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STANDING COMMITTEE ON INFORMATION TECHNOLOGY (2017-18)

SIXTEENTH LOK SABHA

MINISTRY OF INFORMATION AND BROADCASTING

REVIEW OF THE FUNCTIONING OF SONG AND DRAMA DIVISION

FORTY-NINTH REPORT



LOK SABHA SECRETARIAT NEW DELHI

March, 2018/Phalguna, 1939 (Saka)

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Presented to Lok Sabha on 13.03.2018

Laid in Rajya Sabha on 13.03.2018



LOK SABHA SECRETARIAT NEW DELHI

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COMPOSITION OF THE STANDING COMMITTEE ON INFORMATION TECHNOLOGY (2017-18)

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- 1. Shri R.C. Tiwari Joint Secretary
- 2. Shri Y.M. Kandpal Director
- 3. Smt. Geeta Parmar Deputy Secretary
- 4. Shri Vivek Saini Senior Executive Assistant

INTRODUCTION

I, the Chairperson, Standing Committee on Information Technology (2017-18), having been authorized by the Committee to submit the Report on their behalf present this Forty-Ninth Report on 'Review of the functioning of Song and Drama Division' relating to the Ministry of Information and Broadcasting.

- 2. The Representatives of Ministry of Information and Broadcasting and Song and Drama Division briefed the Committee on the subject 'Review of the functioning of Song and Drama Division' on 30.10.2017. The Committee took evidence of the representatives of Ministry of Information and Broadcasting and Song and Drama Division on 11.01.2018.
- 3. The Report was considered and adopted by the Committee on 12.03.2018.
- 4. The Committee wish to express their thanks to the representatives of the Ministry of Information and Broadcasting and Song and Drama Division for appearing before the Committee and for furnishing the information that the Committee desired in connection with examination of the subject.
- 5. The Committee also place on record their appreciation for the invaluable assistance rendered by the officials of Lok Sabha Secretariat attached to the Committee.
- 6. For facility of reference and convenience the Observations/Recommendations of the Committee have been printed in bold letters in Part-II of the Report.

New Delhi; 12th March, 2018 21st Phalguna, 1939 (Saka) ANURAG SINGH THAKUR, Chairperson, Standing Committee on Information Technology.

REPORT

I. <u>INTRODUCTORY</u>

Song and Drama Division(S&DD) was set up in 1954 as a part of All India Radio. In 1956, the Division was made an independent entity as a subordinate office of the Ministry of Information and Broadcasting (MIB). The Division was set with an objective of "Jan Kala Se Jan Chetna" and for propagating various Policies, Programmes and Schemes of the Government. It engages in interpersonal communication through live media utilizing wide range of performing arts such as Drama, Dance-Drama, Composite programme, Puppetry, Ballets, Operas, Folk and Traditional Recitals, Mythological Recital, Magic and other Local Folk & Traditional Forms. The main function of the Division is to create awareness and emotional receptivity among the general public regarding social, economic, and democratic ideals, which are very conducive to the progress of the nation through live entertainment.

- 2. Song and Drama Division is the only agency of Government of India using traditional performing arts media for the Information, Education, & Communication (IEC) of Government schemes, policies for the past five decades or more throughout the country. For presentation of programmes, the Division utilizes the services of Departmental Artistes, Private Registered Troupes (PRTs), and Empanelled Artistes.
- 3. Song and Drama Division takes up publicity campaigns on the flagship schemes etc. as decided by the Ministry of Information and Broadcasting for government schemes as a whole. A few important schemes & policies of the Government covered in S&DD campaign in the recent past are "SWATCHH BHARAT MISSION (Eke Kadam Swatchhta Ki Ore)", "Ek Bharat Shrestha Bharat", "Pradhan Mantri Jan Dhan Yojna", "Atal Pension Yojana", "Mission Indradhanush", "Pradhan Mantri Suraksha Bima Yojana", "Pradhan Mantri Jiban

Jyoti Bima Yojana", "Sabka Saath, Sabka Vikash", "Beti Bachao - Beti Padhao", and Ashtalakshmi Vikash.

- 4. Further, special attention is also given on National Integration & Communal Harmony, Social Harmony, Linguistic Harmony, and Prevention of Sexual Harassments in Work Place, Rights of Girl Child, Women's Empowerment, and Prime Minister's New 15 Point Programmes for the Welfare of the Minorities, Health & Family Welfare subjects, Advocacy programmes Against Malnutrition, etc.
- 5. In addition to the programmes being conducted from the budget allocated by the Ministry of Information and Broadcasting, the Division also executes publicity campaigns for other Ministries/ Departments as per their request and the themes decided by them in rural areas and other similar areas. The funds for these areas are provided by the concerned Ministries/Departments and they also identify the districts where the thrust of their programme is required. In this category, S&DD has been doing Beti Bachao Beti Padhao awareness campaigns on behalf of Ministry of Women & Child Development.

II. ORGANIZATIONAL SET UP:

- 6. Song and Drama Division is a media unit under Ministry of Information and Broadcasting. The Division is headed by Director and functions through regional centres and sub-centres:
- (i) <u>Regional Centres</u>: Song and Drama Division has ten regional centres namely, (1) Bengaluru, (2) Bhopal, (3) Chandigarh, (4) Chennai, (5) Delhi, (6) Guwahati, (7) Kolkata, (8) Lucknow, (9) Pune and (10) Ranchi. The Regional Centres of Song and Drama Division are responsible to carry-out the programme activities across the Country.

