there was a need for the operational units of News Service Division (NSD) and Regional News Units (RNU) to have Internet connections and E-mail facility and it was being done to some extent. Further, on another recommendation to open more news channels to make the coverage broadbased, Prasar Bharati has stated that News forms an important component in the overall programme package and the frequency of news updates is regular. However, to exclusively devote one channel to news alone may not make a good programme service.

31. The Committee is not satisfied with the action taken by the Prasar Bharati on certain recommendations of Indian Institute of Mass Communication (IIMC) which was entrusted with studying the News set-up of All India Radio. IIMC has recommended provision of latest communication equipment to news personnel and also stressed the need for the operational units of News Service Division (NSD) and Regional News Units (RNU) to have Internet connections and E-mail facility. The Ministry has stated that the same is being done to certain extent. The Committee feels that since technological upgradation is of utmost importance with the entry of private sector in the media which is better equipped with the latest equipment, every effort should be made to provide latest communication equipment to the maximum possible extent. Further, the Committee desires that as recommended by IIMC the possibility of devoting one channel exclusively to news should be seriously looked into.

32. The Committee notes that the study undertaken by IIMC on News set up of AIR was only a sample survey based primarily on the reaction of a few persons. The Committee shares the view of Prasar Bharati that it would have been better if the exercise had covered all round professional and structural changes in the functioning of the News Service Division, particularly in the light of the fast changing media scenario. However, the Committee trusts that while being fully aware of the limitations of the Study—it being based only on a sample survey, IIMC would have certainly kept the objectivity in view while coming to certain conclusions. Therefore, its recommendations should be duly implemented.

Programme to encourage new talents

(Paragraph Nos. 120 and 121)

33. The Committee in its Seventh Report had noted that Prasar Bharati (AIR) had started a programme 'Sabke Liye' on experimental basis where anybody who had a good voice could get himself recorded at AIR, Delhi. The Committee had recommended that such programme should be started at other important AIR stations also particularly in other metros so that people of those areas could also be benefited. The Committee, therefore, desired that this programme should be given wide publicity so that those interested may avail of the opportunity.

34. The Ministry of Information and Broadcasting in its Action Taken Note has stated that AIR Station, Delhi has intimated that the programme 'Sabke Liye' is reported to be very popular and well received by the audience. Also, the station has sent a Report of the study conducted by audience research suggesting to increase the frequency of the programme from fortnightly to weekly; to give more publicity through other media; to increase the duration from 25 minutes to 30 minutes and to shift the broadcast of this programme from 5 P.M. to 6 P.M. AIR, Chennai has informed that programme for ungraded artists is getting talent only in classical vocal and devotional categories and the response was not overwhelming. Similarly, AIR, Mumbai has expressed their inability to continue this programme due to poor response of public. The Ministry of Information and Broadcasting has thus decided to discontinue the programme at all the metros except Delhi and decided to continue the above said programme to be broadcast from AIR, Delhi only for another year and review the position thereafter.

35. The Committee regrets to note that the programme for upcoming artists had to be discontinued at Chennai and Mumbai due to poor response of the public. The Committee desires that the reasons for poor response be studied and proper study should be made of the usefulness of the programme.

Non-Functioning of Training Institutes

(Paragraph No. 134)

36. The Committee in its earlier Report had expressed concern at the fact that the Training Institute at Lucknow and Bhubaneswar were not functioning for want of adequate teaching and other staff. The Committee, therefore, desired that Prasar Bharati should come out with some immediate solution so that the costly assets do not get rusted and AIR staff could get the maximum benefit out of these costly assets.

37. The Ministry of Information and Broadcasting in its Action Taken Note has stated that STI (Programmes) at Lucknow has been imparting training to programme staff of AIR and Doordarshan and is functioning normally. As regards Staff Training Institute (Technical) set up at Bhubaneswar, it has been stated that the Institute could not be made functional as the staff sanction for the Institute is awaited and the proposal for the same is under consideration of the Government. It has further been stated that schemes to set up additional training institutes could not be accommodated due to reduction in the Ninth Plan.

38. The Committee is not satisfied with the action taken by the Ministry/Prasar Bharati. That the proposal for staff sanction for the Staff Training Institute, Bhubaneswar is still under consideration and the Institute has not been made functional is a very unhappy situation. The costly assets have not been put to use for want of staff. The Committee would like to know how long since this Institute has remained non-functional. The Committee desires that efforts be made for identifying persons with required qualifications and skill from within the existing staff of Prasar Bharati which is reported to be overstaffed, for running STI, Bhubaneswar till regular staff is sanctioned and selected. The procedure for sanction of staff for new projects be streamlined to ensure that by the time infrastructure of a project is created, the required staff is in position to man it and the newly created assets are put to use instantly.

National Broadcasting Policy

(Paragraph No. 144)

39. The Committee in the Seventh Report had pointed out that though Prasar Bharati Act contained a mandate including the guidelines pertaining to socially relevant role of electronic media, no Broadcasting Policy was formulated by the Ministry. The Committee had urged that draft National Broadcasting Policy be prepared without further loss of time.

40. The Ministry in its Action Taken Note has stated that Prasar Bharati has been set up under the Prasar Bharati Act and it functions within the legislative framework defined in the Act. Section 12 of this Act defines the policy framework within which Prasar Bharati has to function. It bestows the role of public service broadcasting entailing responsibility to inform, educate and entertain the public on the Prasar Bharati. The sub-section 2 of this section specifically mentions the items of policy, which would guide the functioning of Prasar Bharati, which are quite exhaustive. In addition, Prasar Bharati has stated to have formulated Programme Code, Advertisement Code as well as guidelines in the form of News Policy for broadcast media and the Prasar Bharati abides by these policy parameters. In this situation a need is not felt for a separate broadcast policy.

41. **The Committee does not agree with the Ministry that there is no need to frame a separate Broadcasting Policy as Prasar Bharati has formulated Programme Code, Advertisement Code as well as guidelines in the form of News Policy for broadcast media and abides by these policy parameters. As these policy guidelines cannot be considered a substitute for a comprehensive National Broadcasting Policy encompassing broad parameters on various aspects of broadcasting, the Committee reiterates that steps should immediately be initiated to frame the draft National Broadcasting Policy which should be considered by Parliament and the steps should be taken at an early date.**

CHAPTER II

RECOMMENDATIONS/OBSERVATIONS WHICH HAVE BEEN ACCEPTED BY THE GOVERNMENT

Para 11

The Committee is concerned to note that during the 8th Plan 20 out of 93 Broadcasting Centres and 37 out of 204 transmitter projects taken up for execution could not be completed. Also, during first year of the 9th Plan, *i.e.* 1997-98, 3 out of 7 Broadcasting Centres, 3 out of 5 Community radio stations, 6 out of 12 Transmitter projects taken up for execution could not be completed. The Committee observes that the reasons behind the shortfall in achieving the targets during 1997-98 like delay in handing over of sites by some of the State Governments, difficult hilly terrain and remoteness of the area, local law and order problem, non-availability of staff sanction etc. are the same reasons that resulted in shortfall during 8th Five Year Plan.

Action Taken

The observations of the Committee have been noted. Keeping in view the difficulties experienced in implementation of the 8th Plan projects, steps have been devised to overcome the bottlenecks in those areas. The monitoring mechanism has been further strengthened at the field level, zonal level and at the headquarters. Periodical meetings at the zonal level and at the headquarters are being held to expedite the implementation of the projects. The project sites are also being visited for the purpose of identifying and solving the problems at the site itself.

Para 12

The Committee finds that no lesson was learnt from the failure to achieve targets during the past. The Committee deprecates such an approach in implementation of the projects as these problems could be overcome with foresight and coordinated efforts. The pace of progress could have also been accelerated with better planning as these problems are not new to the AIR Network. The Committee would like to be assured that Prasar Bharati would not allow such problems to recur in future as projects spilling over for longer periods of time leads to frustration among the masses.

Action Taken

The observations of the committee have been noted. Keeping in view the difficulties experienced in the past, steps have been devised to overcome bottlenecks in those areas where human efforts can mitigate them. The monitoring has been further strengthened at the field level, zonal level and at the Headquarters. Frequent visits to the project sites are being undertaken to identify and solve the problems at site.

Despite best efforts however the following constraints are being experienced in the implementation of projects:

(i) Delay in acquisition of sites:

The sites for the various projects are identified with the help of the State Government authorities. In most of the cases, AIR has been successful in getting the requisite sites; but in a few cases this could not be possible *e.g.* Karimganj & Purulia (WB), Rairangpur (Orissa), etc.

(ii) Lack of infrastructural facilities like approach road, power supply and water supply etc. Ziro (Arunachal Pradesh), Chemphai (Meghalaya), Chamoli (UP), Pithoragarh (UP), Uttarkashi (UP), Mehboobnagar (Andhra Pradesh) etc.

(iii) Local law & order problems *e.g.* Churachandpur (Manipur), Bhadarwah (J&K), Kokrajhar (Assam).

As a safeguard the Prasar Bharati has been requested to sanction schemes only after sites have been acquired. The Standing Finance Committee, therefore, ensures that project is sanctioned only after site availability is confirmed. Moreover, in order to ensure availability of funds, priority is assigned to continuing schemes. This is expected to address the problem of spillover.

Para 13

The Committee observes that out of the allocation of Rs. 835.32 crores during the 8th Plan for All India Radio only Rs. 657.11 crores were utilised. It further notes with dismay that only 62% of the allocated funds could be utilised during 1997-98. The reasons for shortfall in financial target like delay in approval of 9th Plan, identification and handing over of sites by State Government, contractual problems, delay in supply of equipments by PSUs, non-sanctioning/inadequate staff sanction in commissioning of the stations are hardly convincing. The Committee is not at all impressed by the statement made by Prasar Bharati that the problems like uncertainty about Plan allocation, non-sanctioning/inadequate sanction of staff, local law and order problem etc. were beyond their control. The Committee fails to understand that when same problems are being faced every year, why some concrete action is not taken to resolve the same. The Committee, therefore, urges the Prasar Bharati to give a serious thought to resolve these problems.

Action Taken

Observations of the Committee have been noted. Prasar Bharati is making all efforts to ensure that the projects are completed as per their schedule and plan allocation is fully utilized. The following steps have been taken to complete the projects on schedule:

- (i) Monitoring has been further strengthened by introduction of modern management techniques like PERT and CPM.
- (ii) The zonal chief engineers are taking monthly progress review meetings to identify the constraints and remedial measures are taken to remove them.
- (iii) At the Directorate level, the Engineer-in-Chief is taking monthly meetings to review the overall implementation of projects.
- (iv) Matters requiring action by the State Government are also being pursued with the help of the Ministry.
- (v) Frequent visits to project sites are being undertaken to have an on the spot assessment of the problem and remedial measures are being taken accordingly.

Para 14

The Committee further apprehends cost over-run in these projects due to delayed completion. It is evident from the information furnished to the Committee about efforts being made to get the staff sanctioned in order to commission the stations, monitoring being strengthened at Headquarters and zonal offices and regular review meetings being held to sort out the problems that there were lapse on their part also which resulted in shortfall in achievement of the targets. The Committee, therefore, strongly recommends Prasar Bharati to streamline its monitoring machinery and take every possible measure to expedite the completion as well as commissioning of the undergoing projects.

Action Taken

Prasar Bharati is making all efforts to complete the projects as per their schedule. The following steps have been taken to complete the projects as per their schedule:

- (i) Monitoring has been further strengthened by introduction of modern management techniques like PERT and CPM.
- (ii) The zonal chief engineers are taking monthly progress review meetings to identify the constraints and remedial measures are taken to remove them.
- (iii) At the Directorate level, the Engineer-in-Chief is taking monthly meetings to review the overall implementation of projects.
- (iv) Matters requiring action by the State Government are also being pursued with the help of the Ministry.
- (v) Frequent visits to project sites are being undertaken to have an on the spot assessment of the problem and remedial measures are being taken accordingly.
- (vi) The Prasar Bharati has recently finalised *ad-hoc* staffing norms for redeployment of excess staff so as to commission the completed projects without creating additional posts. The Prasar Bharati expects to commission all technically ready projects or those nearing completion by the end of the current financial year, with the presently available staff, by way of redeployment.

Para 15

The Committee notes with some satisfaction that for effecting functioning of All India Radio, Prasar Bharati has identified the areas where improvement is possible like Plan approval should be processed in advance; training facilities should be increased; staff should be sanctioned in advance keeping in view the persons required as substituted to those deputed for training. Besides, proposals for setting up of circle offices at State level for looking after the projects and their maintenance instead of centralised supervision at zonal level and simplification of purchase procedure are under consideration of the Ministry. The Committee feels that such factors could have been taken into account at the planning stage.

Action Taken

The observations of the Committee have been noted for guidance.

Para 33

The Committee notes that 9th Plan proposal of Rs. 2014 crores has been pruned to Rs. 1477 crores, simultaneously the physical targets have also been reduced drastically for Broadcasting Centres, it has been reduced from 46 to 25, for relay centres from 5 to 3, for community relay stations from 38 to 10, for medium wave from 30 to 24; for short wave from 18 to 9 and for FM from 30 to 24. The Committee would like to mention here that in the previous five year plans AXXX the financial allocations were curtailed with simultaneous reduction in the physical targets. To worsen the things further even the reduced financial and physical targets were not fully achieved. The Committee desires the Prasar Bharati to ensure that during the 9th Five Year Plan, financial as well physical target are fully achieved.

Action Taken

The observations of the Committee have been noted. Keeping in view of difficulties experienced in the past, Prasar Bharati has taken steps to overcome bottlenecks to the extent possible. The monitoring has been further strengthened at the field level, zonal level and at the Headquarters. Frequent visits to the project sites are being undertaken to identify and solve the problems at site.

Para 35

The Committee notes that the replacement of the equipment/transmitter is done depending on its performance *i.e.* the number of years the equipment has worked, its actual performance and the spares not being available in the market. The Committee is of the view that even though the life span of certain equipments/transmitters may not have expired, yet due to technological obsolescence they have to be replaced. The Committee, therefore desires that some guidelines should be framed so that various equipments/transmitters can be replaced on the basis of their technology standard.

Action Taken

Modernisation and replacement of equipment/transmitter is a continuous process in AIR. Replacement of equipment is decided by taking into account its reliability, performance and fact of obsolescence of technology though the spares may be available subject to availability of financial resources. Modernisation is also undertaken for those transmitters which have outlived its normal life.

Para 55

The Committee appreciates that according to the revised guidelines the prescribed number of members of Programme Advisory Committees is uniform for all the All India Radio Stations. The Committee further notes that according to the guidelines, Programme Advisory Committees shall have a maximum of 20 non-official members out of which 50% shall be women and there would be at least one member representing each of the various disciplines/interest groups *viz.* Music, Drama, Folklore, Art & Culture, Women & Child Welfare, Medical service, Youth & Welfare, Tribal welfare, Environment, Social Welfare, Science, Sports, Literature, Linguistic Minorities, Humour and Agriculture & Allied sectors.

Action Taken

The matter of the composition of Programmes Advisory Committees is being reviewed by the Prasar Bharati Board. Fresh PAC's will be constituted after the new guidelines are approved by the Board. However, the PAC's at various AIR stations are continuing with the existing members. The recommendation of the Committee is noted for future guidance.

Para 56

The Committee is constrained to note that Programme Advisory Committee, Delhi has 10 non-officials members representing above disciplines, 3 State Government Nominees whose field to which they represent has not been specified and 4 members representing Ministry of Information and Broadcasting. Similarly, PAC of AIR, Kohima has 11 non-official members representing the above disciplines, 3 State Government nominees whose field to which they represent is also not given and none is there to represent Ministry of Information and Broadcasting. The Committee urges Prasar Bharati to see that the guidelines for constitution of Programme Advisory Committee is strictly adhered to in order to meet the interests of the listeners of all the disciplines.

Action Taken

The area specialization of the PAC members for AIR, Delhi and Kohima are indicated below:

| S.No. | Names | Field to which represent |
|------------------|-------------------------------------|--|
| 1 | 2 | 3 |
| AIR Delhi | 1. Dr. (Smt.) N.C. Indira Devi | Art & Culture/Music |
| | 2. Prof. Mushil-ul-Hasan | Education |
| | 3. Shri Harish Naval | Humour Writing/Academic |
| | 4. Shri Sayeed Naqvi | Minorities/Journalist |
| | 5. Shri Hari Singh Tanwar | Tribal and SC/ST |
| | 6. Smt. Sharan Rani | Music |
| | 7. Shri M.G.K. Menon | Science & Technology |
| | 8. Ms. Nirmala Deshpande | Social Work/Gandhian Activist |
| | 9. Dr. M.A. Owaisy | Women & Family Welfare |
| | 10. Shri K.G. Kakkar | Sports |
| | 11. Shri Sailesh Kumar Bandopadhyay | State Govt. Nominee—Gandhian Social Worker |
| | 12. Shri Abid Hussain | State Govt. Nominee—Educationist & Former Diplomat |

| | 1 | 2 | 3 |
|------------|-----|-----------------------------------|--|
| | 13. | Shri H.D. Shourie | State Govt. Nominee - Social Activist |
| | 14. | Shri Heera Lal Sharma | Labour Activist |
| | 15. | Dr. V.K. Khaira | Social Worker |
| | 16. | Shri Naresh Kumar | Social Worker |
| | 17. | Shri Ashok Kumar Singh | Social Worker |
| AIR Kohima | 1. | Mrs. Lhousi Haralu | Art & Culture |
| | 2. | Shri Y.Y. Soma | Agriculture |
| | 3. | Smt. Geeno Mao | Education |
| | 4. | Rev. S. Litsase | Literature |
| | 5. | Shri Thsanse Yimchunger | Tribal and SC/ST |
| | 6. | Shri Temjen Teter | Music |
| | 7. | Shri Thungbem | Social Work |
| | 8. | Smt. Atula Toshi | Women & Family Welfare |
| | 9. | Shri Zakru Tsukru | Sports |
| | 10. | Shri Thanglong Yanlem | Humour Writing |
| | 11. | Dr. (Mrs.) Sentila Jamir | Science |
| | 12. | Shri M. Alemchiba Ao | State Govt. Nominee - Art & Culture |
| | 13. | Shri Imkong Tensu Ao Director, | State Govt. Nominee - Tourism (Retd.) |
| | 14. | Shri Kiremhati Ao | State Govt. Nominee- Educationist |

Para 57

The Committee is unhappy to note that the representation of women in Programme Advisory Committee of Delhi as well as Kohima is negligible. In spite of the fact that guidelines provide 50 percent of the members should be women, there are only 3 women members out of 17 at the Programme Advisory Committee of Delhi and only 4 out of 14 at the Programme Advisory Committee of Kohima. The Committee believes that it would be the same story in the case of other centres. It is highly disturbing. The Committee desires Prasar Bharati to ensure that women are adequately represented in programme Advisory Committees of all the AIR Stations.

Action Taken

The matter of the composition of Programme Advisory Committees is being reviewed by the Prasar Bharati Board. Fresh PAC's will be constituted after the new guidelines are approved by the Board. However, the PAC's at various AIR stations are continuing with the existing members. The recommendation of the Committee is noted for future guidance.