- (ii) <u>Sub-Centres:</u> Song and Drama Division has nine sub-centres namely(1) Darbhanga, (2) Imphal, (3) Jammu, (4)Jodhpur, (5) Nainital, (6)Shimla, (7)Bhubaneswar, (8) Hyderabad and (9) Patna.
- 7. When asked whether a need has ever been felt to make changes in the organizational set up of S&DD, it has been stated that a need was felt to adopt an integrated communication strategy at the field level for a better impact, effectiveness and outreach of public information messages. A proposal in this regard is under consideration of the Ministry to integrate the units of Directorate of Advertising and Visual Publicity (DAVP) (Exhibition), Directorate of Field Publicity (DFP) and S&DD who deal with inter personal communication to achieve the objectives.
- 8. As regards broad features of the proposal for integration of the units of DAVP (Exhibition), DFP and S&DD, it has been informed that all Regional Offices/Field units of S&DD and DAVP has been subsumed in the 22 Regional Offices and 147 Field Units of DFP. Accordingly, S&DD and DAVP has to close their existing Regional/Field Units and co-locate their Units in the Regional/Field Units closest to them. The Integrated Regional Units have been re-named as Regional Outreach Bureaus (ROBs). The Additional Director General(ADG)(Region) will be the Controlling Officer for all administrative and financial matters relating to the ROB concerned. Regional Offices of DFP located at Jammu, Jaipur, Lucknow, Raipur, Kolkata, Ahmedabad, Bhubaneshwar, Chandigarh, Pune, Chennai, Bangalore, Dehradun, Ranchi, Bhopal, Patna, Itanagar, Siliguri, Shillong, Hyderabad, Guwahati, Kohima and Kerala have been identified as Regional Outreach Bureaus (ROBs) of the integrated Regional Units of S&DD and DAVP.
- 9. It has further been informed that all Regional Exhibition offices and Field Exhibition Offices of DAVP and all the Regional Centres and sub-centres of

S&DD subsumed into 147 Field Units of DFP and have been re-named as Field Outreach Bureaus (FOBs) who will report to their respective Regional Outreach Bureau (ROBs). Additional Director General (ADG)(Region) concerned will be empowered to designate the Heads of respective FOBs. For greater synergy, the concerned ADG (Region) shall undertake a detailed exercise of rationalization of human and infrastructural resources of these three Media Units i.e. (DFP, S&DD and DAVP) in a phased manner for complete integration.

- 10. It has simultaneously been informed that post integration, all the three Media Units i.e. DFP, S&DD and DAVP headquartered in Delhi will be re-named as Bureau of Outreach & Communication (BOC) which will have three divisions, namely DAVP, DFP & S&DD. BOC will have a unified command. The existing three Media Units (DFP, S&DD and DAVP) are carrying out their publicity related activities through the budget heads under the common schemes of the Ministry i.e. Development of Communication and Information Dissemination (DCID) and Media Infrastructure Development Programme (MIDP). The present structure of the different budget components under the said Schemes will be retained with the exception that all expenditure [that is Central Sector Schemes as well as Establishment Expenditure] will be incurred with the specific approval of the Head of the BOC.
- 11. Under the integrated structure, all financial proposals regarding conduct of publicity programmes, administrative expenditure etc. of BOC, which are covered under the delegated powers, will be approved by the designated Head of the BOC. However, those proposals which are beyond the delegated powers shall be submitted to the Ministry of Information and Broadcasting by the Head of BOC. A Committee comprising AS&FA, DG (DAVP) and JS (P&A) shall oversee the process of complete integration and delineate all financial/contractual liabilities of the respective organizations. The Committee shall also define the protocols for administrative/financial matters related to the merged entities. The

required tasks shall be completed in a time bound manner within a period of 6 months.

- 12. When asked about the constraints/difficulties being faced in implementing the above proposal and also the advance measures taken to resolve them, it has been stated that after merger, reorganisation of the units is a difficult process and would take some time for synergizing the efforts to a common goal of wider efficient reach of relevant contents to the targeted audiences. The major constraints/ difficulties are relating to rationalizing the combined staff strength (at Headquarters and Regional Offices), synergizing efforts, financial matter and logistics. The effort would be made for identifications of capacities, training requirements and rational alignment of jobs across the unit. Teams having complete components of publicity, Interpersonal Communication, Live Arts and Culture, will be formed under integrated command and control.
- 13. The Committee desired to know the financial implications, if any, of the proposed integration and how the present manpower issue would be resolved. In their reply, it has been stated by the Ministry that in the present scenario there does not appear to be any additional financial liability in the proposed integration.

After integration, complete teams will look after the activities of publicity, Interpersonal Communication, Live Arts and Culture. The Staff Artists of S&DD which are presently scattered across the 19 Regional/ Field Units will be consolidated in a manner to build a complete troupe capable of undertaking performance independently. The senior-most officer/official from any of these three media units will be the in-charge of integrated Regional/ Field Unit and will be the Reporting Officer for other staff members as well as the Administrative and Financial Head of that Unit. After integration of the activities of S&DD, DAVP and DFP and the supervisions at appropriately high levels, the S&DD would benefit from more relevant and timely content availability which otherwise was not available to it.

14. It has been added that integration is aimed at leveraging financial and human resources of the units for optimum output and it is expected that the integration would effectively overcome the present shortage of manpower while leading to better utilization of financial resources.