Para 69

The Committee is distressed to note that though its Chief Engineer's Office for AIR and Doordarshan of North-Eastern zone was approved as early as in 1994 and the office has been set up at Guwahati, the posts of 3 Chief Engineers have not been sanctioned as yet. Besides, against 124 posts required for the, functioning of the North-Eastern zone at par with other zones, only 26 posts in different cadres were sanctioned by the Ministry of Finance. It is an extremely unhappy situation. The Committee strongly desires that the matter may be taken up with the Ministry of Finance at the highest level to sort out the matter expeditiously.

Action Taken

The new North Eastern Zone has been carved out of the East Zone. Hence, the requirement of staff for the new N.E. Zone should primarily be met by transferring posts from the parent Zone. However, a proposal for additional staff was considered in consultation with Ministry of Finance after which it has been decided that the new North-East Zone with Headquarters at Guwahati will have a total staff strength of 79 posts consisting of 26 new posts and remaining 53 posts, including one post of Chief Engineer, to be transferred from East Zone, Calcutta. Sanction for the creation of 26 new posts has since been issued. Action for the transfer of 53 posts to Guwahati has been initiated.

Para 70

The Committee further notes that a proposal to temporarily post a Chief Engineer alongwith some other staff from East Zone, Calcutta to North-East Zone is under consideration. The Committee is of the opinion that the newly commissioned projects cannot be optimally utilized by deployment of skeleton staff from other stations. The Committee is of the view that the very purpose of setting up the Chief Engineer's Office viz., better handling of matters pertaining to execution of AIR Projects, and proper operation/maintenance of AIR stations would be defeated if the posts of Chief Engineers and other staff are not sanctioned. The Committee strongly recommends the Prasar Bharati to provide adequate staff for Chief Engineer's Office at Guwahati without further loss of time.

Action Taken

The new North Eastern Zone has been carved out of the East Zone. Hence, the requirement of staff for the new N.E. Zone should primarily be met by transferring posts from the parent Zone. However, a proposal for additional staff was considered in consultation with Ministry of Finance after which it has been decided that the new North-East Zone with Headquarters at Guwahati will have total staff strength of 79 posts consisting of 26 new posts and remaining 53 posts, including one post of Chief Engineer, to be transferred from East Zone, Calcutta. Sanction for the creation of 26 new posts has since been issued. Action for the transfer of 53 posts of Guwahati has been initiated.

Para 73

The Committee regrets that out of 23 stations targetted to be set up during the 8th Plan, 5 projects that were completed could not be commissioned one due to law and order problem and other 4 due to delay in staff sanction. This speaks poorly about the commissioning of the projects in North-Eastern States during the 8th Five year Plan. The Committee recommends that Prasar Bharati should devote more attention to these States so that the feeling among the people of North-East that they are being neglected is no longer allowed to prevail. The Committee desires that the question of allocation of funds and staff should be taken up with the Planning Commission and Ministry of Finance at the highest level. Aspirations of the people of North-East should be fulfilled at an early date.

Action Taken

AIR, Kokrajhar (Assam) has been commissioned into regular service on 15.8.1999. Nine posts each for community Radio Station at Williamnagar (Meghalaya) and Community Radio Station at Mon (Nagaland) have been sanctioned. In respect of other projects at Ziro (Arunachal Pradesh) and Tezpur (Assam), which are technically ready, AIR is redeploying the staff to make them operational.

Para 74

The Committee notes with some satisfaction that in order to improve transmission quality of Air stations in the North-East, the existing transmitters at Guwahati, Imphal, Silchar, Tura and Kohima are being upgraded/replaced. It is a matter of concern that the Kohima station which is being upgraded would take another 3 years for completion.

Action taken

The status of transmitter projects at Guwahati, Imphal, Silchar, Tura and Kohima is given below:

1. Guwahati-50 KW MW to 100 KW MW:

Project completed.

2. Imphal - 50 KW MW to 300 KW MW:

Financial approval for the project by the Standing Finance Committee is awaited. The project is targeted for completion by 2001-2002.

3. Silchar: 10 KW MW to 20 KW MW:

Estimate for civil modification sanctioned and work is to be awarded. The project is targeted for completion by 2000-01.

4. Tura-20 KW MW to 20 KW MW:

Estimate for civil modification sanctioned and work is to be awarded. The project is targeted for completion by 2000-01.

5. Kohima-50 KW MW to 100 KW MW:

The layout plans in respect of the transmitter building have been finalized and estimate for building works is under preparation. The building work is likely to take about a year to be completed. After the building is ready installation of transmitter is expected to take about ten months. Order for the transmitting equipment is to be placed. The target date for completion is 2001-2002.

Para 75

The Committee is constrained to note that though International Telecommunication Union (ITU) has allotted certain powers and frequencies for a particular place and upper limit has been fixed like 100 KW or 200 KW for that place. However, the maximum level of power and frequency could not be attained for years for want of funds. The fact that these transmitters should have been upgraded many years back and that upgradation has been deferred to the year 2002 is a matter of grave concern. The Committee recommends that considering the importance of electronic media to hilly and remote areas and illiteracy that exists in these areas. Prasar Bharati (AIR) should make every effort and not allow any constraint to retard the expeditious completion of the above projects.

Action Taken

This has been noted by the Prasar Bharati.

The schemes proposed in 9th plan for strengthening of coverage in hilly areas are enclosed.

Draft 9th Plan (Rs. 818.34 Crores)***SCHEMES UNDER HILLY AREAS***

| Sl.No. | Name of the Scheme | Target for completion/commissioning |
|------------------------------|---|-------------------------------------|
| 1 | 2 | 3 |
| A. CONTINUING SCHEMES | | |
| 1. | Bhadarwah (J&K) - 6KW FM Tr. | |
| 2. | Manjeri (Kerala) - 3KW FM Tr. | 2000-01 |
| 3. | Chamoli (UP) - 1KW FM Tr. | Complete |
| 4. | Dharmanagar (Tripura) - 1 KW MW Tr. | 2001-02 |
| 5. | Churachandpur (Meghalaya) - 6 KW FM Tr. | 1998-99 |

| 1 | 2 | 3 |
|-----|--|-----------|
| 6. | Williamnagar (Meghalaya) - 1 KW MW Tr. | — |
| 7. | Nongstoin (Meghalaya) - 1 KW MW Tr. | Completed |
| 8. | Saiha (Mizoram) - 1 KW MW Tr. | -do- |
| 9. | Mon (Nagaland) - 1 KW MW Tr. | -do- |
| 10. | Tuensang (Nagaland) - 1 KW MW Tr. | -do- |
| 11. | Siliguri - 2x5 KW MW Tr. | 1998-99 |
| 12. | Coimbatore - CBS | -do- |
| 13. | Shillong - 2x5 KW MW Tr. | 1999-2000 |
| 14. | Aizwal - 2x5 KW MW Tr. | 2000-2001 |
| B. | MR SCHEMES | |
| 1. | Imphal-300 KW MW Tr. | 2001-02 |
| 2. | Kohima-100 KW MW Tr. | 2000-01 |
| 3. | Ratnagiri-20 KW MW Tr. | 1999-2000 |
| 4. | Tura-20 KW MW Tr. | -do- |
| 5. | Aizwal-20 KW MW Tr. | -do- |
| 6. | Gangtok-20 KW MW Tr. | 1999-2000 |
| 7. | Leh-20 KW MW Tr. | 2000-01 |
| 8. | Trivendrum-20 KW MW Tr. | 1000-2000 |
| 9. | Tirunelveli-20 KW MW Tr. | -do- |
| 10. | Jammu-50 KW MW Tr. | 1999-01 |
| 11. | Srinagar 'C'-10 KW FM Tr. | 1999-2000 |
| 12. | Dharwad 'B'-10 KW FM Tr. | 2000-01 |
| 13. | Mangalore-10 KW FM Tr. | -do- |
| 14. | Calicut 'B' - 10 KW FM Tr. | do- |

| 1 | 2 | 3 |
|----------------|-----------------------------------|-----------|
| C. NEW SCHEMES | | |
| 1. | Darjeeling (WB)-10 KW FM Tr. | 2001-02 |
| 2. | Khonsa (Arunachal)-1KW FM Tr. | 1999-2000 |
| 3. | Changlong (Arunachal)-1 KW FM Tr. | -do- |
| 4. | Nutan Bazar (Tripura)-1 KW FM Tr. | -do- |
| 5. | Imphal-10 KW FM Tr. | -do- |
| 6. | Agartala-10 KW FM Tr. | -do- |

Para 93

The Committee notes that 95% of the AIR programmes are in-house production. The Committee further notes that during the Eighth Plan, the funds kept for commissioned programme were not utilised and had to be surrendered. The Committee hopes that during the Ninth Plan due importance would be given to the commissioned programmes and funds allocated for the same would be fully utilised.

Action Taken

Necessary steps have been taken to gear up the progress of the schemes of 9th Five year Plan. It will be ensured that funds are utilised in full in the remaining part of the Plan period.

Para 96

The Committee notes with some satisfaction that AIR programmes are covering various disciplines such as science, sports, health and family welfare and also emphasis is given on the programmes on specific audiences like farmers, children, youth, women and senior citizens etc. The Committee is happy to note that AIR, Delhi has started a live 'Phone-in-programme' and the programmes are broadcast regularly from various AIR stations and these programmes catered to various topics relating to youth and women. Besides, another activity introduced is the voice mail service in which listeners can get the highlights of their choice programmes and also record their views about the programmes. The Committee hopes that AIR would continue to strive to further improve and introduce innovative programmes in all the above mentioned disciplines.

Action Taken

The views expressed by the Committee have been taken note of, and all effort will be made to maintain innovation in the programme content of AIR.

Para 97

The Committee notes with some satisfaction that a survey was conducted in 1997 to know about the requirements of the rural listeners. The survey covered 20 villages in All-India Survey of Farm and Home Programmes. Important suggestions were also received for improvement of the programmes. The Committee hopes that suggestions of the rural listeners would be suitably included in the AIR programmes. It trusts that such survey would be conducted at regular intervals in future also.

Action Taken

The Survey of Farm and Home Programmes was conducted in 460 villages in the financial years 1996-97 and 1997-98. Important suggestions received from rural audience have been noted by the concerned Units/Officers.

As recommended, such surveys could be conducted at regular intervals subject to availability of funds. The suggestions from the rural audiences which are received regularly through their letters and invited audience programmes are kept in mind and every effort is made to make programmes and impart information on subjects requested.

The Rural Advisory Committees at stations also work as a useful interface between the listeners and AIR and the suggestions/feedback received are integrated as far as feasible into the programming.

Para 98

The Committee understands that though in the Inter Media Publicity Coordination Committee (IMPCC), the suggestions are considered by the concerned All India Radio station for implementation in the various formats of programmes, no information in respect of number of such programmes conceived has been furnished to the Committee. The Committee is unhappy to note this callous approach in supplying information to it. The Committee desires Prasar Bharati to ensure supply of full information to the Committee in future. The Committee would like to be apprised of the information as desired by the Committee.

Action Taken

Programmes Broadcast from Various AIR Stations on the Specific Suggestions made at IMPCC Meetings

1. AIR Hyderabad

AIR Hyderabad broadcast the following programmes.

- | | |
|--|---|
| (a) Prajalatho Mukhamukhi (Dial your Chief Minister): | Every Monday. Duration 34 minutes. Commenced from 7.4.1998. |
| (b) Swarnandhra Pradesh Ki Opanalu | Every Wednesday. Duration 10 minutes. |

2. AIR Shimla

AIR Shimla broadcast twenty five programmes during last one year. Programmes on World Health Day, World Population Day, Red Cross, Child Welfare Schemes, AIDS & HIV etc. have been broadcast on the suggestions received from members of IMPCC.

3. AIR Cuttack

AIR Cuttack broadcast various programmes/information on Health/Hygiene, Traffic rules, Employment News and other messages during festivals/anniversaries like Utkal Divas, Pulse Polio Immunisation, Leprosy eradication etc. as and when requested by members of Inter-Media Publicity Coordination Committee.

4. AIR Chennai

AIR Chennai broadcast various programmes on different occasions like Vana Mahotsava, to educate children and Campaigning against Child Labour, World Habitat Day, Population Problem, Evil of untouchability, Road Safety, Pulse Polio immunisation, AIDS awareness, distribution of ration cards on the request of representatives of the concerned departments.

5. AIR Port Blair

AIR Port Blair broadcast number of programmes on the specific request of members of IMPCC. The programmes were broadcast on evils of dowry, human rights, Farm school lessons on poultry farm and rice cultivation. The station is also broadcasting a series entitled "Apne Uprajya Pal se Milye" (Meet Your Lt. Governor) in which the Lt. Governor of Andaman Nicobar Administration addresses various issues raised by listeners through their letters.

6. *AIR Kohima*

AIR Kohima broadcast 28 programmes on the suggestions made by members of IMPCC/different departments of State Governments from time to time during last one year. The programmes on Environment Protection, Vaccination method on domestic animals and Birds, importance of kitchen gardening, Integrated Pest management, Drug Abuse and AIDS etc. were broadcast from that station.

7. *AIR Bangalore*

- (a) Special ten episode serial "MEENA" (on Girl Child).
- (b) Special programmes on malaria eradication, World Population Day, Immunisation schedule for children, pulse polio, AIDS, transport adalat etc. were broadcast.

8. *AIR Jalandhar*

AIR Jalandhar broadcast various programmes on the specific suggestions received from members of IMPCC during the last one year. These programmes were broadcast in different formats on population control, female literacy, water borne diseases, girl child etc. In addition to these, a number of programmes were broadcast and have been planned in connection with the Tri Centenary Celebrations of Khalsa Panth on the suggestion made by the State Government.

9. *AIR Jaipur*

From AIR Jaipur a number of programmes on the specific suggestions received from members of IMPCC have been broadcast during last one year. In addition to the programmes on various themes, AIR Jaipur broadcast programmes like—Radio Krishi Shiksha in collaboration with State Agriculture Department, "SWASTHYA SANDESH" and "BOOND BOOND GHAT BHARE".

Para 108

The Committee notes that since 1993, FM stations were allotted to private broadcasters in respect of four metros and Panaji, which were broadcasting primarily pop and western music. It further notes that Second FM channel is going to be commissioned soon and that would be operated by AIR and greater emphasis would be on classical, folk music and other Indian forms of music and less emphasis would be given to pop music. The Committee fails to understand as to how Private Broadcasters were allowed to propagate pop and western music that has nothing to do with Indian ethos/culture when as per the general survey conducted by Prasar Bharati the percentage of listeners of western music to Indian music even in urban areas was only 5. The Committee hopes that in all the four metros where second FM channel is expected to be commissioned soon, more emphasis would be placed on Indian forms of music.

Action Taken

It is true that some time slots were allotted to private broadcasters on four Metros and Panaji in 1993-94, but it is not correct to say that they were broadcasting primarily pop and Western Music. The private operators were broadcasting film music also.

As far as second FM channels are concerned, the same have not been commissioned as yet and the suggestions of the Committee regarding broadcasting of classical, folk music and other Indian forms of music will be kept in mind when the programme format for these channels are finalised.

Para 109

The Committee notes that FM transmitters have a primary coverage of 40 to 50 kms radius and rural and urban areas falling within this range are benefited by them. No exact figure of rural area coverage is available with Prasar Bharti. The Committee recommends that immediate survey should be conducted to get the exact coverage of rural areas by FM stations. It further desires that progressively some FM stations should be installed in the rural areas so that these people can also be benefited by better quality and reception of FM channels.

Action Taken

Steps have been taken to conduct the survey for determining the rural area coverage by FM Transmitters. The replacement of less than 20 KW MW Transmitters are generally done by FM Transmitters, in order to enhance the quality of Radio broadcast. The Prasar Bharati has presently 107 FM Radio Stations functioning in different parts of the country. In addition 29 FM Radio projects are separately under implementation and these are expected to be completed during 2000-2001. The Prasar Bharati also has plans to extend FM Radio coverage to other parts of the country in phases subject to availability of funds and *inter-se* priorities.

Para 127

The Committee hopes that the programmes under community broadcasting would be categorised as 'A' service and 'B' service etc. as assured by witness from Prasar Bharti during the evidence.

Action Taken

Action for categorization has been completed. The list is enclosed.

List of 'A' category Local Radio Stations

1. Sholapur (Maharashtra)
2. Kota (Rajasthan)
3. Bhatinda (Punjab)
4. Kurukshetra (Haryana)
5. Patiala (Punjab)
6. Jorhat (Assam)
7. Ahmednagar (Maharashtra)
8. Surat (Gujarat)
9. Raigarh (Madhya Pradesh)
10. Satara (Maharashtra)
11. Cochin (Kerala)
12. Warangal (Andhra Pradesh)

13. Nizamabad (Andhra Pradesh)
14. Tirupati (Andhra Pradesh)
15. Hospet (Karnataka)
16. Markapuram (Andhra Pradesh)
17. Karwar (Karnataka)
18. Raichur (Karnataka)
19. Nasik (Maharashtra)
20. Daman (UT)
21. Rourkela (Orissa)
22. Osmanabad (Maharashtra)
23. Bijapur (Karnataka)
24. Hissar (Haryana)

st of 'B' category Local Radio Stations

1. Nagercoil (Tamil Nadu)
2. Adilabad (Andhra Pradesh)
3. Keonjhar (Orissa)
4. Alwar (Rajasthan)
5. Kathua (J&K)
6. Nagore (Rajasthan)
7. Banswara (Rajasthan)
8. Chittorgarh (Rajasthan)
9. Sawai Madhopur (Rajasthan)
10. Jhalawar (Rajasthan)
11. Bareilly (Uttar Pradesh)
12. Faizabad (Uttar Pradesh)
13. Jhansi (Madhya Pradesh)
14. Murshidabad (West Bengal)

15. Barpeta (Orissa)
16. Sasaram (Bihar)
17. Purnea (Bihar)
18. Kailashshar (Tripura)
19. Belonia (Tripura)
20. Hatlong (Assam)
21. Chaibasa (Bihar)
22. Hazaribagh (Bihar)
23. Behrampur (Orissa)
24. Khandwa (Madhya Pradesh)
25. Beed (Maharashtra)
26. Godhra (Gujarat)
27. Betul (Madhya Pradesh)
28. Bilaspur (Madhya Pradesh)
29. Nanded (Maharashtra)
30. Chindwara (Madhya Pradesh)
31. Akola (Maharashtra)
32. Balaghat (Madhya Pradesh)
33. Yavatmal (Maharashtra)
34. Chandernagore (Maharashtra)
35. Guna (Madhya Pradesh)
36. Sagar (Madhya Pradesh)
37. Chitradurga (Karnataka)
38. Anantapur (Andhra Pradesh)
39. Kurnool (Andhra Pradesh)
40. Hamirpur (Himachal Pradesh)

41. Dhula (Maharashtra)
42. Daltonganj (Bihar)
43. Bolangir (Orissa)
44. Nowgong (Assam)
45. Poonch (J&K)
46. Karaikal (Pondicherry-UT)
47. Puri (Orissa)
48. Jaronda (Orissa)
49. Jowai (Meghalaya)
50. Mackokchung (Nagaland)
51. Diphu (Assam)

Para 136

The Committee is unhappy to note that no system has been adopted by Prasar Bharati (AIR) to assess the utility of training imparted to its staff. The Committee recommends that Prasar Bharati should immediately evaluate its training programmes to the staff and its relevance and adequacy to their requirements.