III. OBJECTIVES vis-a-vis ACHIEVEMENT:

- 15. The main objective of Song and Drama Division is stated to be to effectively disseminate information of Government programmes and policies to the public. S&DD also plays an important role in providing effective communication for Government of India's developmental programmes and policies through medium of live art and inculcate the spirit of national unity, integrity, communal harmony, especially in rural areas, LWE, hilly, tribal & desert areas, small towns, border areas and other vulnerable/disadvantage sections of the society.
- 16. The Committee asked how far the objectives for setting up the Division have been achieved in terms of successfully propagating the various policies, programmes and schemes of the Government. In their reply, the Ministry has stated that the Division has been effectively disseminating information on Government policies and programmes to the public through the medium of live arts by utilising the services of staff artistes, Private Registered Troupes and empanelled artistes.
- 17. In this context, the Committee enquired whether the Division has a procedure to give due publicity to their programmes before conducting the same in order to increase their outreach and impact. In response, it has been stated that the publicity for programmes which are conducted, is carried out in association with Directorate of Field Publicity (DFP) and other media unit of Ministry of Information and Broadcasting or of Client Ministry/Department. Sound and Light Shows are publicized through banners and posters and

advertisements in the newspapers. However, there is stated to be no specific laid down procedures for publicity of programmes by S&DD.

- 18. The Committee further asked whether the Division carries out surveys after conducting their programmes to study the impact of their performance and if not, the opinion of the Ministry in this regard. To this the Ministry has admitted that the impact assessment of the programme conducted is desirable, and stated that no formal mechanism is available with S&DD for conducting the same.
- 19. In this context, the Committee desired to know that if the Division considered impact assessment desirable, what prohibited them to develop a suitable mechanism in this regard. In their reply, the Minister has stated that the programmes conducted by S&DD are mainly to disseminate information and to generate awareness on Governments' flagship schemes and thereby bring about behavioural changes. It is felt that impact assessment is important for gauging effectiveness and therefore, in the integrated scheme, this will now be included.
- 20. With regard to the constraints faced by the S&DD to work effectively, Secretary, MIB during the course of evidence submitted as under:

Sir,this is one unit which tries to do the physical performance of various art forms and through this, it delivers the message that is intended to be delivered to the general public. Since we have radio, television and the newspapers in the Ministry, dissemination does take place. But if we say this is also one of the forms of disseminating information, then this is a very costly form. I will come to the costs parameters. The logic given is that this aims to change the human behaviour. That is a very strong and very wide mandate which perhaps cannot be done with this Rs. 3 crore. If it intends to change the human behaviour, it cannot be in one shot only that ABÉE ¤ÉÉ® ÉÊŋJÉÉ nÉÒÉÊVÉA +ÉÉè® +ÉÉnàÉÉÒ ÉʤÉcäÉÊ'ɪÉ® SÉåVÉ cÉä VÉɪÉäMÉÉ* ªÉc BÉEè°Éä cÉäMÉÉ? This becomes very difficult. This claim is to be taken with a bit of caution. This claim may not be fructifying at the moment...

......Sir, I tried to find out as to what is the cost in general. Of course, the sound and light show takes around Rs. 20-25 lakhs and it also says that twenty to twenty-five thousand people are attracted. But Rs. 25 lakh by

twenty-five thousand people means Rs. 100 per spectator. Rs. 100 to change behaviour is not palatable. Even Rs. 100 is very high. The behavioural change comes when there is some beacon, some people have seen it, this story has percolated, then people see and try to emulate. So, I will not go into that but the basic functioning of this division is through the empanelled artists who are private artists. They are paid around Rs. 500 per day for a performance and with Rs. 5000, there is one show which is held. About 500 spectators come. It is Rs. 10 per viewer whereas in the sound and light show, it was around Rs. 100...... If the total of Rs. 3 crore is spent, then only thirty lakhs people can be covered. With the population of India, this thirty lakhs people will be covered in very few villages. So, this technique of going to the masses with this kind of message perhaps is not effective. If we add Rs. 48 crore that is spent on the establishment expenditure, the total expenditure on this is Rs. 51 crore. Now, I can straightway compare this with the seven zonal cultural centres of the Culture Ministry which used to get around the same amount and they are spread all over India, and they also do so many things. Since I had the knowledge of that, I can say that if they are going specially through the private artists, and suppose we forget the establishment expenditure, we club all together and say that, with the help of private artists, you spend Rs. 51 crore, then at the rate of Rs. 10 per person, it would translate to reaching a population of 5.1 crore which is huge. But today we are not doing that. What we are doing is only 30 lakhs......At the moment, about 250 people are available in this Organisation and the 250 people cannot take care of the entire country. But what they can do is to provide creativity to create productions on various topical themes, be it Beti Bachao Beti Padhao, be it Ek Bharat Shreshtha Bharat and what not. Those productions could have been handed over to the private troops who could have gone and spread the message. Somehow, that is not happening. So, the leadership role and the creative content creation which should have happened have perhaps taken a backseat......Ultimately, we have to look at the content creation and new content with package messaging which will be distributed to the people.Unless we do that, this will only remain in name, this will go and do the cultural programmes but it will stop there. We have to think in terms of reinventing this organisation so that it can actually deliver what we want.......The Department of Field Publicity is also trying to reach the masses. What has happened at the present juncture is that it has been felt that the Department of Field Publicity, the Department of Song and Drama and the Department of Audio-visual Publicity should be merged together so that synergies could be exploited and whenever some campaign is to be launched, it should be an integrated campaign for the media. It should not get divided into silos where the DAVP is doing it for