Action Taken

The suggestion made has been noted.

Para 143

The Committee notes with concern that All India Radio has not prepared any Perspective Plan in respect of their priorities in future. The Committee desires the Prasar Bharati to initiate action immediately to prepare a Perspective Plan as assured during evidence and also direct its other divisions to initiate necessary process in this regard.

Action Taken

Perspective Plan (1997-2007) has already been finalised for AIR (Both Software and Hardware projects). A copy thereof is enclosed.

PERSPECTIVE PLAN FOR ALL INDIA RADIO

I. Programme Matters

Introduction

The scenario of Sound Broadcasting is undergoing a rapid change. The need of the day is more area specific, audience specific and need based programmes capable of penetrating into the traditionally well kept forts of human ignorance and superstition. For an effective implementation of these ideals, an efficient human resource development scheme coupled with a special drive to improve the state and potential of the broadcaster will be the thrust of the IX plan Software development. Unless the creativity of human mind is improved, the productivity of machine in broadcasting medium is meaningless.

Objectives

The focus of this plan proposal shall be on consolidation and modernisation of existing set up. The major objectives outlined in the proposed plan will be:

- (a) Projecting the composite culture of India.
- (b) Preservation of Indian traditions in Music, Art, Science, Culture and Literature.
- (c) Better Human Resources Development.
- (d) Serving the underprivileged sections of the society.
- (e) Retrospection of 20th century achievements.
- (f) Improvement in the nature and content of programmes.
- (g) Special programme series for North-East.

Schemes Proposed

To achieve the above mentioned objectives, the following schemes are proposed during the plan period.

A. Projecting the Composite Culture of India

The complicated, yet strong bind that holds the country together is still an enigma to the outer world. For a proper understanding of the Indian culture and traditions to the outer world, it is proposed to mount a series of programmes through the External Services Division of AIR in the foreign languages that are broadcast. This will include items like a daily capsule of 30 mts. duration to world radio network, projection of the image of India in other countries in two phases, emphasis on border areas, special broadcasts to Bhutan and Maldives and educating Islamic countries about India, apart from covering international conferences and seminars.

(Total Cost - Rs. 4,26,76,600)

B. Preservation of Indian Traditions in Music, Art Culture and Literature

For a consolidation and compilation of the varied cultural, musical and other related traditions of the country that has a bearing on world culture and also for projecting the Indian talents in various fields of arts and histrionics, it is proposed to have series of programmes on music, classical literature, rivers of India, artistic traditions and other achievements. Emphasis will be given to tribal and folk music also.

(Total Cost - Rs. 5,99,97,500)

C. Better Human Resource Development

Major thrust has been given in the IX plan for consolidation of the existing infrastructural facilities for a more effective programme presentation. For this, better training facilities at highly specialised levels are necessary. For this, it is proposed to have a National Academy of Broadcasters with headquarters at Pune. No staff component is proposed and the same will be managed from the existing strength by re-deploying them.

(Total Cost-Rs. 1,10,00,000)

D. Serving the Underprivileged Sections of Society

With over 97% coverage, radio is still the most powerful medium for reaching the rural masses. Though technological advancements have shrunk the distance and have bridged lack of information, there are large areas and population which still do not have adequate exposure to all information and developmental activities. Therefore, it is proposed to have series of programmes on empowerment of women, on rural development, on child labour and child abuses and also on protection of the Girl child.

(Total Cost-Rs. 2,64,60,000)

E. 20th Century-in Retrospect

During the IXth plan, we will be entering the 21st century and it is the proper time to review our progress in various fields. Special programmes will be produced on how things have changed during the 20th century, in the fields of Agriculture, Technology and Scientific Research including Space Technology and also a review of 100 years of Indian music, Drama and literature.

(Total Cost-Rs. 1,05,40,000)

F. Improvement of Programmes

Unless the quality of programmes is improved there is no justification in any amount of hardware excellence. With this idea in mind, it is proposed to set up centres of excellence in Music, Radio, Drama, Radio Features and Radio Documentaries at Bangalore (Karnatic Music), Lucknow (Hindustani Music), Mumbai (Drama) and Bhopal (Radio features and documentaries). Here also no staff component is proposed, but will be managed from the existing strength. Apart from this, it is also proposed to run series of programmes in collaboration with various Governmental agencies like ITDC, Department of environment, ICMR, Central Hindi Directorate etc.

(Total Cost-Rs. 5,15,30,000)

G. Special Programme Series for North-East

Keeping in view, the special emphasis is given for the development of the NE, by the Government of India, two series of programmes under the general title "Introducing each other" are proposed.

(Total Cost-Rs. 1,78,20,000)

Total Plan outlay proposed-Rupees 22 crores.

Scope of Each Scheme

A. Projecting the Composite Culture of India

The scheme is proposed to be divided into various sub-head, each dealing with the image of the country as projected domestically, the same as felt by the Indians settled/domiciled abroad and also as projected by other countries. There will be special emphasis on SAARC countries. Apart from this, the border areas of the country are also given a special treatment to efficiently counter the anti-Indian propaganda going on in the immediate neighbouring country. There is the proposal to start a broadcast for Bhutan and Maldives—two good neighbours of the country. To create a better image of India among Islamic countries and to publicise more our motto of communal harmony and secularism another series is planned.

All these will be over and above wide coverage that will be provided to international conferences on various aspects of international relations that may be held in the country in the course of the plan period.

Of these, the frequency of broadcasts are as follows:—

| | | |
|--|-------------------------|-------------|
| (a) Capsules on the culture and tradition of India | Daily | 1826 progs. |
| (b) Videshom Me Bhara | Weekly | 260 progs. |
| (c) Border area coverage | Weekly | 260 progs. |
| (d) Services for Bhutan and Maldives | Daily | 3652 progs. |
| (e) Coverage of international events | As and when they occur. | |

B. Preservation of Indian Traditions in Music, Art, Culture and Literature

Music needs to be preserved not only as a rich tradition lending various schools and transcending all boundaries of race and religion but it needs to be propagated also. Tribal and folk music are being gradually faded out, because of an over dominance of latest binds in music and its over circulation. The rivers of India have been the cradles of many a civilization and the cultural history of India is woven around these rivers. Classical literature is getting out of hand and is almost likely to take a back seat because of the fast life of modern man. Ancient scriptures of all faiths and religions have to be popularised to give an added credence to the secularism of the country.

With these ideas in mind, the following programmes are proposed in the major scheme, as per frequency shown against each:—

- (a) Radio adaptation of world classics - Six one hour prog. a year.
- (b) Ancient Indian literature - Weekly-260 progs.
- (c) Adaptation from Scriptures etc. - Weekly - 260 progs.
- (d) Tribal and folk music - 625 progs. a year from all 25 States. No. varies from State to State with the diversity and richness in each State. Total - 3125 progs.
- (e) Classical music - Proposal for recording 400 artists a year in both Hindustani and Karnatic with their eminence and tradition as criteria. Total progs. - 2000.
- (f) Rivers of India-Monthly-Total 60 programmes.

C. Bettering Human Resource Development

Advance training in software development with exposure to latest trends in hardware achievements is a basic requirement for Indian Broadcasting Organization to put out effective programmes, in tune with the expectation of the listeners. Hence, it is proposed that a centralised body called the National Academy of Brodcasters to which the existing Staff Training Institute (Programmes) and other Regional Training Centres will act as affiliated bodies, imparting high quality training in most specialised areas to the up coming broadcasters may be set up. The Academy is proposed to have its headquarters at Pune and the staff required will be re-deployed from the existing total strength of the Department.

D. Serving the Under Privileged Sections of the Society

The socio-economic set up of the country is such that even though there is perceptible industrial growth, we can not ignore the Rural majority that feeds the country. Apart from this, of all said and done, the State of women in 20th century is still a paradox. With the aim of giving impetus to the efforts taken by the Government and various other voluntary agencies in improving the lot of the under privileged and not so sophisticated masses of the country with special emphasis on women, it is proposed to have series of programmes as follows:—

- (a) Programme series on empowerment of women-5 progs. a week-1300 progs.
- (b) Programme series on Rural Development-Weekly-Total 260 progs.
- (c) Programme series on Child Labour and Child abuses-Monthly-Total 60 progs.
- (d) Protection of girl child-Weekly-Total-260 progs.

E. 20th Century in Retrospect

- (a) 100 years of Indian literature-weekly prog. in 16 major Indian languages. Total 4160 progs.
- (b) 100 years of Indian music-two progs. a month in two zones. Total 120 progs.
- (c) 100 years of Indian Drama-Monthly programme-One in North Zone and another in South Zone-Total 120 progs.
- (d) Achievements in agriculture and Science & Technology-Weekly programme in 10 major languages-Total-2600 progs.

F. Improvement of Programmes

For a systematic compilation and documentation of the rich and varied musical tradition of the country and also to provide for a centre where the intricate art and tradition of Radio Drama and features can be perfected to a stage where the not so expert and the novice in these fields can use its research and references section, four centres of excellence one each in Karnatak Music, Hindustani Music, Radio Drama, Radio Features and Documentaries may be set up. The staff will be selected and deployed from the existing sanctioned strength.

Also, to have the experience and expertise of other agencies in their specialised fields, we may have series of programmes in collaboration with such leading agencies. Four such series are proposed.

- (a) Bharat Darshan, with ITDC-Monthly prog. in 4 languages-Total 240 progs.
- (b) Hindi language lessons with Central Hindi Directorate-Biweekly programme from 10 non-Hindi States-5200 progs.
- (c) programme on Ecology with Deptt. of Environment-Weekly programme-Total 260 progs.
- (d) Medicinal plants with ICMR-weekly programme in two languages-Total 520 progs.

G. Special Programme Series for North East-Introducing Each Other

The culture, history and the contribution of the seven States in the NE are still unknown to even many of the educated citizens. Similarly, the rest of the country in several cases pose like a mystery to the NE.

(a) Introducing the Seven Sisters

This will be a monthly programme, broadcast from all the other State capitals and relayed by other stations in the respective States. No. of programmes - 1080 for five years (18 States x 12 months x 5 years).

(b) Introducing the Rest of the Country to the North East

This will be the fortnightly programme, on the other 18 States to be produced by each capital station in the NE based on scripts and effects supplied by the concerned capital stations for respective States. Total programme-840 (7 States x 24 progs. a year x 5 years).

II. Hardware

Introduction

Broadcasting on Medium Wave has been the main stay of All India Radio. At the time of Independence it had 6 medium wave and 12 Short Wave Transmitters covering 2.5% area and 11% population of the country. During the successive plans the thrust had been on expanding primary grade service on medium wave covering as much area and population as possible within the available resources. This primary grade service was supported by regional short wave Transmitters at State Capitals.

A self-contained service of population entertainment known as Vividh Bharati was started in October 1957 to meet the India Radio started commercial broadcasting in very limited way on 1st November 1967 on this channel. At present, this service is broadcast from 30 centres. Most of these centres are having low power Medium Wave Transmitters.

In order to meet the aspirations of the local population and to provide adequate coverage of events of local importance concept of Local Radio Stations was evolved during VI Plan. It was during this Plan that the need for a common channel of national importance was felt. With the commissioning of 5 Local Radio Stations and the 1000 KW MW Transmitter for the National Channel at Nagpur. All India Radio entered the era of 3-tier broadcasting-Local, Regional and National.

The Medium frequency spectrum had almost saturated by now. At the same time there was a growing need to meet the demands of the local population. Though MW Broadcasting was launched in 1977 it was during the VII Plan that it expanded in a big way with FM Local Radio Station all over the country. Though qualitywise FM Broadcasting scored over the conventional AM Broadcasting, it did not really take off mainly because of high receiver cost. However, with the introduction of stereo broadcasting in 1988 and leasing out time on FM Transmitters in 1993, FM Broadcasting really caught on.

After commissioning all the VIII Plan schemes, 91% of area and 98% of population of the country would be covered by primary grade day time service.

During night, however, this coverage shrinks considerably because of interference in Medium Wave Band from the High Power Transmitters operating in other countries. The MW would thus continue to dominate the broadcasting scenario in future decade. With broadcasters jumping in the race to strengthen their medium wave Transmitters, in order to protect and retain All India Radio's coverage, it is necessary to augment the power of our Transmitters as per ITU Plan.

There are areas in different States which do not enjoy the coverage by any Transmitters of their own State. Therefore, attempts will be made to bridge such gaps. These new Radio Stations would need the aspirations of local people. Number of these new Radio stations will be in tribal, hilly and border areas.

2. Expansion FM Stereo Channel

The FM Stereo Channel introduced became very popular because of its excellent quality and content. To provide the listeners a high quality broadcast and multiple choice of programmes, FM Stereo Service is proposed to introduced in all State capitals and other important cities. This service is expected to generate revenue.

3. Expansion of Entertainment Channel

The Vividh Bharati Service which is an entertainment oriented service, is very popular with masses. However, it is broadcast in mono-mode on Medium Wave Transmitters. In order to make it more attractive, it is proposed to expand it nationwide on FM Band (I) replacing the old Medium Wave Transmitters by FM Transmitters and (ii) by adding new FM Transmitters.

The satellite link for programme distribution will be converted to Stereo. The FM Transmitters will be utilised to introduce following value-added services also:—

- (a) FM-RDS Paging
- (b) Data Broadcasting and other value-added services.

4. Upgradation of Programme Production Facilities

All India Radio largely rely on conventional analog equipment for programme production. In order to stay competitive with other broadcasters, it is necessary to introduce latest state of the art production equipment, which would not only enhance the quality of production because of its sleekness but also would increase the efficiency and optimise the performance. It is proposed to introduce and expand the following new technologies in the network:

- (i) *CD Players and Digital Audio Tape Recorders*

During VIII Plan, CD Players and Digital Audio Tape Recorders have been provided at many centres. It is proposed to provide CD Players and Digital Audio Tape Recorders at all the centres.

(ii) Hard Disc Based Recording/Editing and Playback System

During VIII Plan, Computer based recording, Editing and Playback System was introduced at few selected centres. Its recording quality is superior, editing facilities are enormous, efficient and precise. Playback access is instantaneous and random. It is therefore, proposed to provide such systems to all centres.

(iii) Strengthening of Archives

All India Radio has unique collection of over 55,000 analog tape/disc. Over a period of time, this previous material has suffered degradation in quality due to inherent limitations of the analog medium. In order to restore and preserve the degraded material, All India Radio established facilities to transfer the same on to an optical medium (Compact Disc Recordable—a Digital Medium) for long term preservation.

Under UNDP assisted project, All India Radio established two Refurbishing labs consisting of two most sophisticated Refurbishing Systems available in the international market. These systems removed or substantially reduced the noise/degradations such as clicks, scratches, drop-outs, crackles, broadband noise, tape hiss, hum numble etc., very efficiently and effectively. These computerised refurbishing systems are digital signal processing (DSP) and artificial intelligence to restore the quality of digitalised audio signals. Using these systems, any speed variation in the original recordings can also be corrected. These are also two optical discs recording (ODR) systems for transferring the analog material for digital storage. A permanent set up for All India Radio's Archives is being established at New Delhi.

Keeping in view, the huge backlog, All India Radio has plans to augment both the restoration and ODR facilities.

5. Digital Audio Broadcasting

Conventional FM Transmitters are no doubt capable of delivering high stereo quality programmes. However, it does transmit CD quality programmes. Moreover, the quality of reception suffers in mobile receiver and is only a single channel delivery system, whereas, in DAB six CD quality stereo programmes associated with information in text form and also huge data channel all in a single RF channel can be transmitted. Present day listeners are already exposed to CE quality music. It is quite natural that they would expect similar high quality through broadcasting as well. A worldwide standard for DAB have now been evolved. It is therefore, proposed to introduce this service in terrestrial mode in major cities.

6. Broadcasting Satellite Service (Sound)

All India Radio has plans to start BSS (Sound). This service is intended to provide nation-wise multi-channel service with CD quality directly to listeners with fixed, portable and even mobile receivers. After the successful experimentation, it is proposed to launch service on regular basis. The establishment of the service will include setting up of the contributory network for providing programme feeds for the BSS (Sound) and also availability of suitable satellite pay-load with sufficient EIRP to provide information *vide* direct broadcast coverage. This service will be in digital mode.

7. Broadcasting through Internet

Internet today has really become a Global Information Super Highway (ISH). Millions of data network are already connected to this internet and exchanging data in the form of Text, Voice and of Late Music. Broadcasting organisations in many developed countries have started feeding broadcast items like speech, music, texts through internet. All India Radio has joined this revolution by initiating its AIR ON LINE INFORMATION SERVICE ON INTERNET. This service at the moment provides news and current affairs. Considering the tremendous growth and broadcast potential of the internet system, it is proposed to have "AIR INTERNET STATION".

8. Augmentation and Modernisation of Radio Networking

After the completion of VIII Plan Schemes, All India Radio will have 20 Captive Earth Stations located at different centres in the country utilising 38 R.N. Carriers.

With the manifold increase in the number of Radio stations and programme activities, the existing programme distribution and linkage has become inadequate. It is therefore, proposed to provide Captive Earth Stations at other centres. In order to enhance the quality of broadcast, these satellite links will be converted to digital.

9. Modernisation and Renewal Schemes

Modernisation and Renewal of old and obsolete equipment is a continuous process and is essential to keep the performance at the specified desired broadcast standards. Number of radio equipment, transmitter will be replaced by state of the art equipment.

The Studio-Transmitter Links would be converted to digital at all centres.

10. Expansion of External Services

As a major overseas organisation, All India Radio broadcast in 16 foreign and 8 Indian languages for a duration of about 70 hours per day. It may be mentioned that many established overseas broadcasters like Voice of America, BBC, etc. use 5-6 different high power transmitters for single service. The number of existing hardware is not adequate to lay an effective signals in target areas. Therefore, the external service will be further expanded and strengthened by:

- (i) Establishment of new High Power Short wave Transmitters
- (ii) Establishment of Relay bases in friendly countries.
- (iii) Buying Air-Time on Foreign Broadcast Network and contributing programme through appropriate Satellite links.

11. Science & Technology

The Research Department is inhouse R&D Unit of All India Radio. It undertakes various innovative projects in the field of Broadcasting keeping in view the present operational needs and the future technological directions of the Network.

The activities under S&T Schemes will include execution of various study/experimentation programme as identified by International bodies like ABU, ITU etc. and contribution thereto.

12. Training

With the ever expanding network and changing system, it is imperative that the staff undergo in depth training in various broadcast fields and on latest state-of-art equipment.

Due to the quantum jump in the broadcast technology, programme production activities and modern management techniques, there is a need to have a centre of excellence in training in these fields. This will be in addition to Regional Training Institutes at major centres. The Regional Training Centres will conduct induction courses and refresher courses.