newspapers, somebody is doing it for channels and somebody else is doing it physically.We do need to synergise not only within the Ministry of Information and Broadcasting, but also with the Ministry of Culture. There is Sangeet Natak Akademi, there is National School of Drama and there are seven zonal cultural centres. They are also working in the same direction. It is only a question of tweaking them so that it is not only propagation of culture but also propagation of a message that is needed for today's programmes which have to be taken to people. I had discussed Ek Bharat, Sreshtha Bharat with the Song and Drama Division. I asked them, "Have you done something in Ek Bharat, Sreshtha Bharat?" They said that they went to northeast and performed one programme. They took people from some of the northern states. My question was whether they took the team of the paired state. There answer was 'No'. Perhaps they were not aware there is a pairing. So, while everybody is saying that I am part of Beti Bachao, Beti Padhao or I am part of Ek Bharat, Sreshtha Bharat, understanding at that level is not there. If there is no understanding, how does one create the creatives which can then be disseminated through our private people? So, perhaps we would try and see the models which are being followed in the Ministry of Culture and some other highly successful campaigns and try and reinvent with this organisation....."

21. When asked about the proposal, if any, to outsource the content creation job of the Division to the expert bodies like FTI, etc., it has been stated that after integration, complete teams will look after the activities of publicity, Interpersonal Communication, Live Arts and Culture. The Staff Artists of S&DD which are presently scattered across the 19 Regional/Field Units will be consolidated in a manner to build a complete troupe capable of undertaking performance independently. The senior-most officer/official from any of these three media units will be the in-charge of integrated Regional/Field Unit and will be the Reporting Officer for other staff members as well as the Administrative and Financial Head of that Unit. After integration of the activities of S&DD, DAVP and DFP and the supervisions at appropriately high levels, the S&DD would benefit from more relevant and timely content availability which otherwise was not available to it.

- 22. On the problem of shortage of staff in the Song & Drama Division, the Committee drew the attention of the Ministry to many such non- governmental organisations who can play an important role in disseminating information through their plays on Government schemes and programmes and suggested the Ministry to take their help to make up shortage of staff. In a written reply, the MIB has welcomed the suggestion made by the Committee in this regard.
- 23. On the other suggestions given by the Committee regarding the desirability of conducting more programmes by S&DD on the occasion of Gandhi Jayanti and Vinoba Bhave Jayanti for bringing awareness to new generation, the Ministry has stated that the Division has been conducting programmes on Gandhi Jayanti. In 2017, on 2 October, a total 770 programmes were conducted on the theme "Gram Samriddhi Evam Swachhta Pakhwada". The Ministry has, however, welcomed the suggestion of the Committee to conduct programme on Vinoba Bhave Jayanti also.
- 24. The Committee pointed out that the S&DD has not grown content-wise beyond 1954 when it was first instituted. No new techniques are adopted by the Division to conduct the programmes to attract the public. A suggestion was made to use flash mobs as a medium to conduct programmes in co-operation with NSS volunteers as they are very popular and impactful, so as to have trustful impact on the people even in the remotest village of the country. In a written submission, the Ministry has welcomed the suggestion of the Committee.

IV. STAFF MATTERS:

25. The Committee have observed that the uniqueness of programmes of S&DD is that these are in local languages/dialects, local costumes and use of local artistes using local traditional art forms which have wider outreach and better acceptability in the society. The programmes are organized through the

services of departmental artistes and troupes (called Private Registered Troupes) and Empanelled Artistes

- Departmental Artistes: The Division has regular artistes specializing in different forms of music & Drama like, Vocal, Instrumental, Drama and back-stage etc. They are regular employee of the Government and posted at S&DD, New Delhi (HQ) and in various Regional Centres & Sub-Centres.
- Private Registered Troupes (PRTs): These are small local cultural groups engaged in dance & drama with local folk & traditional art form and the local dialect as their medium of performance. These PRTs have different categories like drama, composite, folk-traditional recital, mythological recital, puppet, magic etc. Song and Drama Division registers these troupes as per extant guidelines through a formal screening at each Regional Centre and grades them in 'A', 'B', & 'C' categories based on their proficiency and have a fee ranging from Rs.4,000/-(Rupees Four thousand only) per programme to Rs.5,600/-(Rupees Five thousand Six hundred only) per programme of sixty to ninety minutes. The troupe consists of two to eleven performers/artistes. The fees of PRTs are being reviewed.

The programmes are predominantly carried by PRTs as they bring local language, local performing arts and costumes, stories etc with them for better effectiveness. Their reach is also greater as these troupes are drawn from local areas through a process of registration. The troupes also bring freshness both in terms of talent and ideas. It has been seen that a good number of artistes mostly belong to SC/ST/OBC with women are proficient in their art forms. The PRTs provide a deeper penetration in the

rural areas and inaccessible areas of the country on Government Schemes, developmental programmes in these areas.

- **Empanelled Artistes**: The division also empanels individual artists in different categories to strengthen performance and lend local flair.
- 26. As per information furnished to the Committee, out of 636 sanctioned posts, only 320 (50% approx.) posts are in position. The table showing the staff strength of various Regional Centres/Sub-Centres of S&DD is as under:

| | Station | Sanctioned strength | In-position |
|-----|------------------------|---------------------|-------------|
| 1. | Delhi Hqrs. (Delhi) | 215 | 129 |
| 2. | Ranchi (Jharkhand) | 8 | 5 |
| 3. | Patna (Bihar) | 16 | 7 |
| 4. | Darbhanga (Bihar) | 21 | 4 |
| 5. | Pune (Maharashtra) | 24 | 11 |
| 6. | Lucknow (U.P) | 9 | 2 |
| 7. | Nainital (Uttarakhand) | 40 | 11 |
| 8. | Kolkata (West Bengal) | 7 | 6 |
| 9. | Bhubaneshwar (Orrisa) | 18 | 8 |
| 10. | Guwahati (Assam) | 42 | 32 |
| 11. | Imphal (Manipur) | 33 | 23 |
| 12. | Chennai (Tamilnadu) | 29 | 14 |
| 13. | Hyderabad (Telangana) | 22 | 14 |
| 14. | Delhi Region (Delhi) | 3 | 2 |
| 15. | Chandigarh (U.T) | 8 | 5 |
| 16. | Shimla (H.P) | 34 | 15 |
| 17. | Jammu/Srinagar (J.K) | 43 | 11 |
| 18. | Bhopal (M.P) | 8 | 2 |
| 19. | Jodhpur (Rajasthan) | 35 | 6 |
| 20. | Bangalore (Karnataka) | 21 | 13 |
| | Total | 636 | 320 |

27. When asked about the reasons for a large number of posts lying vacant and efforts been made to fill these vacancies, it has been stated that due to shortage of administrative staff setup, the posts falling vacant could not be filled

up and as such they have become deemed abolished as per Govt. of India guidelines. However, consequent upon the integration process, there is a likelihood of the staff position getting better as the administrative staff of the three media units combined together can now look after the work of integrated unit.

- 28. With regard to the existing manpower constraint in the Song & Drama Division, the Secretary, MIB during evidence before the Committee submitted as under:
 - ".......Considering that the strength of 250 is available, there is another problem. Somehow, tabla players have accumulated at one place, sitar players at some other place and actors at some other place. So, the team is not there. Hence, the production, which is a highly intellectual input, does not take place. With only tabla players, how can a composite kind of production come out? So, we are grappling with that problem also......"
- 29. In a similar context, the witness submitted as under:
 - "....... But this Organisation is also suffering from the employee problems. There are innumerable court cases about pay scales, seniority and obviously, they bring a large number of contempt cases also. So, the Director who looks after it is rather more busy with this kind of case fighting than with the creativity.
- 30. As regards the number of court cases, it has been informed that there are 32 cases at different levels. It was elaborated as under:

"It may be that in one particular case so many people are tagged and out of 200, 32 is a very high figure."

31. In a written information furnished to the Committee later on, it has been stated that the Committee formed to oversee the process of integration shall also be overseeing the manpower issues. To a great extent, the staff problem could be solved as currently there are 3 sets of staff looking after 3 different units. Once these are merged into one, only one set of staff would be required and as such could be adjusted among vacant posts. However, the three member

committee will define protocols for administrative and financial matters and to resolve any emerging issues.

32. The details regarding Private Cultural Troupes(PCTs) and Individual artistes registered with Song & Drama Division at each of the 10 Regional Centres are given as under:

| Regional Centres of Song & Drama Division | Areas covered | Private Cultural registered with Song & Drama Division. | Individual artistes empanelled with Sⅅ |
|--|---|---|---|
| 1 | 2 | 3 | 4 |
| Bangalore | Entire belts of Karnataka, Kerala States & Lakshadweep Island | 81 | Nil |
| Bhopal | Entire belts of Madhya Pradesh, Rajasthan & Chhattisgarh States | 159 | Nil |
| Chandigarh | Entire belts of Punjab, Himachal Pradesh, Jammu & Kashmir States & Chandigarh UT | 106 | Nil |
| Delhi | Entire belts of Delhi & Haryana States | 83 | Nil |
| Guwahati | Entire belts of Assam, Arunachal Pradesh, Meghalaya, Manipur, Mizoram, Nagaland, Sikkim and Tripura States | 149 | Nil |
| Kolkata | Entire belts of Odisha, West Bengal States & Andaman & Nicobar Islands. | 117 | Nil |
| Lucknow | Entire belts of Uttar Pradesh & Uttarakhand States | 133 | Nil |

| Pune | Entire belts of Gujarat, Maharashtra, Goa States & Dadra N Haveli, Daman Diu Islands | 92 | Nil |
|---------|--|------|-----|
| Chennai | Entire belts of Andhra Pradesh, Telangana, Tamilnadu states and Puducherry UT. | 104 | 27 |
| Ranchi | Entire belts of Jharkhand and Bihar | NIL | NIL |
| | Total: | 1024 | 27 |

It may be seen that 9 out of 10 regional centres of Song and Drama Division don't have empanelled artists. Only Chennai has 27 empanelled artists. Further, Ranchi regional centre doesn't have even any PRT.