13. Computerisation

In order to enhance the operational efficiency and reliability, it is necessary to computerise the various sectors of system management in Broadcast Network. Beginning in this direction has already been made in earlier plans and it has to be continued further.

14. Other Schemes

To provide a conducive and secure working atmosphere, schemes like additional office accommodation, strengthening of safety and security measures, provision of staff quarters, holiday homes, restructuring of Directorate, Zonal Chief Engineer's Offices and Regional DDG's Offices etc. are proposed to be included.

The concept of maintenance will be introduced and implemented to improve the maintenance strategy.

It is proposed to set up full-fledged marketing wing on the lines of BBC to go into commercially marketing All India Radio's software through cassettes, CDs and Books etc.

CHAPTER III

RECOMMENDATIONS/OBSERVATIONS WHICH THE COMMITTEE DOES NOT DESIRE TO PURSUE IN VIEW OF GOVERNMENT REPLIES

Para 16

The Committee hopes that since the problems leading to delayed commissioning of projects have been identified, procedures would be streamlined and guidelines framed to give concrete shape to proposals. The Committee would also like the Ministry of Information & Broadcasting to expeditiously consider the proposals for setting up of circle offices at State level for better running and maintenance of projects and for simplification of purchase procedures.

Action Taken

- (i) With the advancement in communication system, setting up of circle offices at State level is not considered necessary. Moreover, establishment of such offices would put further burden on already constrained financial position of Prasar Bharati.
- (ii) The Ministry has already delegated financial powers to DG, AIR & DG, DDN regarding purchase of equipment to the maximum extent possible. Modification in the present purchase procedures can be undertaken as and when found necessary.
- (iii) With effect from 1st April, 2000, the Prasar Bharati will be given grants-in-aid and will follow different accounting procedure. The proposed system is expected to give more flexibility to Prasar Bharati in all financial matters.

Doordarshan and All India Radio, even though brought under Prasar Bharati *w.e.f.* 23.11.1997, have been operating the Government budget for purposes of all their expenditure and receipts and, therefore, following all the procedures as applicable in respect of a Government department. However, it has now been decided that Prasar Bharati will be provided its own funds in the form of grants-in-aid and loan *w.e.f.* 1st April, 2000. This system will provide greater flexibility in day-to-day operation and management of Prasar Bharati and will reduce the delays in according sanction etc. for projects.

Para 29

The Committee notes that AIR transmitter in border areas are not adequately powered and immediate attention required for their upgradation. The transmitters of the neighbouring countries are found to be emitting very strong signals and overshadowing the Indian transmission.

Action Taken

A proposal containing additional schemes for strengthening of radio coverage in the border areas of North-Eastern states and Jammu and Kashmir and additional funds required for the purpose has been formulated by Prasar Bharati.

The above proposed schemes for J&K have already been sanctioned under the special package involving a sum of Rs. 48.40 crores and their implementation has already been started. The proposal for North-East projects were submitted to Planning Commission for funding out of non-lapsable central pool involving a sum of Rs. 67.38 crores. However, Planning Commission has advised to scale down the level of proposed investment and submit the revised proposal which is being worked out by the Prasar Bharati.

Comments of the Committee

(Please see Para No. 9 of Chapter-I)

Para 30

The Committee is distressed to note that nothing has so far been done to upgrade the transmitters due to constraints of funds. The Committee is of the opinion that the matter has not been given the attention it deserves. Considering the anti-India propaganda done over electronic media of some neighbouring countries, the Committee recommends that immediate steps be taken to strengthen the transmitters in border areas, which seems to be the only way to counter such propaganda. The Planning Commission should be prevailed upon for higher allocation by taking up the matter at the highest level keeping in view the urgency of upgrading the transmitters in border areas.

Action Taken

Keeping in view the national security interest, AIR always strives its best to provide quality service along and across the border to counter the anti-India propaganda being broadcast from across the border. To further strengthen the coverage in the border areas to counter anti-India propaganda from across the border, the Government, under special J&K package, has approved schemes to set up nine new relay stations (at Rajouri, Kupwara, Naushera and 6 Nos. in Ladakh Region) and upgrade the existing 3 transmitters at Kathua, Kargil, Srinagar, in the State of Jammu and Kashmir. In addition, under the ongoing schemes, the existing transmitter at Jammu (J&K), Jodhpur (Rajasthan) and Bhuj (Gujarat) are being upgraded under the 9th Plan scheme. Even in the Eastern Borders, the coverage is being strengthened through upgradation of the powers of existing transmitters e.g. AIR, Imphal from 50 KW MW to 300 KW MW, AIR, Kohima from 50 KW MW to 100 KW MW and AIR, Guwahati from 50 KW MW to 100 KW MW.

Comments of the Committee

(Please see Para No. 9 of the Chapter-I)

Para 31

The Committee is of the view that some more High Power Transmitters (HPTs) should be set up which can be heard all over the country. Although Prasar Bharati has claimed that programmes transmitted from Delhi and Calcutta stations are heard all over the country yet fact remains that due to hilly terrain they are not heard in some areas of North East and Himachal Pradesh because the signals are not very strong there. The Committee further observes that transmitters of Shillong Radio station which Prasar Bharati claims to be covering the entire North East does not cover all the States in the North-East. It covers only Assam and Meghalaya and doesn't cover Nagaland, Mizoram, Manipur and Arunachal Pradesh since the signals are very weak because of hilly terrains there. It is a sad commentary on the functioning of the AIR transmitters. The Committee, therefore, recommends the Prasar Bharati to ensure that power of these transmitters be increased by ascertaining the needs of the listeners covered by these stations.

Action Taken

The programmes transmitted from AIR, Delhi and Calcutta can be heard over a wide area; but, they are not capable of providing coverage all over the country. The power of Medium Wave transmitters are subject to the power assigned by the International Telecommunication Union.

The 50 KW SW Transmitter for the North-Eastern service installed at Shillong is expected to cover the North-Eastern States, since the short-wave signals are not hampered by hilly terrain. However, for improving the coverage of North-Eastern service, 10 additional relay stations are proposed to be set up. For strengthening radio coverage in the North-East, schemes for replacement/upgradation of transmitters at Silchar (20 KW MW), Imphal (300 KW MW), Guwahati (100 KW MW) and Kohima (100 KW MW) are under implementation.

Further, the replacement/upgradation of transmitters are also being taken up to improve Medium Wave coverage in other parts by necessary replacement/upgradation of HPTs at Jodhpur, Nagpur, Najibabad, Indore and Port Blair. The 1000 KW MW transmitter at Rajkot is also being replaced by a new transmitter.

Para 32

The Committee regrets to note that Ministry/Prasar Bharati/AIR Directorate has not done any exercise in regard to funds needed to set up some more powerful stations during the IXth Plan so that they can be heard clearly all over the country. The Committee considers it to be a serious lapse. The Committee recommends that Prasar Bharati should undertake an early study of the cost component for upgrading the power of the transmitters.

Action Taken

Exercise has been done to install high power transmitters as per the power assigned by the International Telecommunication Union for improving coverage all over the country. Replacement of transmitters have been undertaken at Jodhpur, Nagpur, Najibabad, Indore and Port Blair. These are in addition to ongoing projects taken up for Border coverage and J&K.

Para 34

The Committee is concerned to note that the proposal for setting up of the AIR station at Bhubaneswar which is the only State Capital without a radio station has not been included in the 9th Plan. The Committee would like the proposal to be again pursued at the time of mid-term appraisal of the 9th plan.

Action Taken

Initially, Cuttack was the state capital of Orissa. AIR station, therefore, was set up at Cuttack to cover the township of Bhubaneswar (the present Capital of Orissa) also. Bhubaneswar is merely 30 Kms from Cuttack and fully covered by the HPT at Cuttack. However necessary recording facilities such as studio etc. has been set up at Bhubaneswar to cater to local artists. The 100 KW MW transmitter at Cuttack which was damaged due to the recent cyclone is being upgraded and replaced by 300 KW MW transmitter.

Para 43

The Committee takes a serious note of the fact that 12 FM Projects at Delhi, Aligarh, Jammu, Ranchi, Calcutta, Guwahati, Mumbai, Jabalpur, Bangalore, Trivandrum, Chennai and Vishakhapatnam are ready but have not been commissioned for non-availability/inadequacy of staff. Similarly, 6 other transmitter projects at Allahabad, Tawang (Arunachal), Kurseong (upgd.), Ranchi, Kurseong (regional service), Williamnagar have not been commissioned for the very same reason of shortage of staff. Besides, 74 local radio stations were carrying only one transmission. It is a matter of grave concern. The CEO, Prasar Bharati's submission is that with the advancement in transmission technology, the staffing norms can be brought down drastically in several areas. With this end in view, Prasar Bharati was reworking the norms, skimming off the surplus and posting them in area which are under-staffed. The Committee appreciates this approach. However, it finds that until now the reason for non-commissioning of the AIR Projects was stated to be delay in sanctioning of staff by the Ministry of Finance. The Committee is perturbed to see this casual latitude of the Ministry/Prasar Bharati (AIR) in dealing with staffing norms knowing well that it is the major constraint in the effective working of the AIR Network. Had these steps of reworking of staffing norms been taken earlier, the valuable assets would not have remained idle denying the benefits to the society.

Action Taken

With the advent of modern technology, the existing staffing norms for AIR projects was found to be on the higher side. Hence there was a scope for revising the norms and redeploy the excess staff. Therefore, an exercise was undertaken internally by this Ministry in consultation with the officers of Prasar Bharati. Consequent upon this exercise, a revised *ad hoc* staffing norm has been finalized and Prasar Bharati is re-deploying the existing staff. This will enable AIR to make operational all the projects, which are technically ready for commissioning.

Comments of the Committee

(Please see Para No. 12 of Chapter-I)

Para 44

The Committee notes that Administrative Staff College, Hyderabad has been engaged to conduct a comprehensive study of the organization, staffing norms etc. of the AIR network. The Committee desires that the study in regard to staffing norms should be expedited so that shortage of staff does not remain for long and manning problem is solved expeditiously.

Action Taken

Prasar Bharati has taken a decision to discontinue the study entrusted to the Administrative Staff College, Hyderabad. However, there is a perception that AIR is overstaffed and Prasar Bharati have been advised to get a study done by an expert body/organization to ascertain the actual manpower requirement and rationalize the same. Meanwhile, *ad hoc* staffing norms has been worked out on the basis of a quick assessment and AIR is redeploying its existing staff accordingly, which will provide a rational distribution of existing manpower of AIR and enable it to commission its projects which could not be done earlier due to lack of staff.

Comments of the Committee

(Please see Para No. 12 of Chapter-I)

Para 45

The Committee is constrained to observe that in case of AIR, Calcutta, one Superintending Engineer had been posted to supervise the studios and High Power Transmitters which are located 30 Kms apart. The reasons advanced for not envisaging this problem at planning stage are that only two transmitters viz. 50 KW and 10 KW SW transmitters were available for AIR Calcutta earlier and later on with increased broadcast service requirement, power of transmitters was enhanced at one time. Because of these reasons it became necessary to locate transmitters at different places. The Committee is not at all convinced by this reasoning. The fact that upgradation/advancement of technology has now become a continuous progress cannot be denied. These factors should have been envisaged at the planning stage. The Committee considers it to be negation of planning. The Committee trusts that in future every effort would be made to see that the sites of studios and transmitters are selected keeping in view the operation problems.

Action Taken

The High Power Medium Wave Transmitters are located outside the urban area to avoid blanketing of radio receivers and to meet technical necessity of earth radials, etc. which require site with large areas. The studios in such cases cannot be located outside the urban area as this would dissuade artists/talents from commuting large distances for the purpose of recording their programmes, etc.

The sites for the various projects are identified with the help of State Government authorities. At the time of finalising the sites, due care is taken to ensure that the site not only meets the operational and technical requirement but also enough facilities for future expansion.

In most of the cases, Prasar Bharati have been successful in getting the requisite sites; but in a few cases this was not possible due to hilly terrain or non-availability of land with the required area.

Para 46

The Committee is perturbed to note that there are 10 other stations besides Calcutta *viz.* Hyderabad, Srinagar, Patna, Ranchi, Panaji, Ahmedabad, Nagpur, Jalandhar, Pune and Indore where one Superintending Engineer is supervising more than one transmitting centres. The Committee feels that single staff for more than one transmitters would not be able to do justice to any of the transmitting centres under his supervision. Although efforts are stated to be made to ensure better coordination and supervision with the available broadcasting engineers, the Committee strongly urges Ministry of Information and Broadcasting/Prasar Bharati to review the operational arrangement as early as possible for efficient functioning of transmitting centres at these stations and if need be separate Superintending Engineer for each transmitting centre be posted.

Action Taken

Creation of posts at different location is to be viewed in the context of general resources crunch. AIR and Doordarshan are already over staffed and further increase in staff would not be conducive to the smooth functioning of the Prasar Bharati. Moreover the existing system has been reported to be functioning properly. However, the Prasar Bharati has been advised separately to engage an outside expert to study their manpower requirement rationalised the same for optimum utilization.

Comments of the Committee

(Please see Para No. 15 of Chapter-I)

Para 47

The Committee is of the view that recruitment to non-specialised categories in the North-Eastern States should not be confined to Guwahati area alone, but should be decentralized and vacancies should be advertised in the newspapers of respective States also. The outside recruitment should be resorted to only if qualified people are not available locally, as it has got many benefits like the person would be knowing the place, its culture, its language. Moreover, the housing problem would not be there. The Committee hopes that the matter would be examined in detail as assured by the CEO, Prasar Bharati during evidence. The Committee would like to be apprised of the progress made in this regard.

Action Taken

Recruitments are done at local, zonal and national level depending upon the category and grade of posts. All Group 'D' posts and some of the Group 'C' level posts such as Technician, Motor Driver, Diesel Engine Driver etc. are recruited at the local level. Transmission Executive and Engineering Assistant are recruited by the zonal offices. Due publicity through advertisements in local newspapers, employment exchanges and broadcast over radio is given for such recruitments as and when required.

Para 48

The Committee is happy to note that Prasar Bharati has submitted a proposal to the Ministry in regard to providing incentives to employees under specialized categories in North-Eastern States like giving 50% of the pay to them as an incentive, LTC and Government accommodation etc. The Committee would like to be apprised of the decision taken by the Government in this regard.

Action Taken

The employees working in AIR & DDn still retain their lien with the Government and therefore continue to be governed by the extant Government instructions issued in this behalf. The employees of Prasar Bharati continue to draw all allowances as admissible to Civilian Central Government employees. Incentives for being posted to North-East already exist and employees in Prasar Bharati are presently availing these benefits. The Prasar Bharati proposes to continue with the existing pay scales and other benefits as admissible to Central Government employees. Therefore, there is no proposal to grant additional benefits/incentives specifically to employees of Prasar Bharati.

Para 71

The Committee finds that staff shortage is one of the major constraints in the effective functioning of All India Radio Network. The Committee is of the view that no serious efforts were made to bring the North-Eastern States at par with other regions. Since topographical problem of these areas are well known, the Committee recommends that the problems like inadequate staff and unwillingness of the AIR employees to be posted in North-Eastern States being faced by Prasar Bharati should be dealt with better planning and effective cooperation of the respective States so that overall AIR Network in North-Eastern region comes upto the mark.

Action Taken

All efforts are being made to fill up the vacancies in the various AIR stations in the North-East. On the recommendations of the Fifth Pay Commission the Government has sanctioned various incentives for employees posted in North-Eastern region like special duty allowance, special compensatory allowance, housing etc.

Para 72

The Committee is unhappy to note that out of 23 radio stations taken up for execution in North-Eastern States during 8th Plan, 7 radio stations had to be dropped/deferred due to financial constraints. Out of the remaining 16 radio stations, only 5 projects could be completed and the remaining 11 projects could not be completed and are at various stages of implementation for reasons of delay in handing over of sites by the State Governments law and order problem etc. The Committee desires that these problems be sorted out with the state Governments effective cooperation. The matter may be taken up with them at the highest level. The Committee also desires that implementation machinery should be geared up for early completion of these projects.

Action Taken

Out of 23 radio stations proposed to be set up in the North-East during 8th Plan the station proposed at Longtherai (Tripura) and six Community radio stations had to be dropped/deferred because of constraints of funds.

The position regarding the remaining 16 stations is given below:

A. *Projects completed*

1. Ziro (Arunachal Pradesh)
2. Kokrajhar (Assam)
3. Tezpur (Assam)
4. Williamnagar (Meghalaya)
5. Mon (Nagaland)
6. Dhubri (Assam)
7. Nongstoin (Meghalaya)
8. Saiha (Mizoram)
9. Tuensang (Nagaland)

B. Projects under Implementation

1. Churachandpur (Manipur)—Progress hampered due to law & order problem.
2. Dharmanagar (Tripura): Site is under acquisition.
3. Changlang (Arunachal) CRS
4. Khonsa (Arunachal) CRS
5. Champhai (Mizoram) CRS
6. Phek (Nagaland) CRS
7. Nutan Bazar (Tripura) CRS

The work at Community Radio stations has been delayed due to delay in handing over of sites free of cost by the State Governments. Now sites for all these projects at Changlang, Khonsa, Champhai, Phek and Nutan Bazar have been identified.

Para 94

The Committee notes that Indian Institute of Mass Communication was engaged to evaluate the working of All India Radio programmes, which has given a report that is being studied. The Committee would like to be apprised of the main findings and action taken thereon by Prasar Bharati/AIR Directorate.

Action Taken**Functional Aspects:**

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. More functional freedom/ autonomy be granted for better performance. 2. Adequate funds be made available with more financial powers at senior level. 3. Primary and secondary duties be clearly defined so as to remove confusion in the minds of the programme and the engineering staff. | <p>AIR was earlier functioning as a Government Department and, therefore, the rules and regulations of the Government were applicable. It has been decided that from 1st April 2000 funds in the form of Grants-in-Aid will be made available to them which would provide enough flexibility of operation. However, these suggestions have been noted. It is stated that being a creative organization, some overlapping of work areas is inevitable.</p> |
|---|---|

-
- | | |
|--|---|
| 4. AIR manual be revised to accommodate changes in view of changing media environment. | The AIR Manual is a basic toll for functioning. Administrative orders as relevant to the situation at hand are used as and when required. However, the suggestion has been noted and will be considered depending upon administrative requirement. |
| 5. Organization be strengthened by restructuring of the set-up at different levels. | The suggestions have been noted and every effort is being made to make the organization more dynamic and result oriented. |
| 6. Bureaucratic clutches be removed, redtapism be checked, and corruption be curbed. | |
| 7. Accountability be fixed, professional approach be encouraged, result-oriented work be promoted. | |
| 8. Engineering activities be divided into two sections— Operation and Maintenance. | The AIR network has since largely expanded and is comprising of 198 stations. At the same time, there is large amount of project activity for setting up of new stations and also for modernisation and replacement of existing equipment. Engineering Wing could be divided into two main divisions, namely, (i) Planning & Development and (ii), Operation and Maintenance. It is necessary to do so in view of the sophistication involved in the modern broadcasts equipment. |
-

-
9. Separate administrative set-up be made for the Engineering Wing.