- 33. When asked about the reasons for the same, it has been stated that there are no PRTs in Ranchi regional Centre and no empanelled artists in 09 Regional Centres except for 27 artistes in Chennai as on date because the process of the empanelment in Chennai Regional Centre has been completed while in other Centres the process is yet to be completed. Currently, the screening process for PRTs and empanelled artists in Ranchi Regional Centre is under progress.
- 34. When asked to state how the absence of PRTs in Ranchi regional centre and absence of empanelled artists at 9 regional centres has affected the performance of S&DD, it has been replied that the programmes are conducted by PRTs and staff artists. The empanelled artists are generally instrumentalists or singers and deployed with the troupes/staff artist to support when required. Therefore, absence of empanelled artists does not impact the programmes. However, in Ranchi Regional Centre absence of PRTs is made up by diverting the PRTs from nearby centres in cases of urgency.
- 35. As regard the difficulties faced for empanelment of artists and whether the Division propose to overcome them, it has been stated that the major constraint

is the prevalent low fee structure of the empanelled artistes. The fee structure is under review in the Ministry of Information & Broadcasting.

36. When asked about the fee for PRTs and empanelled artists last revised and also the periodicity of such reviews, it has been stated that there is no time frame as such for revision of fee, the last revision of fees was done in 2006. At present, the proposal of revision is under consideration of the Ministry.

V. <u>BUDGETARY ALLOCATIONS:</u>

37. Song & Drama Division implements a sub-component namely Live Arts & Culture of the Plan Scheme 'Development, Communication & Information Dissemination' (DCID). The budget allocation under this component during 12th Five Year Plan and actual expenditure is as under:

(Rs. in Lakh)

| Financial Year | Budget Estimate (B.E.) | Revised Estimate (R.E.) | Actual Expenditure |
|-------------------|---------------------------|----------------------------|--------------------|
| I Gai | (B.E.) | , , | |
| 1 | 2 | 3 | 4 |
| 2012-13 | 800.00 | 800.00 | 618.00 |
| 2013-14 | 800.00 | 650.00 | 643.00 |
| 2014-15 | 800.00 | 250.00 | 223.00 |
| 2015-16 | 300.00 | 206.00* | 206.00 |
| 2016-17 | 300.00 | 300.00 | 296.00 |
| 2017-18 | 300.00 | - | 147.00** |

^{*} R.E. was Rs. 200.00 Lakh which was revised at final grant stage to Rs.206.00 Lakh.

PHYSICAL ACHIEVEMENTS:

| Financial year | Yearly Target & achievements (Unit: Number of programmes) | |
|----------------|---|-------------|
| | Physical Target | Achievement |
| | raiget | |
| 1 | 2 | 3 |
| 2012-13 | 12000 | 15930 |
| 2013-14 | 15685 | 11772 |
| 2014-15 | 10500 | 3964 |

^{**} Up to September, 2017.

| 2015-16 | 6000 | 6155 |
|---------|-------|--------|
| 2016-17 | 6000 | 7377 |
| 2017-18 | 5020 | 3939** |
| TOTAL | 55205 | 49137 |

^{**} Up to September, 2017

38. When asked about the reasons for drastically reducing the Budget Estimates for S&DD in recent years as compared to what it was from 2012-2013 to 2013-2014, it has been stated that the reason for reducing the Budget Estimates for S&DD in recent years is the reduced allocation provided by Ministry of Finance to Ministry of Information and Broadcasting. Because of reduced allocation to the Ministry, funds to S&DD were accordingly reduced to Rs. 3.00 crore after taking into account inter-se priority among other media units. Stressing on the need of content creation which is not happening at the moment, the Secretary, MIB submitted that there is a need to think in terms of reinventing the organisation so that it can deliver what it wanted and on the issue of reduced budget allocation, he added as under:

"Allocation of fund has obviously gone down because if the delivery is not there, the organisation loses its position"

39. The Committee further desired to know as to why BE of Rs. 300 lakh has been fixed at the same level for both the years i.e. 2016-2017 and 2017-18, though the physical targets had been reduced from the level of 6000 programmes in 2016-17 to to the level of 5020 programmes in 2017-18. In reply to this, the Ministry has stated that the physical targets had been reduced by 980 programmes because the registration process for private troupes and empanelment of artistes are yet to be completed in all the Regional Centres. It has been stated that the reduction in budget provisions affects the number of programmes executed by the Division.

OBSERVATIONS/RECOMMENDATIONS

The Committee observe that Song and Drama Division(S&DD), one of the media units of the Ministry of Information and Broadcasting(MIB) was set up in 1954 with a wide mandate to propagate various Policies, Programmes and Schemes of the Government. They are engaged in interpersonal communication through live media utilizing various range of performing arts such as Drama, Dance-Drama, Composite programme, Puppetry, Ballets, Operas, Folk and Traditional Recitals, Mythological Recital, Magic and other Local Folk & Traditional Forms with their network of 10 Regional Centres and 9 Sub-Centres across the Country. The Committee also note that the programmes conducted by S&DD are mainly to disseminate information and generate awareness on Governments' flagship schemes and thereby bring about behavioural changes among the masses. The Committee however, find the Division lacking in fulfillment of its objectives due to various constraints being faced by them which are broadly discussed in the succeeding paragraphs.

The Ministry has itself admitted that with the meager budget allocations, it is not possible to fulfill the mandate given to the Division. Besides, due to inadequate staff strength, the Division is unable to effectively disseminate information to the entire country. The Committee feel that the people at the grass root level should not be kept deprived of

the huge benefits that could accrue to them from the Government Policies, Schemes and Programmes meant for social welfare simply because of the lack of awareness to them due to ineffective functioning of this media unit. The Committee would therefore strongly recommend the Ministry to devise all possible ways and means to reinvent this Division so that it plays a more meaningful role for bringing timely awareness to the public at large.