Broadcasting involves a large number of Engineering Personnel in the system. Major part of plan and non-plan budget is being spent on Engineering activities. Segregation of administrative set up as for Engineering Wing or for Programme Wing may not be advisable.
 10. Better transportation facility be made available, separate transport section be formed for the Engineering Wing.

Instead of providing a separate section for the Engineering wing it would be desirable to pool the limited resources and utilise them to the optimum extent.
 11. Short distance between studio and transmitter be preferred, also proper selection of transmitters site.

Sites for the various projects are acquired with the help of State Governments. The best possible site that meets both the technical requirements as well as the availability of infrastructural facilities is acquired.
 12. Time slots on FM, Vividh Bharati and Primary Channels be allotted to private producers for promoting professional and competitive atmosphere.

Government has decided to set up private FM Radio stations in 40 cities that would increase the choice for citizens, promote professionalism and competitive atmosphere. Offers for 108 FM channels have been received from over 50 companies. These offers are being processed. In view of this, there is no need for allotting time slots on AIR FM channels to private Broadcasters.
-

-
13. Commercialisation of various channels be encouraged for more revenue collection but it be restricted to certain limits. AIR is broadcasting programmes produced by private producers on Vividh Bharati, Primary channel and FM. This commercialisation is restricted to a maximum of 10% of the total broadcasting time.
14. In view of confronting attitude of the Programme and the Engineering staff on the issue of rotational system of headship, the post of the Station head be made a selection post with equal opportunities to the Programme and the Engineering staff for making a claim on the basis of competence and performance. Rotational system of headship between Programme and Engineering staff is in vogue to avoid any confrontation between Programme and Engineering Wing. This practice may continue.
15. A Committee should be constituted to assess the qualities of management in addition to administrative acumen of all those who are senior enough to head the capital level stations. In case of the Metro stations senior level news personnel are there who can also be considered for headship. It is suggested that a 4-member committee headed by the DDG (Administration) in the Directorate can go through the performance graphs of all those under consideration and can have personal discussions before choosing the incumbent. Prasar Bharati is of the view that the Recommendation made by Indian Institute of Mass Communication, New Delhi regarding the change of present system of Headship is not practical.
-

be he/she from Programme/Engineering or News Cadres. The other members of the Committee may be DDG (P), Chief Engineer (HQ) and ADG - News (Coordination). It would help in doing away with the disadvantages of the present system of rotational headship and the schism between all the cadres in AIR.

Personnel Aspects:

- | | |
|--|---|
| 16. Vacant posts in the Programme and the Engineering Section be filled up soon. | Effort is being made to fill existing vacancies. |
| 17. Recruitment of skilled and technically sound staff be preferred to ensure optimum use of the updated technology. | Recruitment is done as per approved recruitment rules. |
| 18. Staff be opened to better pay-scales and better promotional avenues with time-bound promotions. | The staff of AIR are presently governed by the rules and regulations of the Government. They are eligible for the pay scales and incentive schemes as applicable to the Central Government employees. |
| 19. Rewards/awards and other incentives be given on excellent performance. | |
| 20. Clear-cut transfer policy be framed—frequent transfers be stopped. | AIR is already following an approved transfer policy. |
-

-
- | | |
|---|--|
| 21. More staff welfare activities be initiated. | Welfare activities as approved per Government regulations are taken up. |
| 22. Staff be trained in high-tech methods and techniques, innovative formats and management practices so as to make them capable of keeping pace with the changing trends. | The STI(P) & STI(T) undertake training programmes for the Programme/Administrative/Engineering staff as per the calendar of training drawn up by these institutes. In addition, workshops, which are held by other agencies, like ABU/AIBD/UNICEF/BBC/Deutschwelle for imparting broadcasting skills. AIR staff members are also deputed to international training courses/workshops as per the offers received. |
| 23. Basic and Induction courses be organised regularly for training the staff. | |
| 24. In all types of reorientation programmes to be carried out in adopting High-tech methods and techniques, news personnel should be associated. | |
| 25. Emphasis be laid on organising workshops, seminars and special courses for the programme as well as the Engineering personnel. | |
| 26. A coordinated approach need be taken to organise workshops, seminars etc. in which officers from all disciplines, viz. Programme, News, Engineering and if need be senior administrative personnel be involved. (This is because an engineering aspect of installatioin of news system should be user-friendly and therefore, both Programme and News Personnel should be aware of the system before installation). | From time to time courses like interpersonal relations and administrative courses are organised both for Engineering and programme staff. |
-

Programme Aspects

27. Creative and innovative formats be used so as to infuse freshness in the programme.
28. More interactive/participatory programmes be produced to get the listeners involved in the programmes.
29. Need based programmes be produced keeping in view the requirements of listeners.
30. Special audience programme for catering to audience in specific regions be promoted, including special programmes for rural audiences.
31. Theme of the programme be selected to suit the requirements of different segments of audience.
32. Phone-in-Radio bridge and live progs. be preferred to bring variety in presentation.
33. OB coverage be enhanced to make the programmes more lively.
34. Talent be searched, professionals and specialists be engaged so as to ensure quality in programmes.

AIR continuously strives to evolve new and innovative ways to keep its listeners informed and these programme aspects are already part and parcel of AIR's programme strategy.

-
35. CBS be promoted for more and healthy entertainment. This is being done.
36. Regular formative and summative audience research be planned for getting feedback before and after making the programme. This type of research work is already being done to the extent of demand by the Programme Wing and to the extent of availability of finance (also availability of AR staff at some stations). Only at 38 stations we have AR Units. These researches will be continued.
37. Letters from the listeners be scrutinised to assess the preference, taste and choice of the audience. This is being done since the inception of AR Unit. It will be continued.
38. ARU being handicapped by resource constraints and its expected credibility and conviction at lower ebb, the audience research should also be handed over to outside agencies with a view to ensure accuracy, promptness, objectivity and balance in the report. It may restore the credibility. Though Audience Research Unit is handicapped by resource constraints, its credibility and conviction are not at lower ebb...Therefore audience research need not be handed over to outside agencies.

Technological Aspects

39. Latest technological equipments be put into use in the studios and OB van. State of the art equipment is provided in the studios depending on the availability of resources. Digital based technology which is in use the world over, is also being inducted in the AIR network. Compact disc players have already been inducted at several stations.
-

-
40. More studios be equipped with latest machines for recording, dubbing and editing. To ensure superior recording, editing and play back facilities, computerized hard-disc based digital system is proposed to be provided in the AIR studios. This facility has already been provided in the metros.
41. Special care be paid to the operation and maintenance of equipments and transmitters. Due care is given to the operation and maintenance of equipment and transmitters. Performance is regularly monitored and remedial measures are taken immediately wherever necessary to keep the equipment in optimum working condition. Few maintenance centres are required in each station to provide repair and maintenance support to station. Sufficient funds are required for effective operation and maintenance.
42. Procurement of spare parts be made easy. The spares for the capital equipment are procured from the original manufacturers. At times, these are imported. System has been evolved, whereby the Zonal Chief Engineers send regular reports on the procurement of spares on the basis of likely consumption in the stations under their control. In this way, sufficient lead time becomes available for the procurement of spares and the delay is minimized.
43. Additional High Power Transmitter or Low Power Transmitters operated on Synchronised Frequency be installed. Operation of Vividh Bharati programmes on synchronised frequency has already started. For other services, it is being kept in view depending on the availability of resources.
-

-
44. Powers of all kinds of transmitters be increased. The maximum of transmitters for each place is assigned and regulated by the International Telecommunications Union. A number of schemes involving the upgradation of power of transmitters are underway in the current plan.
45. FM transmitters be provided for all the stations, HPT be in FM mode. FM broadcast in the country is expanding. Presently, there are 111 FM transmitters in the AIR network. 67 of these are operating at Local Radio stations and 4 at Relay centres. New stations with FM Transmitters are also proposed in the current plan. Vividh Bharati programmes at several centres have been shifted from medium wave to FM.
46. Short wave transmitters be installed to cover wider areas. In the 9th Plan, it is proposed to install five short wave HPTs of 250 KW each at Delhi and two at Aligarh for external services. At Jammu, a 50 KW SW transmitter is being provided. These transmitters shall be used for regional coverage.
47. Analog modulation be replaced by digital broadcasting technology. AIR has already joined the select group of broadcasters on 31st March 1997 by introducing two hour daily Digital Audio broadcast on experimental basis from Delhi. Digital technology is being introduced in several areas including production, transmission, distribution etc.
-

-
- | | |
|---|---|
| 48. Band transponder be used for getting the quality of programmes improved. | It appears that the reference is to the use of C-band transponder for getting the quality of programmes improved. Needful in this regard has already been planned and action is being taken. |
| 49. Transmission disruptions and disturbances be checked so as to ensure good reception quality to listeners. | Performance is regularly monitored and remedial measures are taken immediately wherever necessary to keep the equipment in optimum working condition. Standby power supply arrangements have been provided to minimize interruptions due to power supply failure. |
| 50. Computerisation of the existing system be initiated. | Gradually the existing system in the AIR network is being computerised. Numbers of applications packages have been developed. Services like Radio-on-demand, News on phone, radio on internet have been introduced. |
| 51. Internet facility be made available. | Schemes to provide internet facility to all senior officers are already in hand. |
-

Para 110

The Committee is concerned to note that there are no guidelines for Private Broadcasters in respect of broadcast of various programmes, on FM channels. It recommends that guidelines should be framed so that corrective measures may be applied to the programmes broadcast by Private broadcasters.

Action Taken

There are guidelines for private broadcasters in respect of broadcast of various programmes on FM channels. It may be mentioned that detailed guidelines were issued first in 1993 for the broadcasters who started their broadcasting at Delhi & Mumbai and in 1994 for broadcasters who started their broadcasting at Calcutta and Panaji. However, at present, the system of allotting AIR FM channels to private Broadcasters has been dispensed with.

Para 111

The Committee is unhappy to note that the private broadcasters were giving revenue far below the market level *i.e.* Rs. 3000/- per hour since the introduction of FM channels though it can give revenue upto Rs. 30,000/- to Rs. 35,000 as is evident from the tender enquiries floated in 1996 by Prasar Bharati. The Committee trusts that Prasar Bharati would be earning substantial revenue from FM stations as these are getting more and more popular. The Committee therefore desires that commissioning of other FM stations be expedited.

Action Taken

At present, the system of allotting AIR FM channels to private Broadcasters has been dispensed with. Government has, however, decided to set up private FM Radio stations in 40 cities. Offers for 108 FM channels have been received from over 50 companies. These offers are being processed.

Para 112

The Committee notes that the revenue earned by AIR goes to the Consolidated Fund of India which becomes part of the Ministry of Information and Broadcasting Budget in its entirety. With additional revenue earned through FM channels, the Ministry has proposed to set up 17 more radio stations that would cover the smaller towns also. In this context, the Committee further notes that a proposal to levy licence fee on stereo radio is under consideration of the Government. The Committee welcomes this step as an alternative source of income generation in view of the need to step up revenue. The Committee would also like to be apprised of the progress made in this regard.

Action Taken

Government was exploring means of providing regular and independent source of funding to Prasar Bharati so that it is not dependent upon grants-in-aid etc. from that Government. In this regard, it was under consideration that a license fee in the form of a cess may be imposed on broadcast receiving sets such as on broadcast receiving sets such as TV, Stereo, Radio sets etc. No final decision could be taken and hence no specific proposal of levying license fee at present is under active consideration. However, steps for other alternative modes of revenue augmentation by way of auctioning of private FM Radio licenses have been taken. Another possibility of leasing out some digital terrestrial channels to private agencies as and when implemented on payment of license fee is also being examined.

Para 116

The Committee is gravely concerned to note that though there is ample scope for improvement in the News gathering and News broadcasting network of All India Radio, modern equipments and facilities of international standards required for the same could not be provided for want of adequate funds and staff. Considering the urgency and credibility of News which is a very vital and high priority area besides the fact that it is the basic strength of AIR, the Committee recommends that sufficient funds and adequate physical resources should be provided for News gathering without further loss of time. In this context, the Committee feels that Doordarshan and All India Radio-two wings of Prasar Bharati can join together and share the information.

Action Taken

Action has been initiated by the Ministry to fill up the vacant posts of Correspondents and Assistant News Editors (Grade IV) at NSD. Requisition has been placed with the UPSC. In addition, vacancies in the Senior Grade of IIS are also being filled up through deputation. On finalisation of the panels of selected candidates, the vacancies in NSD and Regional News Units will be filled.

A proposal for computerization of NSD is also under consideration. When NSD shifts to the new Broadcasting House, it will have the state-of-the-art of computer equipments covering various aspects of news operation.

Para 117

The Committee further notes that Indian Institute of Mass Communication has given a report on the News set up of All India Radio and the report is being studied. The Committee would like to be apprised of the decisions taken by Prasar Bharati in regard to News set up of AIR.

Action Taken

The Study undertaken by the Indian Institute of Mass Communication was only a sample survey and not a comprehensive study. It covered mainly five States chosen for the purpose *i.e.* Andhra Pradesh, Madhya Pradesh, Maharashtra, Orissa and Uttar Pradesh with a stray reference to the North-East.

It is based primarily on the reaction of a few persons elicited through a questionnaire. It would have been better if the exercise had covered all-round professional and structural changes in the functioning of the News Services Division, particularly in the light of the fast changing media scenario.

So far as improvement in the functioning of the News Services Division is concerned, it is a continuing process and efforts are made both professionally and technically to improve the functioning of the News Services Division.

It may be noted that because of programatic and technical innovations made, the NSD put out a live 36 hour programme on the Lok Sabha election results called "Verdict-1999". This was the first time that such an effort was made.

The recommendations and action taken are as follow:

-
- | | |
|--|---|
| 1. NSD should be technologically elevated. | This is a continuing process. A proposal for computerisation of NSD is under consideration of the EDP cell of DG, AIR. The computerisation is expected to gain a further fillip when the NSD shifts to Broadcasting House some time next year. The New Broadcasting House will be having state of art computer equipment covering various aspects of news operations. |
|--|---|
-

-
2. More Human Resources are required to strengthen NSD
- Prasar Bharati is reviewing the policy of manning of personnels in its field units, Additionial requirements of personnel, if required necessary, could be taken up thereafter. Ministry is seized with the matter in so far as filling up of the vacant posts of personnels in the NSD was concerned. Actions have been initiated by the Ministry to fill up vacant post of correspondents, Assistant News Editor (Grade-IV) at NSD: AIR. Requisitions to this effect have been placed with UPSC. In addiion, some more vacancies in senior Grade of IIS (Group 'B') are also being filled up through deputation basis. Application received on the basis of the advertisement for the same are being scrutinised and would shortly be referred to UPSC for making a selection. Also, requisition for 118 posts in Junior Grade of IIS has been placed with SSC. On receipt of the panels, some of the candidates would be considered for posting in NSD: AIR.
3. Number of Correspondents should be increased to enhance the flow of news
- A proposal to create posts of Part-time correspondent at district Head Quarter is under active consideration of Prasar Bharati (DG:AIR). As regards to posting of correspondents abroad, presently seven posts of AIR correspondent are
-

sanctioned to be posted at Colombo, Dhaka, Dubai, Kathmandu, Islamabad, Singapore, Pretoria. A Committee under Chairmanship of Secretary, Ministry of Information and Broadcasting with Chief Executive Officer (Prasar Bharati), PIO (PIB) as members reviewed, *inter alia*, the locations of AIR correspondents abroad. The Committee, considering the significance of news emanating from these places *vis-a-vis*, some other places, had recommended that these seven posts should be located at Colombo, Dhaka, Kathmandu, Islamabad, Dubai, Hongkong and New York. The Committee taking note of difficulty in getting Pakistan Government's approval for posting of correspondent at Islamabad have suggested for temporary shifting of the post to Brussels. Accordingly, the posts of special correspondents located at Islamabad, Pretoria and Singapore have been temporarily exchanged with Brussels, New York and Hong Kong respectively. In order to increase the posts of AIR correspondents abroad and keeping in view the force of globalisation, on the recommendation of the Committee, the Ministry with the approval of the Minister in-charge, has proposed to create

seven more posts of AIR/DDn correspondents at the following location:

- (i) Cairo/Harare
- (ii) Vancouver (for Pacific region and Canada)
- (iii) Singapore
- (iv) Moscow (for Russia and central Asia)
- (v) London
- (vi) Tokyo
- (vii) Brussels

The above posts would be created after obtaining the concurrence of Ministry of Finance and DoPT.

4. Professionally qualified persons should be recruited in NSD.

News posts in NSD are manned by News Officers belonging to the Indian Information Service who are professionally qualified to handle the job. There has been no doubt about their competence to meet the challenge of the time and speed.

5. Regular time bound training should be imparted in the use of latest technology and innovative format

At present IIMC imparts training to IIS personnel manning the News Room of AIR and Doordarshan. Help of the Thomson Foundation, CARDIFF, U.K. for training Editors and Correspondents in the new format of news programmes have been taken. The needs for structural training of NSD personnels can be taken care of by the existing Staff Training Institutes.

-
- | | |
|---|---|
| <p>6. Latest communication equipment should be provided to news personnel.</p> | <p>There is need for the operational units of NSD and RNUs to have Internet connections and E-mail facility. This is being done at present to some extent.</p> |
| <p>7. Healthy working conditions be provided to newsmen.</p> | <p>There is an acute shortage of space in NSD both for the man and the machine. But the position is expected to improve when the New Broadcasting House comes up hopefully by next year. Stations make efforts to ensure the adequate accommodation is given to all cadres.</p> |
| <p>8. Innovative formats and devices such as voice-casts be used for making news more attractive.</p> | <p>The NSD has already changed the format of the morning and evening news bulletins to make them more attractive. Despatches from correspondents and sound bytes are being included in the main news bulletins in Hindi and English in the morning, afternoon and evening.</p> |
| <p>9. There should be more news channels to make coverage board based.</p> | <p>News forms an important component of the overall programme package and the frequency of news updates in regularly. However, to exclusively devote one channel to news alone may not make good programme service.</p> |
| <p>10. IIS personnel should not be posted in NSD.</p> | <p>News personnel belonging to the Indian Information Service are comparatively more professional, better trained and experienced to manage NSD.</p> |
-

| | |
|--|--|
| 11. NSD should be given functional autonomy. | NSD already enjoys functional autonomy. |
| 12. NSD needs to be given financial autonomy. | The NSD has financial autonomy within its sanctioned budget. At present, the NSD has a separate budget allocation. |
| 13. The private sector should be encouraged to invest in news set up of AIR. | All India Radio does not believe that there is any scope for private sector involvement in the news set up of AIR. The matter was examined in detail by AIR and it is felt that private investment even if it is available, will not help in improving the quality of the newscasts. On the contrary it may result in AIR news losing its credibility. |
| 14. NSD needs organisational restructuring. | This is a continuous process. Action will be initiated as and when the need arises for restructuring to achieve organisational objectives. |
| 15. NSD should have its own transport. | Given to financial crunch, it may not be feasible to provide independent transport facilities to RNUs. Sharing of existing resources is necessary. |

Comments of the Committee

(Please see Para Nos. 31, 32 of Chapter I)

Para 126

The Committee appreciates that Prasar Bharati has provided two stations viz. Mumbai and Bangalore for community broadcasting to two local community centres and also welcomes Universities, educational institutions, voluntary agencies, social action groups and other such bodies for the same. The Committee desires that these groups should be given some prime time instead of idle hours, at least till they gain popularity so that their message does not go waste.

Action Taken

All India Radio took a decision to allow sponsored programmes on all 74 Local Radio Stations which are primarily community broadcasting stations. AIR has fixed a nominal rate of Rs. 1000/- for half an hour for the sponsored programmes. The programmes primarily include developments in the local areas in different fields like agriculture, health and hygiene etc. and preference will be given to programmes based on field recordings. NGO's, Universities and other similar institutions can also take time on these stations in these chunks by paying the sponsorship fee.

Para 135

The Committee notes that 1188 programme personnel and 942 Administrative staff were imparted training at Staff Training Institute (Programme), STI(P), Cuttack and 5 Regional Training Institutes (RTIs) at Ahmedabad, Lucknow, Hyderabad, Shillong and Thiruvananthapuram. The Committee is constrained to note that STI(P) is sharing its insufficient space with STI(T) which has only classrooms without studio, technical equipments and shortage of faculty members etc. It notes that there is an urgent need of facilities and necessary infrastructure so that STI(P) can take modern training in a more vigorous manner. It is of the view that to keep the staff abreast of the updated production technologies and modern office techniques, requisite training is being imparted to them regularly. The Committee, therefore, recommends that provision for facilities and necessary infrastructure for training institutes should be accorded top priority.

Action Taken

Every effort will be made to provide the necessary training facilities depending upon the financial and infrastructural resources available.

Para 140

The Committee appreciates that AIR broadcast everyday programmes in 16 foreign languages for 70 hours. However, the Committee takes serious note of the fact that there is no systematic feedback from the countries in whose languages the programmes are broadcast through listeners letters are received. Again, the Committee finds that Ministry of External Affairs have expressed its inability to

finance establishment of relay centres to help broadcast of programmes to friendly countries because of their budgetary constraints. Taking into account the number of listeners abroad and their demand for Indian programmes the committee recommends that Prasar Bharati should again take up the matter with the Ministry of External Affairs and until then, some alternate procedure should be devised to get the systematic feedback in this regard.

Action Taken

The proposal to set up relay centres in friendly countries was pursued with the Ministry of External Affairs. But due to constraints of funds this could not materialise.

However steps have been taken to strengthen the internal network. Seven high power shortwave transmitters of 250 KW each, five at Delhi and two at Aligarh will be installed during the 9th Plan.

CHAPTER IV

RECOMMENDATIONS/OBSERVATIONS IN RESPECT OF WHICH GOVERNMENT REPLIES HAVE NOT BEEN ACCEPTED BY THE COMMITTEE AND WHICH REQUIRE REITERATION

Para 58

The Committee is anguished to note that no meeting of the Programme Advisory Committee of AIR, Kohima was held since its constitution in September 1996, though the guidelines provide for its meeting once in two months. The reason advanced for not holding its meetings *i.e.* insurgency and current political situation are not plausible. The Committee would like Prasar Bharati (AIR) to ensure that Programme Advisory Committees do meet regularly so that the very purpose of the constitution of these Committees is not defeated.

Action Taken

It is to confirm that PAC meeting was held on 25th February, 1999 at AIR, Kohima. After February, 1999 meetings were scheduled for June 1999 and again on 20th December, 1999 but could not take place due to lack of quorum as no member turned up for the meeting. It has now been held on 24th February 2000.

Comments of the Committee

(Please *see* Para 18 of Chapter I)

Para 59

The Committee notes that the regional stations beamed programmes for about 13 hours. Some of them were simply relayed and some originated from these stations. The Committee further notes that out of 109 regional stations all over the country, only 80 stations are eligible for having PACs. However, 5 radio stations *viz.* Almora, Bhadravati, Odra, Gangtok and Madurai though eligible have not been provided with programme Advisory Committees. Taking into consideration the importance of Programme Advisory Committees in the improvement of programmes, the Committee recommends Prasar Bharati to expedite the constitution of Programme Advisory Committee at the remaining 5 regional stations.

Action Taken

The matter of the composition of Programmes Advisory Committees is being reviewed by the Prasar Bharati Board. Fresh PAC's will be constituted after the new guidelines are approved by the Board. However, the PAC's at various AIR stations are continuing with the existing members.

Para 95

The Committee further observes that the fee structure of different categories of staff artists is not revised since February, 1993 and existing fee structure is proposed to be revised. The Committee desires to be apprised of the progress made in this regard.

Action Taken

Due to financial constraints it has not been found feasible to increase the fee structure of casual artists at this juncture.

Comments of the Committee

(Please see Para No. 24 of Chapter I)

Para 120

The Committee notes with some satisfaction that Prasar Bharati (AIR) with a view to encourage new talents has started a programme 'Sabke Liye' where anybody who has a good voice can get himself recorded. The Committee observes that this programme has been slated on an experimental basis for AIR, Delhi. The programme has proved to be success as is evident from the submission of Prasar Bharati that it is worthwhile if they are able to trace even 2-3% of the talent through this programme. The Committee recommends that such programmes should be started in other important AIR stations also particularly in other metros so that people of these areas are also benefited. The Committee desires that this programme should be given wide publicity through various media so that those interested may avail of the opportunity through this programme.

Action Taken

The three metro stations *i.e.* Chennai, Delhi and Mumbai have sent their reports regarding feasibility and viability of the programme for ungraded artists, both vocalists & instrumentalists.

AIR, Delhi has intimated that the ungraded artists programme is very popular and well received by the audience. The participation is very encouraging. The Station has also sent a report of the study conducted by audience research with following suggestions:

- (a) To increase the frequency of the programme from fortnightly to weekly.
- (b) To give more publicity through other media.
- (c) To increase the duration from 25 mts. to 30 mts.
- (d) And to shift the broadcast of this programme from 5.00 P.M. to 6.00 P.M.

AIR, Chennai has informed that the programme for ungraded artists is getting talent only in the classical vocal and devotional categories but the response is not overwhelming.

Similarly, AIR Mumbai has informed about their inability to continue this programme due to poor response of public.

In view of the above it is pertinent to mention that the programme of ungraded artists cannot be continued at all the metros except Delhi. Hence, the programme will be continued to be broadcast from AIR Delhi for another year and a review made thereafter.

Comments of the Committee

(Please *see* Para No. 35 of Chapter I)

Para 121

The Committee further observes that the programme 'Sabke Liye' is basically for the singers. The Committee desires that such programme should be started on experimental basis for instrumentalists and other artists associated with music also. The Committee would like to know the steps taken by Prasar Bharati in this direction.

Action Taken

The three metro stations *i.e.* Chennai, Delhi and Mumbai have sent their reports regarding feasibility and viability of the programme for ungraded artists, both vocalists & instrumentalists.

AIR, Delhi has intimated that the ungraded artists programme is very popular and well received by the audience. The participation is very encouraging. The Station has also sent a report of the study conducted by audience research with following suggestions:

- (a) To increase the frequency of the programme from fortnightly to weekly.
- (b) To give more publicity through other media.
- (c) To increase the duration from 25 mts. to 30 mts.
- (d) And to shift the broadcast of this programme from 5.00 P.M. to 6.00 P.M.

AIR Chennai has informed that the programme for ungraded artists is getting talent only in the classical vocal and devotional categories but the response is not overwhelming.

Similarly, AIR Mumbai has informed about their inability to continue this programme due to poor response of public.

In view of the above it is pertinent to mention that the programme of ungraded artists cannot be continued at all the metros except Delhi. Hence, the programme will be continued to be broadcast from AIR Delhi for another year and a review made thereafter.

Comments of the Committee

(Please see Para No. 35 of Chapter-I)

Para 134

The Committee regrets to note that the Training Institutes at Lucknow & Bhubaneswar which are stated to be large training centres are not functioning for want of adequate teaching and other staff. Steps are stated to have been taken by Ministry/Prasar Bharati to man the training centres. The Committee hopes that Prasar Bharati would come out with some immediate solution so that costly assets are not allowed to rust and AIR staff gets the maximum benefits out of it.

Action Taken

The Staff Training Institutes (Technical) located at Kingsway Delhi caters to the training needs of engineering officers and other technical staff of AIR and Doordarshan. It is also responsible for conducting departmental competitive examinations for the promotion of Helpers, Senior Technicians and Senior Engineering Assistants to the respective higher cadres and recruitment, examination of Engineering Assistants for AIR & Doordarshan.

Another Staff Training Institute (Technical) has been set up at Bhubaneshwar. The institute however could not be made functional as the staff sanction for the institute is awaited. A proposal in this regard is under the consideration of Government. The Staff Training Institute (Programmes) at Lucknow has also been imparting training to programme staff of All India Radio and Doordarshan and is functioning normally.

Due to reduction in Ninth Plan Allocations, schemes to set up additional training institutes could not be accommodated.

Comments of the Committee

(Please see Para No. 38 of Chapter I)

Para 144

The Committee understands that through Prasar Bharati Act contains a mandate where guidelines are there pertaining to socially relevant role of electronic media, no specific Broadcasting Policy has been formulated as yet. The Committee, therefore, urges upon the Prasar Bharati to take immediate steps necessary to formulate the draft of the National Broadcasting Policy without loss of time.

Comments

Prasar Bharati has been set up under the Prasar Bharati Act and it functions within the legislative framework defined in the act. Section 12 of this Act defines the policy framework within which the Prasar Bharati has to function. It bestows the role of public service broadcasting entailing responsibility to inform, educate and entertain the public on the Prasar Bharati. The sub-section 2 of this section specifically mentions the items of policy, which would guide the functioning of Prasar Bharati. These are quite exhaustive. In addition, Prasar Bharati has formulated Programme Code, Advertisement Code as well as guidelines in the form of News Policy for broadcast media. (Copies of the two Codes and guidelines are annexed) The Prasar Bharati abides by these policy parameters. It is felt that these in totality constitute policy guidelines for Prasar Bharati in regard to all the areas of its activities and, therefore it is felt a separate broadcast policy is not necessary.

ANNEXURE

A.I.R. CODE

Broadcasts on All India Radio by individuals will not permit:

- (1) criticism of friendly countries;
- (2) Attack on religion or communities;
- (3) Anything obscene or defamatory;
- (4) Incitement to violence or anything against maintenance of law and order;
- (5) Anything amounting to contempt of Court;
- (6) Aspersions against the integrity of the President, Governors, and Judiciary;
- (7) Attack on a political party by name;
- (8) Hostile criticism of any State or the Centre;
- (9) Anything showing disrespect to the Constitution or advocating change in the Constitution by violence, but advocating changes in a constitutional way should not be debarred.

FOOT NOTE:

- (i) If a Station Director finds that the above Code has not been respected in any particular or particulars by an intending broadcaster, he will draw the latter's attention to the passages objected to. If intending broadcaster refuses to accept the Station Director's suggestions and modify his script accordingly, the Station Director will be justified in refusing his or her broadcast.

- (ii) Cases of unresolved differences of opinion between a Minister of a State Government and the Station Director about the interpretation of the Code with respect to a talk to be broadcast by the former will be referred to the Minister of Information and Broadcasting, Government of India, who will decide finally whether or not any change in the text of the talk was necessary in order to avoid violation of the Code.

Authoritative interpretation of the Code issued in February, 1968:

“This Code applies to criticism in the nature of personal tirade either of a friendly Government or of a political party or of the Central Government or any State Government. But it does not debar reference to and/or dispassionate discussions of policies pursued by any of them.”

Code for Commercial Broadcasting

C
O
D
E

CODE FOR COMMERCIAL BROADCASTING
CODE FOR COMMERCIAL BROADCASTING
CODE FOR COMMERCIAL BROADCASTING
CODE FOR COMMERCIAL BROADCASTING



All India Radio

FOREWORD

Over the years, since its inception in November 1967, Commercial Broadcasting Service of All India Radio has served as an effective instrument for advertisers to publicize their goods and services. All India Radio, as a Public Service Broadcasting Organisation has a responsibility to ensure that the advertisements, either in terms of content, tone or treatment, do not mislead the listener/consumer or are not repugnant to good taste. Indeed, AIR is keen that the advertisements should be educative in the broadest sense of the term.

A Code for Commercial Broadcasting has been brought out in 1968, a year after the inception of the Service. This revised Code is an enlarged and a more comprehensive version of the existing Code, spelling out the do's and don'ts in unequivocal and categorical terms.

The Code also incorporates the Code of Ethics for Advertising in India by the Advertising Council of India, Code of Standards in relation to the advertising of medicines, and Terms and Standards of Practice for Advertising agencies, by way of appendages, to reinforce provisions of the main Code of Akashvani.

AIR ardently wishes that the Code should be scrupulously adhered to by all Advertisers and Advertising Agencies, both in letter and spirit.

NEW DELHI
31.8.1987

KESHAV P. PANDE,
Deputy Director General.

CONTENTS

| | |
|---|-----|
| Definition | 93 |
| Scope | 93 |
| Introduction | 95 |
| The Code | |
| II. General Rules of Conduct in Advertising | 96 |
| Advertising and Children | 99 |
| Procedure for the enforcement of the Code | 101 |
| Excerpts from the Code of Ethics for Advertising in India issued by the Advertising Council of India | 102 |
| Code of Standards in relation to the advertising of Medicines and treatments | 103 |
| General Principles | 103 |
| Restrictions imposed by Statute on advertising on Medicines and Treatments | 106 |
| Standards of Practice for Advertising Agencies | 107 |
| Obligation to clients | 108 |
| Obligation to fellow Agencies | 109 |

**CODE FOR COMMERCIAL ADVERTISING
OVER ALL INDIA RADIO**

DEFINITION:— In this Code, unless the context otherwise requires:—

- (i) Government means Government of India.
- (ii) 'Director General' means the Director General, All India Radio, or any officer duly authorised by him on his behalf.
- (iii) 'Advertiser' means any individual or organisation including a commercial concern which has offered an advertisement for broadcast over the radio.
- (iv) 'Advertisement Agency' means any organisation which is accredited to, registered with AIR as such.
- (v) 'Advertisement' includes any item of publicity for goods or services inserted in the programmes broadcast by the competent authority in consideration of payment to All India Radio.
- (vi) Spot Advertisement means any direct advertisement mentioning product/services, their merit and other related details.
- (vii) The term "Sponsored Programme" means any programme material which is planned, produced and/or paid for by an organisation or individual, including a commercial concern to be called 'the Sponsor' for the purpose of being broadcast over the Radio.

SCOPE (a) The Director General, All India Radio, shall be the sole judge of the suitability or otherwise of an advertisement or a sponsored programme for broadcast and his decision in this regard shall be final.

- (b) Broadcast time shall be sold to the Advertiser/Advertising Agencies at the sole discretion of the Director General, All India Radio, according to the prescribed rates.

- (c) The Advertisement must be clearly distinguishable from the programme.
- (d) A sponsored programme shall constitute a substantive broadcast/programme, as distinct from material which directly advertise any specific wares or goods/products/service. The name of the sponsor shall be broadcast immediately before and after the sponsored programme.

The sponsor shall, however, undertake to indemnify All India Radio against any legal claim that may be brought against it as a result of the broadcast of a Sponsored Programme or any portion thereof.

I—INTRODUCTION

Advertising is an important and legitimate means for the seller to awaken interest in his goods and services. The success of advertising depends on public confidence; hence no practice should be permitted which tends to impair this confidence. The standards laid down here should be taken as minimum standards of acceptability which would be liable to be revised from time to time in relation to the prevailing norm of listeners' susceptibilities.

The following standards of conduct are laid down in order to develop and promote healthy advertising practices in All India Radio. Responsibility for the observance of these rules rests equally upon the Advertiser and the Advertising Agency.

All those engaged in advertising are strongly recommended to familiarize themselves with the legislation affecting advertising in this country, particularly the following Acts and the Rules framed under them:—

- (1) Drugs and Cosmetics Act, 1940
- (2) Drugs Control Act, 1950
- (3) Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954
- (4) Copyright Act, 1957
- (5) Trade and Merchandise Marks Act, 1958
- (6) Prevention of Food Adulteration Act, 1954
- (7) Pharmacy Act, 1948
- (8) Prize Competition Act, 1955
- (9) Emblems and Names (Prevention of Improper Use) Act, 1950
- (10) Consumer Protection Act, 1986
- (11) Indecent Representation of Women (Prohibition) Act, 1986
- (12) AIR/Doordarshan Code.

- (13) Code of Ethics for advertising in India issued by the Advertising Council of India (*see* Annexure I).
- (14) Code of Standards in relation to the advertising of medicines and treatments (*see* Annexure II).
- (15) Standards of practice for Advertising Agencies (*See* Annexure III).

(The list is illustrative and not exhaustive).

THE CODE

II—GENERAL RULES OF CONDUCT IN ADVERTISING:

1. Advertising shall be so designed as to conform to the laws of the country and should not offend against morality, decency and religious susceptibilities of the people.
2. No advertisement shall be permitted which:
 - (i) derides any race, caste, colour, creed and nationality;
 - (ii) is against any of the directive principles, or any other provision of the Constitution of India;
 - (iii) tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any way;
 - (iv) presents criminality as desirable;
 - (v) adversely affects friendly relations with foreign States;
 - (vi) exploits the national emblem, or any part of the Constitution or the person or personality of a national leader or State Dignitary;
 - (vii) relates to or promotes cigarettes and tobacco products, liquor, wines and other intoxicants;
3. No advertisement message shall in any way be presented as News.
4. No advertisement shall be permitted the objects whereof are wholly or mainly of a religious or political natures; advertisements must not be directed towards any religious or political end or have any relation to any industrial dispute.

5. Advertisements for services concerned with the following shall not be accepted:—
- (i) Money lenders;
 - (ii) Chit Funds;
 - (iii) Saving schemes and lotteries other than those conducted by Central and State Government Organisations, nationalised or recognised banks and Public Sector Undertakings;
 - (iv) Matrimonial agencies;
 - (v) Unlicensed employment services;
 - (vi) Fortune tellers or sooth-sayers etc. and those with claims of hypnotism;
 - (vii) Foreign goods and foreign banks;
 - (viii) Betting tips and guide books etc. relating to horse-racing or other games of chance.
6. The items advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act 1986.
7. No Advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved, e.g. cure for baldness, skin whitener, etc.
8. No advertisement shall contain the words 'Guarantee' or 'Guaranteed' etc., unless the full terms of the guarantee are available for inspection by the Director General, All India Radio, and are clearly set out in the advertisement and are made available to the purchaser in writing at the point of sale or with the goods; in all cases, terms must include details of the remedial action available to the purchaser. No advertisement shall contain a direct or implied reference to any guarantee which purports to take away or diminish the legal rights of a purchaser.