2. The Committee are aware that the media units of the Ministry of Information and Broadcasting viz. Directorate of Advertising and Visual Publicity (DAVP) (Exhibition), Directorate of Field Publicity (DFP) and Song & Drama Division (S&DD) promote the policies and programmes of the Government of India through different modes of mass communication. The Committee are happy to note that a proposal to integrate these units for having an integrated communication strategy at the field level for better impact, effectiveness and outreach of public information messages, is under consideration of the Ministry of Information & Broadcasting. As informed, a committee comprising of officials viz. AS&FA, DG (DAVP) and JS (P&A) shall oversee the process of complete integration and delineate all financial/contractual liabilities of the respective organizations and shall also define the protocols for administrative/financial matters related to the merged entities. The required tasks will take 6 months' time for completion.

The Committee understand that the proposed integration would be a massive overhauling exercise and difficulties will naturally be faced in the process of rationalizing the combined staff strength (at Headquarters and Regional Offices), synergizing the mandated activities, financial matters and logistics etc. However, the Committee express their hope that in the newly created entity, all these three units will work in tandem contributing their best in the unified direction to achieve the common goal of wider and efficient reach of relevant contents of communications to the targeted audiences. The Committee, earnestly desire that the Ministry should strictly adhere to the time limit of six months for completion of the integration process and hope that all issues the Division has been grappling with presently, shall be resolved after the proposed integration. The Committee would like to be constantly informed about the progress made in this regard.

3. The Committee are informed that the Song and Drama Division does not have any specific laid down procedure for publicity of their programmes before they are actually conducted. As informed, publicity of the programmes is, however, done in association with Directorate of Field Publicity (DFP) and other media units of the ministry or of Client Ministries/Departments.

The Committee are of the strong opinion that to enable a media unit to play a meaningful role in communicating to the masses for educating them about various Governments schemes, adequate advance publicity is required to be given about all such programmes before they are actually conducted. The Committee, therefore, recommend that in the proposed integrated structure, advance publicity of the programmes should be ensured and for this purpose, procedures should be clearly laid down and strictly followed. The advance publicity of the future programmes of the media units should be planned well in advance in consultations with the client Ministries/Departments concerned that it could SO be beamed/aired/publicized by all available means timely at national level in a structured way. Besides, social media and other platforms should also be used for advance publicity of all these programmes for getting the desired results. The matter may be taken up with the Ministry of Finance also for allocation of adequate funds to meet the requirements in this regard.

4. The Committee regret to note that the Division does not maintain any quantifiable data to assess the impact of dissemination of the messages to the masses through their programmes though the Division claims to have been effectively disseminating information on Government policies and programmes to the public through the medium of live arts and thereby inculcating the spirit of national unity, integrity, communal harmony,

especially in rural areas, LWE, hilly, tribal & desert areas, small towns, border areas etc. Although the Division itself considers it desirable to have assessment of the impact of the programmes, yet no formal mechanism has been evolved by the Division in this regard so far.

The Committee, therefore recommend that a detailed impact assessment study should be made on regular basis for each and every performance for gauging effectiveness of these programmes at grass root level. The Committee hope that the proposed integrated entity will devise a suitale mechanism in this regard. The Committee would like to apprised of the action taken in this ragard.

5. The Committee observe from the submissions made by the Ministry that the Song and Drama Division conducts the physical performance of various art forms through the empanelled artists to deliver the message to the general public as it is intended to change the human behaviour which cannot be done in one go but needs repeated performance. Taking into account the payment being made per artiste per performance, it has been stated that only 30 lakh people can be covered in very few villages of India with an annual budgetary allocations of Rs. 3 crore. In addition to this, Rs. 48 crore is expenditure on the establishment. The total expenditure on the Division is Rs. 51 crore a year.

The Committee thus observe that the Song & Drama Division has not been able to do justice with the mandate given to it due to non-availability of adequate funds. Undoubtedly, the role of the Division is very important as the programmes conducted by them in local dialects having strong element of inter-personal communication with the public ensures receptivity of the messages and consequent intended behavioural changes of the masses. To achieve this objective of the organization, adequate allocation of funds should be projected and vigorously pursued with the Ministry of Finance.

6. As informed to the Committee, the seven Zonal Cultural Centres of the Ministry of Culture, having almost similar functions as those of Song & Drama Division, are spread all over India and they go specially through the private artists which don't have the establishment expenditure. With regard to the Song & Drama Division, the Committee has been informed that the existing staff strength is not able to take care of the entire country though they can provide creativity in productions of programmes on themes like Beti Bachao Beti Padhao, Ek Bharat Shreshtha Bharat and various other topical themes and such productions could then be handed over to the private troups to spread the message in the masses.

The Committee while appreciating the concerns of the Ministry, is of the considered opinion that the content of any programme being more important, the services of the in-house staff should be utilized to develop the meaningful contents for the programmes so that it could leave its desired impact on the masses. The Committee, therefore recommend the Ministry to study the working model of the Ministry of Culture with a view to explore the possibility of adopting that model with suitable customization to address the challenges of inadequacy of staff in the Division. The Committee feel that the Division has also to take steps to reach to other Ministries/Departments/organisations involved in interpersonal communications with a view to find out the ways /methods for exploring the cost effective means for content creation of the programmes. The training programmes should also be organised for the staff for their reorientation/new and innovative ideas etc. for the programmes.