9. Advertisers or their agents must be prepared to produce evidence to substantiate any claims or illustrations. The Director General reserves the right to ask for such proofs and get them examined to his full satisfaction. In case of goods covered by mandatory quality control orders, the advertiser shall produce quality certificate from the institutions recognised by the Government for this purpose.
10. Advertisements shall not contain disparaging or derogatory references to another product or service.
11. Testimonials must be genuine and used in a manner not to mislead the listeners. Advertisers or Advertising Agencies must be prepared to produce evidence in support of their claims.
12. No advertisement of any kind of jewellery (except artificial jewellery) or precious stones shall be accepted.
13. Information to consumers on matters of weight, quality or prices of products where given shall be accurate.
14. Advertisements indicating price comparisons or reductions must comply with relevant laws.
15. No advertisement shall be accepted which violates AIR Broadcast Code which is reproduced below:—

GENERAL AIR CODE

1. Criticism of friendly countries;
2. attack of religions or communities;
3. anything obscene or defamatory;
4. incitement to violence or anything against maintenance of law and order;
5. anything amounting to contempt of court;
6. aspersions against the integrity of the President and Judiciary;
7. any thing affecting the integrity of the Nation; and
8. criticism by name of any person.

“Note: Advertisements concerning jewellery, foreign goods and foreign banks, besides those related to Indian Equity/Debenture issued for NRIs will, however, be accepted as far as the external services of All India Radio are concerned.”

16. Any such effects which might startle the listening public must not be incorporated in advertisements. For example, and without limiting the scope, the use of the following sound effects will not be permitted:
- Rapid gunfire or rifle shots;
 - Sirens;
 - Bombardments;
 - Screams;
 - Raucous laughter and the like.
17. Any pretence in advertising copy must be avoided and such copy shall not be accepted by All India Radio. The 'simulation' of voices of a personality in connection with advertisements for commercial products is also prohibited unless bonafide evidence is available that such personality has given permission for the simulation and it is clearly understood that stations broadcasting such announcements are indemnified by the advertiser or advertising agency against any possible legal action.

ADVERTISING AND CHILDREN

18. No advertisement for a product or service shall be accepted if it suggests in any way that unless the children themselves buy or encourage other people to buy the products or services, they will be failing in their duty or lacking in loyalty to any person or organisation.
19. No advertisement shall be accepted which leads children to believe that if they do not own or use the product advertised they will be inferior in some way to other children or that they are liable to the condemned or ridiculed for not owning or using it.
20. No advertisement likely to bring advertising into contempt or disrepute shall be permitted. Advertising shall not take advantage of the superstition or ignorance of the general public.
21. No advertisements of talismans, charms and character-reading from photographs or such other matter as well as those which trade on the superstition of general public shall be permitted.

22. Advertising shall be truthful, avoid distorting facts and misleading the public by means of implications by false statements, as to:
- (i) the character of the merchandise, *i.e.* its utility, materials, ingredients, origin etc.;
 - (ii) the price of the merchandise, its value, its suitability or terms of purchase;
 - (iii) the services accompanying purchase, including delivery, exchange, return, repair, upkeep etc.;
 - (iv) personal recommendations of the article or service; and
 - (v) the quality or the value of competing goods or the trustworthiness of statements made by others.
23. Testimonials of any kind from experts etc. other than Government recognised standardisation agencies shall not be permitted.
24. No advertisement shall be permitted to contain any claim so exaggerated as to lead inevitably to disappointment in the minds of the public.
25. Methods of advertising designed to create confusion in the mind of the consumer as between goods by one maker and another maker are unfair and shall not be used. Such methods may consist in:
- (i) the imitation of the trademark of the name of competition or the packaging or labelling of goods; or
 - (ii) the imitation of advertising devices, copy, layout or slogans.
26. Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements. This also applies to such advertisements which themselves are not objectionable as defined above, but which advertise objectionable books, photographs or other matter and thereby lead to their sale and circulation.
27. No advertisement in respect of medicines and treatments shall be accepted which is in contravention of the Code relating to standards for advertising of medicines and treatments as per Annexure—II.

- Note I: In all other respects, the Director General will be guided for purposes of commercial broadcasting in All India Radio by the Code of Ethics for Advertising in India as modified from time to time (relevant excerpts appended at Annexure—I).
- Note II: Notwithstanding anything contained herein, this Code is subject to such modification/directions as may be made/ issued by the Director General from time to time.
- Note III: All advertising agencies shall adhere to the standards of practice as prescribed by Advertising Agencies Association of India, Bombay, as given in Annexure III.

PROCEDURE FOR THE ENFORCEMENT OF THE CODE

1. Complaints or reports on contraventions of the Code, received by All India Radio may in the first instance be referred by Director General to the Advertisers' Association(s) concerned with request for suitable action.
2. If complaints under the Code cannot be satisfactorily resolved at Association(s)'s level, they shall be reported to the Director General who will then consider suitable action.
3. For any complaints under the Code received by All India Radio concerning a party outside the purview of the various member Association(s), the Director General will draw attention of such party to the complaint and where necessary, take suitable action on his own.

ANNEXURE I

EXCERPTS FROM THE CODE OF ETHICS FOR ADVERTISING IN INDIA ISSUED BY THE ADVERTISING COUNCIL OF INDIA

INTRODUCTION

Along with the development of a very complex distribution system, the requirements of a market economy, faced with the need for ensuring a regular flow of mass production, have given rise to the development of new techniques of sales promotion.

Of these, advertising has proved itself to be of inestimable value for producers and distributors as well as for consumers. It enables the former to maintain contact with customers who are widely scattered and often unknown, and it assists the latter in choosing those goods and services that are the best suited to their particular requirements.

Advertising has become an important social and economic force in the world today. It is therefore, essential that any unfair advertising practice likely to alienate public confidence would be eliminated. Hence the need for rules of conduct drawn up for the purpose of preventing possible abuses and of promoting and increasing sense of responsibility towards the consumer on the part of the advertisers, advertising agencies and media owners and suppliers.

Recognising that the legitimate function of advertising is the advocacy of the merits of particular products or services, this code is intended to be applied in the spirit as well as in the letter and should be taken to set out the minimum standards to be observed by the parties concerned. This Code does override all ethical standards in advertising laid down by individual organisations, but it does not supersede the standards of practice laid down by individual organisations as incumbent upon their own members and applying to their own particular trade or industry.

ANNEXURE II

CODE OF STANDARDS IN RELATION TO THE ADVERTISING OF MEDICINES AND TREATMENTS

This Code has been drafted for the guidance of advertisers, manufacturers, distributors, advertising agents, publishers and suppliers or various advertising media. The harm to the individual that may result from exaggerated, misleading or unguaranteed claims justified the adoption of a very high standard and the inclusion of considerable detail in a Code to guide those who are concerned with this form of advertising.

Newspaper and other advertising media are urged not to accept advertisements in respect of any product or treatment from any advertiser or advertising or publicity relating to that product or treatment. The provisions of this Code do not apply to an advertisement published by or under the authority of a Government, Ministry or Department, nor to an advertisement published in journals circulated to Registered Medical Practitioners, Registered Dentists, Registered Pharmacists or Registered Nurses.

SECTION—I

General Principles

1. **Cure:** No advertisement should contain a claim to cure any ailment or symptoms of ill-health, nor should any advertisement contain a word or expression used in such a form or context as to mean in the positive sense the extirpation of any ailment, illness or disease.
2. **Illness etc., properly requiring medical attention:** No advertisement should contain any matter which can be regarded as offer of medicine or product for, or advice relating to, the treatment of serious diseases, complaints, conditions, indications or symptoms which should rightly receive the attention of a Registered Medical Practitioner (*see* Sec. 2).
3. **Misleading or exaggerated claims:** No advertisement should contain any matter which directly or by implication misleads or departs from the truth as to the composition, character or action of the medicine or treatment advertised or as to its suitability for the purpose for which it is recommended.

4. **Appeals to fear:** No advertisement should be calculated to induce fear on the part of the reader that he is suffering, or may without treatment suffer from an ailment, illness or diseases.
5. **Diagnosis or treatment by correspondence:** No advertisement should offer to diagnose by correspondence diseases, conditions or any symptoms of ill-health in a human being or request from any person or a statement of his or any other person's symptoms of ill-health with a view to advertising as to or providing for treatment of such conditions of ill-health by correspondence. Nor should any advertisement offer to treat by correspondence any ailment, illness, disease or symptoms thereof in a human being.
6. **Disparaging references:** No advertisement should directly or by implication disparage the products, medicines or treatments of another advertiser or manufacturer or registered medical practitioner or the medical profession.
7. **College, clinic, institute, laboratory:** No advertisement should contain these or similar terms unless an establishment corresponding with the description used does in fact exist.
8. **Doctors, hospitals etc.:** No advertisement should contain any reference to doctors or hospitals, whether Indian or foreign, unless such reference can be substantiated by independent evidence and can properly be used in the manner proposed.
9. **Products offered particularly to women:** No advertisement of products, medicines or treatments of disorders or irregularities peculiar to women should contain expressions which may imply that the product, medicine or treatment advertised can be effective in inducing miscarriage.
10. **Family Planning:** Advertisements for measures or apparatus concerning family planning would be permissible in so far as they conform to the generally accepted national policy in this behalf.
11. **Illustrations:** No advertisement should contain any illustration which by itself or in combination with words used in connection therewith is likely to convey a misleading impression, or if the reasonable inference to be drawn from such advertisement infringes any of the provisions of this Code.

12. **Exaggerated copy:** No advertisement should contain copy which is exaggerated by reason of improper use of words, phrases or methods of presentation e.g., the use of words 'magic, magical, miracle, miraculous'.
13. **Natural remedies:** No advertisement should claim or suggest contrary to the fact, that the article advertised is in the form in which it occurs in nature or that its value lies in its being a 'natural' product.
14. **Special claims:** No advertisement should contain any reference which is calculated to lead the public to assume that the article, product, medicine or treatment advertised has some special property or quality which is in fact unknown or unrecognised.
15. **Sexual weakness, premature ageing, loss of virility:** No advertisement should claim that the product, medicine or treatment advertised will promote sexual virility or be effective in treating sexual weakness or habits associated with sexual excess or indulgence or any ailment, illness or disease associated with those habits. In particular such terms as 'Premature ageing', 'loss of virility' will be regarded as conditions for which medicines, products, appliances or treatment may not be advertised.
16. **Slimming, weight reduction or limitation or figure control:** No advertisement should offer any medical product for the purpose of slimming, weight reduction or limitation or figure control. Medical products intended to reduce appetite will usually be regarded as being for slimming purposes.
17. **Tonics:** The use of this expression in advertisements should not imply that the product or medicine can be used in the treatment of sexual weakness.
18. **Hypnosis:** No advertisement should contain any offer to diagnose or treat complaints or conditions by hypnosis.
19. **Materials to students:** Materials meant for distribution in educational institutions must not carry advertisement of anything other than those of value to students.

SECTION 2.**Restrictions imposed by statute on advertising on Medicines and Treatments:**

1. Rule 106 of the Drug Rules, 1945, provides that, no drug may convey to the intending user thereof any idea that it may prevent or cure one or more of the diseases or ailments specified in Schedule 'J'.

Schedule 'J'

| | | |
|---------------------------------|------------------------|-----------------------------------|
| Blindness | Bright's disease | Cancer |
| Cataract | Deafness | Delayed Menstruation |
| Diabetes | Epilepsy | Hydrocele |
| Infantile Paralysis | Leprosy | leucoderma |
| Lockjaw | Locomotor Ataxia | Insanity |
| Tuberculosis | Tumors | Venereal diseases (in general) |
| Female Diseases (in general) | Fevers (in general) | Fits |
| Galucoma | Goitre | Gonorrhoea |
| Heart Diseases | Soft Cancer | |
| Obesity | High Blood Pressure | Lupus |
| | Paralysis | Plague |
| Rupture | Sexual Impotence | Small Pox |

2. No drug may purport or claim to procure or assist to procure, or may convey to the intending user thereof any idea that it may procure or assist to procure miscarriage in women.

Definition:

'Drug' includes for internal or external use for human being or animals all substances intended to be used for or in the treatment, mitigation, or prevention of disease in human being or animals, other than medicines and substances exclusively used or prepared for use in accordance with the Ayurvedic or Unani system of medicines.

ANNEXURE III

STANDARDS OF PRACTICE FOR ADVERTISING AGENCIES

(As approved by the Advertising Agencies Association of India, Bombay)

1. Every member of the Association shall carry on his profession and business in such a manner as to uphold the dignity and interests of the Association.
2. Every member shall refrain from canvassing Advertisers or prospective Advertisers in such a way as to reflect detrimentally upon Advertising Agents as a whole or this Association or any Advertising Agent in particular.
3. Canvassing is permitted subject to the condition that a member may make known to the client of another member its own capabilities as an Advertising Agency but may not submit a specific report or detailed recommendations concerning the clients' advertising unless so requested by him in writing.
4. No members shall pay or undertake to pay or allow to an advertiser or his agent or representative, the whole or any portion of the standard rate of commission resulting or to result to such member from any advertising medium nor promise or procure or undertake to procure advertising space or facilities free of charge, to any advertising, or at a reduced rate, nor supply free or partly free to any advertiser, any advertising material, including finished drawings, or other art work, photographs, blocks stereos, matrices or the like, typesetting or printing nor defray in whole or in part the salary of any employee of an advertiser, nor grant any allowances, discount or the like nor render any service having the effect of rebating the commission allowed by an advertising medium. The sharing of commission with member or overseas agency or with agent by this Association shall, however, be permitted.

5. The practice of submitting speculative campaigns is unhealthy to the growth of the advertising services and no speculative campaign shall be submitted by any member of the Advertising Agencies Association of India.

By speculative campaign, it is meant, producing a campaign unsolicited by an advertiser and equally producing a campaign where the advertiser had requested one or more advertising agencies to do so, unaccompanied by a firm offer of business. That members shall notify the Secretary of the Association if any such queries were made by prospective advertiser, and that such information shall be circulated by the Secretary to all members.

6. Any member relinquishing an Account on the ground of slow payment, doubtful credit or incurring a bad debt, shall immediately notify the Secretary of the Association and such information shall be circulated in strictest confidence for information and protection of the members.
7. No business shall be accepted which is conditional upon the payment of commission fee or reward to a third party not a full time employee of the members either for introducing the business or for services in connection with the account thereafter. This rule, however, shall not preclude a member from employing copy-writers or production men at fees commensurate with the values of their work.

Obligation to Clients:

1. Member Agencies must continue to render full Agency Service in reasonable conformity to the Association Agency Service Standards.
2. Member shall retain either commission granted by media owners or charge the clients a service fee which shall never be less than 15% of the Client's gross expenditure.
3. Nor shall they supply material for advertising on any basis that can be considered as direct or indirect or secret, rebating. Where no commission is allowed by the Media Owner, the member will charge his clients minimum of 15% on the gross cost.

4. Members will not accept discounts or commission, other than the regular agency commission allowed by the publishers without the client's knowledge and consent.
5. Members shall at all times use their best efforts to obtain for their clients the lowest rates to which such clients are entitled.

Obligation to Suppliers:

Members shall take all steps to assure themselves as to the financial soundness of their clients.

Obligation to Fellow Agencies:

1. Members are required to use fair methods of competition; not to offer the services enumerated above or services in addition to them without adequate remuneration or extension of credit facilities or banking services.
2. Members shall neither prepare nor place any advertisement in any medium, which
 - (a) is knowingly a copy or a plagiarism of any other advertisement of any kind whatsoever;
 - (b) makes attacks of a personal character, or makes uncalled for reflections on competitors or competitive goods;
 - (c) is indecent, vulgar, suggestive, repulsive or offensive either in theme or treatment;
 - (d) is objectionable medical advertising and an offer of free medical treatment, advertising that makes remedial or curative claims, either directly or by inference, not justified by the facts of common experience;
 - (e) concerns a product known to the member to contain habit forming or danger drugs; or any advertisement which may cause money loss to the reader, or injury in health or morals or loss of confidence in reputable advertising and honourable business or which is regarded by the Executive Committee of the Advertising Agencies Association of India, as unworthy.

In the event of a member providing to the satisfaction of the Executive Committee that a client has withdrawn his Account on the grounds of the Member's refusal to undertake unethical Advertising (as described above) no other member shall accept any business whatever from the said clients.

Principles Guiding News Policy

1. There has to be a clear understanding of the difference between news and views. The reporting of news has to be factual, accurate and objective and only such views as make news should find a place in news broadcasts. There can be no editorialising in broadcast news.
2. Each news story should be judged strictly on the basis of its news value.
3. In the selection of news received from wide ranging sources and in news editing, AIR and Doordarshan should be guided by the highest possible professional standards. While news worthiness will determine the selection of news, its treatment and presentation should be directly related to the special characteristics and potential of each medium as well as the target audiences.
4. Apart from treating news factually and objectively, AIR and Doordarshan should provide, where necessary, a background to the events and happenings in order that listeners in any part of the country are able to place such events and happenings in proper perspective.
5. The broadcast news should satisfy the highest criteria of accuracy and responsibility. AIR and Doordarshan cannot indulge in speculative stories of the type which appear in certain journals. They should develop their own sources for the verification of events.
6. In a developing country like ours, a special function of broadcasting should be the coverage of development, its significance, achievements and problems. Development news covers a wide range of activities—economic, technological, social and cultural. It should not be confined to mere statements and plans but explain their significance. For this purpose news gathering operations of AIR and Doordarshan should be expanded and properly dispersed. In other words, the news gathering apparatus should develop and report on development and nation building news. People's participation in such activities should be duly highlighted as also significant work being done by voluntary agencies. Thereby the broadcast media should not only supplement the work normally undertaken by the news agencies but output well background stories on their own.

7. With the limitation of time, the vast audiences reached and the presentational demands. AIR and Doordarshan cannot be expected to follow the pattern of news coverage followed by the newspapers. The range and scope of news gathering and selection will have to be suited to the media.
8. The style and method of news reporting should reinforce the fundamental principles on which national policies are based. These fundamental principles include territorial integrity, national integration, secularism, maintenance of public order and up-holding the dignity and prestige of Parliament, State legislatures and the judiciary.
9. Ministerial statements on policy matters, particularly those of the Prime Ministers, are important in as much as they enable the people to understand national policies. Similarly implementation of Government programmes should be given proper place in the news. The focus should be on information rather than on individuals. It is also necessary that views critical of official policies and the manner of their implementation should find adequate time.
10. In reporting on political controversion the broadcast media should be guided by objectivity and fair play. Due representation of differing view points should be the aim. If a variety of a view points cannot be projected in the same bulletin, the balance should be achieved within a reasonable period of time.
11. In the choice of international events the objective should be to keep the people informed of world developments. A special efforts should be made to give proper background of events. In the selection of news, greater attention should be given to events in developing countries, particularly our neighbours. Apart from strictly pruning and editing the copy from the world agencies which have an over-load of news from advanced countries and also a suitable bias, it would be desirable for AIR to use copies from the Non-alignes news poll and other Third World agencies on news merits. What is most essential is for AIR to increase the number of its foreign correspondents and carefully select their location and area of news coverage so that we can project a view of world developments as seen by India and other Non-aligned and developing countries.

12. AIR and Doordarshan should aim at creating an informed public opinion on international events and developments. In preparing programmes in news and current affairs, the national interest must be kept in mind. The national policy of peace and peaceful co-existence, non-alignment, friendship with all countries, support for people fighting for independence and freedom and the struggle against racism and racial discrimination and for a international order based on justice and equality should be highlighted. This does not exclude the reporting of any significant criticism of Governments foreign policy, either in its content or in its implementation.
13. The Primary purpose of the current affairs programmes should be to enlighten the people on various aspects of political, economic, social and cultural developments. The treatment of the subject should be comprehensive projecting different view points. It should aim at providing adequate background for a proper understanding and interpretation of events and issues.
14. The current affairs programmes should be broad based in the selection of topics and participants. The interests of various sections of the people should be taken into account. The formats should be innovative and suited to the medium. There is SCOPE for experimentation in this respect.
15. Internal evaluation of news and current affairs programmes after their broadcast should be a regular exercise on a daily basis. A panel of outside experts for news/and current affairs in a particular language should be considered.
16. The characteristics and potential reach of the broadcast media necessitate the drafting of news-items in spoken style. The language should be addressed to the ear unlike the printed word in a newspaper or journal which is meant to be read.

The constraints of time also called for precision and brevity. The differences in the level of comprehension of listeners are yet another fact to be taken into account. Simplicity and clarity are essential. Reporters and those who give talks should aim at easy communication with the people, and not parade their literary skills. AIR and Doordarshan should develop their own idiom and style.

17. There should be provision for evaluation from time-to-time of the language of the bulletins. There has to be a much greater emphasis on specialisation and training of the news personnel within AIR and Doordarshan. A style book in each language should be prepared without delay.
18. The implementation of these policies and norms will depend upon the professional capacity of the people who run the news and current affairs programmes. The choice of personnel is most important. A professional must have had training in news work. He should be able to choose the items well and to rewrite the stories to suit the medium. Professional training and appreciation of the role of the media in a democratic society will give him the confidence to take the right decisions.

Coverage of Parliament in All India Radio and Doordarshan Broadcast

In a democratic country like India, coverage of Parliament proceedings in news and reviews has a special importance. It deserves proper care and attention. Parliament represents the people and Government is accountable to it. Its legislative functions thereon are of great interest to the people. The deliberations in the two Houses project the views of political parties, groups and individual Members of Parliament which are also of interest to the people. Adjournment Notices, Calling Attention Notices, Interpolations etc., should also be taken into account for reporting. Therefore, important happenings in either of the two Houses should find a place in the news bulletins or reviews.

However, in order to make the coverage of the proceedings in Parliament meaningful and not repetitive it is necessary to have a clearly defined approach to the selection of material and its treatment in the news bulletins and in the reviews. Obviously announcements of important decisions or policy statements by Ministers and speeches by Members belonging to the ruling party and the opposition should find a place in the news bulletins on the basis of their news value. The reviews should avoid needless proceedings. They should also not be a mere chronological account but reflect the colour and the atmosphere of the day's proceedings, providing background, wherever necessary, of the subject discussed.

It is possible that in the news bulletins and in the Parliament reviews in English/Hindi from Delhi some of the Speakers and their observations may not get adequate notice especially if the subject happens to be of limited regional interest. This can be remedied by making the news bulletins in the regional languages beamed to specific regions providing adequate coverage of this part of the Parliament proceedings. To achieve this the duration of regional language bulletins from Delhi may have to be increased.

The various stations of AIR also have their own regional language bulletins. Topic which are of specific interest to the region should find adequate coverage in these regional bulletins.

In view of the importance of Parliamentary coverage it may be necessary for AIR to set up a separate desk. The desk under the charge of a senior news man conversant with the working of Parliament should co-ordinate the national put out on the news bulletins and in the review and also decide which items are more suitable for inclusion in regional language bulletins from Delhi or the regional stations.

The policy for parliamentary coverage should be extended to the coverage of proceedings in State Assemblies by the regional stations of AIR. The coverage should be both objective and balanced. Important policy statements and announcements of the Chief Ministers and other Ministers should be given due importance.

During the Sessions of the State legislatures the broadcasting station in the capital town should arrange a review of the proceedings whether by a staff member or by an outsider and this broadcast should be relayed by the various stations in the State. The reviews should have a perspective for the entire State as well as for the various regions within the State.

Do's and Don'ts for AIR and Doordarshan News Staff

- (i) News Selection and Presentation
- (ii) Political Coverage
- (iii) President, Prime Minister, Ministers
- (iv) Statements and Rejoinders
- (v) Strikes and Bandhs
- (vi) Riots and Disturbances

- (vii) Sex and Crime
- (viii) National Calamities
- (ix) Deaths and Anniversaries
- (x) External News
- (xi) Subversion and Insurgency
- (xii) Comments and Opinions
- (xiii) Speculation and Rumour
- (xiv) Parliament Coverage

(i) News Section

1. Facts are sacred. Go for hard, event-oriented news; not all views makes news.
2. Present news in a balanced manner and in simple language keeping in kind the vast audiences.
3. Respect the right of the listeners to hear a variety of news.
4. News should normally be chosen from recognised channels. In other cases special care should be taken to ensure authenticity.
5. Avoid news promoting interests of an individual, a firm or a product, but do not shut it out when it is essential to a story on the basis of its news value, the main idea being to avoid induction of advertising in the garb of news.
6. While reporting development events, give names of places and of the people and organisations people's initiative.
7. Use simple words, be direct. Avoid hyperbole. Employ adjustives only when essential.
8. Be on guard against propaganda slant in news.
9. In case of any inter-state dispute, as far as practicable, the view points of all the states involved should be given.
10. Avoid abbreviations unless well-known.

11. Do not jump the embargo.
12. Take weather forecast and stories only from the Meteorological Department or other authentic sources.
13. In case of public meetings do not try to estimate the number of people present but use words such as huge, big, massive only if warranted.

(ii) Political Coverage

1. Political activities should be noticed strictly on the basis of newsworthiness. Ensure that in political reporting there is no bias in favour of one party or another.
2. While covering controversial political issues, try to present all the sides.
3. A news bulletin must cater for a variety of interests. It should avoid excessive reliance on handouts. In any case such material as provided by official sources should be redrafted to suit the medium.
4. Don't give labels (e.g. progressive, communal etc.) to any party.
5. Try to balance news in the same bulletin, but if the opposite reaction is not immediately available, look out for it in the subsequent bulletins.
6. In case of controversy about nomenclature of a party, follow the name approved by the Election Commission or by a Court of Law.

(iii) Predeidntship/Prime Minister:

1. Treatment of news items about the President must conform to the dignity of the August Office. The same applies to news about Parliament, State Legislature, Courts of Justice and State Governors.
2. The activities of the Prime Minister should be given due importance. Press Conference, addresses and speeches by the Prime Minister have news value in as-much-as they are Government policy statements or indicative of news emphasis.
3. Items concerning Ministers at the Centre/States and also their statements on Government policy should find place in the bulletins on the basis of their news value.

(iv) Statements and Rejoinders:

1. If a political statements has news value, it deserves to be reports. It will have news value if it contains a point of policy, or contributes to a better understanding of a political trend/problem. AIR bulletins should not give publicity to a partisan point of view.
2. Avoid statements containing objectionable material of the following categories:
 - (i) Eschew news or views that would arouse communal passions or incitement to violence to subvert the state established by the Law and Constitution; and
 - (ii) Information or opinion calculated to bring individuals into hatred or contempt or disrepute.
3. No statement of news value by any important party leader should be rejected if it does not belong to the objectionable category.
4. Give due place to a rejoinder of any statement broadcast by AIR, if the author of the rejoinder is someone of similar stature to the author of the original statement.

However, a rejoinder should be considered only when it is necessary to balance coverage on an important contemporary public issue, where it provides new information on a matter of listeners interest. In other words, rejoinders should be judged on professional considerations.

(v) Strikes and Bandhs

1. A strike or Bandh when it takes place should be noticed objectively on the basis of its news value, giving a factual account of the events.
2. Opinions on strikes and Bandhs may be noticed in regard to their relevance. If there is a contradiction between the claims of the Government, the management and these of the strikers, organisers differing view-points should be projected.

3. Advance publicity to organisational and programme aspects of strikes, bandhs, etc. should be avoided. Exceptions are made where they may be expected to affect the normal life of the citizens. Such publicity is in the nature of announcements for the benefit of the community.
4. Where authorities such as the Railways, Transport etc. make announcements on arrangements made for public convenience they should be noticed, if these are of wide public interests.
5. In the overall, AIR news presentation will be guided by the people's interest and eschew any build up of such events.

(vi) Riots and Disturbances

1. When riots and communal clashes occur in any part of the country AIR broadcasts should help to defuse the situation and restore amity, confidence and order.
2. While facts should not be distorted or suppressed, they should be presented in a manner which would serve the national interest. As a rule treat all such news in a low key.
3. if riots are of a communal nature, do not identify the communities concerned.
4. Even if delayed, any specific information about clashes, such as casualties should be put out after proper verification. They should be attributed to dependable source. Only such views as would defuse the situation should be highlighted.
5. Never, offend any particular community or religion.
6. While reporting disturbed situations, avoid references which may create panic among people and induce violent or emotional reaction among communities or section of people.
7. Unconfirmed reports and hearsay in disturbed situations are best ignored.

(vii) Sex and Crime

1. Unless worthy of wide public interest and conforming to the norms of family listening and viewing, items of sex and crime should not be noticed.
2. Crime news involving public figures may be considered by exercising caution to avoid sensationalism, and use of material smacking of yellow journalism of a defamatory nature.
3. In any case avoid excessive details and give only the essential facts.

(viii) Natural Calamities

1. Give due priority for all news about calamities such as cyclones, floods, fires etc.
2. Only authentic news should be disseminated.
3. Figures about death, losses etc. should be based on official or equally reliable sources.
4. Where forewarning can prevent wide spread damage and reduce human misery and avert loss of life, break into the programme and issue the warning. All bulletins particularly beamed towards the affected region must carry and give high position to warnings, announcements regarding relief measures, and such statements of leaders as would build up morale of the effected people. In serious situations, transmissions should be kept open whole day long and not restricted merely to their regular transmission hours.

(ix) Deaths and Anniversaries

1. Prompt coverage of the death of a national leader is necessary. This category includes the Heads of State, Vice-President, the Head of the Government, Central Ministers, the Speaker, the Chief Justice of India, a Governor, a Chief Minister or any other outstanding public figure. Others whose death should be noticed include State Ministers, eminent educationalists, scholars, scientists, literateurs, artists, film celebrities, eminent journalists, outstanding industrialists and men and women who have earned fame in a particular field.

2. Where the news of a death is important enough for the bulletin to be led with it, begin with the words, "It is with regret that we announce..."
3. Coverage of the birthdays should be restricted to the President, Vice President and the Prime Minister and exceptionally important National personalities.
4. Give suitable coverage to celebrations and commemorations of anniversaries of makers of national history, leaders of religions, art, culture, literature etc.

(x) Foreign News

1. While selecting foreign news, be guard against the slant which is so common in stories from foreign news agencies. Scrutinise the news agency copy carefully to clear it of such bias which is often reflected in a turn of phrase or in a cleverly placed adjective.
2. Out own national interest should be the principal consideration in the selection and presentation of a foreign news item. The national policy of peace, non-alignment and friendship with all countries should guide and selections as well as presentation of news.
3. Adequate coverage should be given to news from developing and neighbouring countries.
4. India's policy to support freedom movements against colonialism should also be noted.
5. Avoid words such as "natives" and any other expressions which have racist connotations or are regarded as derogatory.

(xi) Subversion and Insurgency

1. Counter back carefully all stories about sabotage, insurgency, subversions etc.
2. While giving the facts, the aim should be to present them in the correct perspective and to educate the public mind.
3. Do not give news which tends to incite subversive activities.

4. AIR news bulletins should be on guard against encouraging secessionist activities even if promoted by a recognised political party. But this ought not to mean suppression of facts.
5. In stories dealing with insurgency, care should be taken to bring out the distinction between loyal citizens of the AIR and rebels.

(xii) Comments and Opinions

1. Comments and opinions should be sourced. Care should be taken to ensure that AIR is not identified with other people's opinions. However, comments should be distinguished from legitimate interpretation of facts.

(xiii) Speculation and Rumours

1. Avoid all news based on rumours or hearsay and news of a productive of speculative nature. However, news of emerging trends of events or a developing story which may fall within the realm of legitimate interpretation, when properly sourced, do not fall into this category.

(xiv) Parliamentary Coverage

1. AIR should give wide coverage to the proceedings of Parliament. The highest standards of accuracy and professional responsibilities are expected in this field.
2. Announcement, statements and discussion should be judged by their news value and public interest. This will also apply to questions and answers and supplementaries.
3. The names of the movers of Call Attention Motions, Adjournment Motions, Privilege Motions and Short Notices Motions, should be mentioned but if a Motion is sponsored by more than two members, given only the first name and mention the number of remaining members.
4. Discussions on subjects of wide public interest should be adequately noticed.

5. While reporting on short-duration discussions, like debate on 'half an hour', 'Special mention' motions it is enough to give the broad trends and specific points.
6. When incidents in Parliament have to be noticed because of their news value, do not attempt to dramatise them or devote disproportionate time to them.
7. In case of serious allegations against Government or the Opposition or any party, extra care is needed to ensure balanced reporting.
8. Maintain a balance between the coverage of the Lok Sabha and that of the Rajya Sabha.
9. The news bulletin should take note of all important contributions by members. It should not read like a string of names.

CHAPTER V

**RECOMMENDATIONS/OBSERVATIONS IN RESPECT OF WHICH
GOVERNMENT HAVE FURNISHED INTERIM REPLIES**

—NIL—

NEW DELHI;
November, 2000
Kartika, 1922 (Saka)

SOMNATH CHATTERJEE,
Chairman,
Standing Committee on Information Technology.

APPENDIX I

MINUTES OF THE THIRTY-FIRST SITTING OF THE STANDING COMMITTEE ON INFORMATION TECHNOLOGY (1999-2000)

The Committee sat on Tuesday, 3 October, 2000 from 1500 hours to 1615 hours in Committee Room No. '53', Parliament House, New Delhi.

PRESENT

Shri Somnath Chatterjee — *Chairman*

MEMBERS

Lok Sabha

2. Shri Mahendra Baitha
3. Shri Tara Chand Bhagora
4. Shri Nikhil Kumar Chaudhary
5. Shri T. Govindan
6. Adv. Uttamrao Dhikale
7. Shri K.K. Kaliappan
8. Dr. C. Krishnan
9. Shri Bhartruhari Mahtab
10. Shri K. Balrama Krishna Murthy
11. Shri K.A. Sangtam
12. Smt. D.M. Vijaya Kumari
13. Shri Vinay Katiyar
14. Shri A. Krishnaswamy
15. Shri G. Ganga Reddy

Rajya Sabha

16. Shri Balkavi Bairagi
17. Shri Balbir K. Punj
18. Dr. Y. Radhakrishna Murthy

19. Shri Kartar Singh Duggal
20. Shri R.N. Arya
21. Shrimati Kum Kum Rai
22. Shri Rajiv Shukla

SECRETARIAT

1. Shri S.K. Sharma — *Deputy Secretary*
2. Shri A.S. Chera — *Under Secretary*

2. The Committee took up for consideration the Draft Fourteenth Report of the Standing Committee on Information Technology (Thirteenth Lok Sabha) on Action Taken by Government on the Recommendations/Observations contained in the Seventh Report (Twelfth Lok Sabha) on "Working of All India Radio Network" relating to the Ministry of Information and Broadcasting and adopted the same with some modifications/amendments as shown in Annexure 'A'.

3. The Committee then authorised the Chairman to finalise the Report and present/lay the same in both the Houses of Parliament.

The Committee then adjourned.

ANNEXURE 'A'

MODIFICATIONS/AMENDMENTS MADE BY THE COMMITTEE IN THE DRAFT FOURTEENTH REPORT

| Page No. | Para No. | Line No. | For | Read |
|----------|----------|-----------------|--|---|
| 1 | 2 | 3 | 4 | 5 |
| 3 | 9 | 3 (from below) | "Indian transmission on" | "Akashwani Signals in" |
| 3 | 9 | Add at the end: | "The Committee recommends that a part of non-lapsable funds earmarked for North-East should be utilised for improvement of the infrastructure for effective broadcasting in border areas." | |
| 5 | 15 | Add at the end: | "The Ministry should also ascertain the staff pattern followed in other broadcasting systems at home and abroad." | |
| 6 | 18 | 3 (from below) | After "immediately be replaced." | Add "The Committee should be informed of the specific steps taken to reconstitute PAC at AIR, Kohima and the number of sittings held during 2000 AD." |

| 1 | 2 | 3 | 4 | 5 |
|----|-----------|-----------------|--|--|
| 6 | 18 | 3 (from below) | "no meaning unless it is performing" "no relevance unless it functions" | |
| 6 | 18 | 2 (from below) | "The Committee.....regularly" | "If suitable persons are not available for nomination to PACs then senior retired persons from AIR and residing in that region may be considered for nomination on the Advisory Committees. The Committee desires that duly constituted committees do meet regularly." |
| 7 | 24 | Add at the end: | "While determining the fee structure, the rates prevailing in the allied media may be taken into consideration." | |
| 8 | 27 | Add at the end: | "and better coverage as an urban FM Stations may not be found suitable for rural areas also." | |
| 11 | 35 | 3-7 | "The Committee feels...to the Committee". | "The Committee desires that the reasons for poor response be studied and proper study should be made of the usefulness of the programme". |
| 13 | 41(Cont.) | Add at the end: | "and the steps should be taken at an early date." | |

APPENDIX II

(Vide Introduction of Report)

ANALYSIS OF ACTION TAKEN BY GOVERNMENT ON THE SEVENTH REPORT ON STANDING COMMITTEE ON INFORMATION TECHNOLOGY (TWELFTH LOK SABHA)

| | | |
|------|--|------------------------------|
| I. | Total number of Recommendations | 54 |
| II. | Recommendations/observations which have been accepted by the Government: Para Nos. 11, 12, 13, 14, 15, 33, 35, 55, 56, 57, 69, 70, 73, 74, 75, 93, 96, 97, 98, 108, 127, 136 and 143 | Total 23 Percentage 42.5% |
| III. | Recommendations/observations which the Committee does not desire to pursue in view of the reply of the Government: Para Nos. 16, 29, 30, 31, 32, 34, 43, 44, 45, 46, 47, 48, 71, 72, 94, 109, 110, 111, 112, 116, 117, 126, 135 and 140 | Total 24 Percentage 44.4% |
| IV. | Recommendations/observations in respect of which replies of the Government have not been accepted by the Committee and which require reiteration: Para Nos. 58, 59, 95, 120, 121, 134 and 144 | Total 07 Percentage 12.9% |
| V. | Recommendations/observations in respect of which replies are of the interim nature: Para Nos. NIL | Total: NIL |