7. The Committee observe that each and every programme has a definite message to be conveyed and also it has a target group of audience. Therefore, its' effective dissemination to the masses is as important as the quality of the contents of the programmes. The Committee, therefore, recommend the Ministry to ensure that the programmes of Song & Drama Division are tailored in such a manner which could suit the needs of the different sections of the society and particularly the target group of audience. Utmost care should therefore be taken with regard to the target segments of the society on which the Government

intend to focus the theme of their schemes/programmes. The programmes thus need to be accordingly designed so that the intended messages reach the target groups. The Ministry may also consider approaching the students of the premier Institutes like FTI, IIMC etc. who are undoubtedly rich in new and innovative ideas which may help the department in creation of good quality programmes.

- 8. The Committee learn that after integration of S&DD, DAVP and DFP, complete teams will look after the activities of publicity, Interpersonal Communication, Live Arts and Culture and therefore, the S&DD would benefit from more relevant and timely content availability which otherwise was not available to it. The Committee would like to be apprised of the specific steps proposed to be taken in the integrated structure in this regard.
- 9. The Committee regret to note that against the sanctioned staff strength of 636 in various regional/sub-centres of Song and Drama Division, only 320 posts are in place which is almost 50% of the sanctioned strength. Admittedly, due to shortage of staff, it is very difficult to put a team comprising of tabla player, sitar player and actor at one place which is a fundamental requirement for having a composite production team. The Committee find it disquieting to learn that despite facing the problem of shortage of staff, the posts falling vacant have not been filled up and it is

stated that the posts have been deemed abolished as per GOI guidelines. This reflects lackadaisical approach of the Ministry in taking timely remedial steps to fill up the vacancies in the Division which is undoubtedly one of the major factors affecting their performance. The Committee is of the strong opinion that at least now the Ministry should take up the matter at appropriate level for early augmentation of the staff-strength of the Division so that mandated objectives are successfully achieved.

- 10. The Committee observe that another reason put forward for low productivity of the staff of the Division in terms of content creation is that the Division is struggling with a number of court cases regarding payscales, seniority etc. at different levels due to which, the Division mostly remains occupied in contesting court cases rather than focussing on bringing creativity in their programmes. The Committee recommend that the Division should take immediate corrective steps for expeditious settlement of the court cases so that the services of the staff are utilised to improve the performance of the Division. The ministry may also explore the possibility of out of court settlement of service related court matters through negotiations and counsellings etc.
- 11. The Committee are of the view that in order to combat the problem of staff, Song & Drama Division may also take the help of various non-governmental organisations working in rural/semi-urban areas for the

purpose of organising programmes on Government schemes. Their involvement and active associations can be of great help in achieving the desired objectives of the Division. The Committee would like to be apprised of the steps taken in this regard.

- 12. The Committee find that there is no data base of Artists available with the Division which has resulted in many problems and challenges before the Department in timely delivery of the intended results. The Committee, therefore, recommend that in the proposed new structure, the Ministry should synergize with all concerned Ministries/departments working in this field so that a proper data base of all artists is in place.
- 13. The Committee also desire that the Ministry should work out on the possibility of the creation of an Apex Institution where all departments of the Government of India working in the field of dissemination of information, cultural promotion and performing live art etc are brought under one umbrella. The Committee would like to be apprised of in this regard.
- 14. The Committee recommend that a proper data base of all the important Indian festivals and great personalities of our country should be prepared by the Division with a view to devise suitable programmes for conducting them through the medium of live arts, etc. so that the young

generation become aware of the rich cultural heritage and legacy of the nation. To start with, programme on Vinoba Bhave Jayanti and on other such great personalities should be prepared and conducted by the Division. The Committee also desire that the Division should pay special focus to their programmes for the States like J&K, North-East and LWE affected areas and efforts should be made to involve local youths of these areas so that not only employment opportunities are created for them but also generating a feeling of their contribution to the mainstream system.

The Committee note that as per extant guidelines, the Private Registered Troupes (PRTs) are registered by the Division through a formal screening at each Regional Centre. The quantum of fee range from Rs.4,000 to Rs.5,600 per programme of sixty to ninety minutes. The troupe consists of two to eleven performers/artistes. However, it is disquieting to find that the last revision of fees of PRTs was done 12 years ago i.e. in the year 2006. Also, there is no fixed time frame for revision of fee of the artists. As submitted before the Committee, the major constraint being faced in empanelment of artists is their prevalent low fee structure. Admittedly, the proposal of revision of fee is under consideration of the Ministry. The Committee would, therefore, recommended the Ministry to finalise the same at the earliest. The Committee, also recommend that revision of the fee of the artists in the Division should thereafter be revised periodically so that the work does not suffer on account of this.

16. The Committee observe that the Song & Drama Division was allocated Rs. 8 crore during the financial years 2012-2013 to 2014-2015, but the allocation was reduced to Rs.3 crore in 2015-16 and 2017-18. The reason for reduction of the physical targets from 6000 in 2016-17 to 5020 programmes in 2017-18 in spite of same allocation of funds each year is stated to be non-completion of the registration process for private troupes and empanelment of artistes in all the Regional Centres. The Committee are not convinced with the reason advanced by the Ministry in this regard.

The Committee also take serious note of the fact that when absence of the empanelled artists in 09 of its Regional Centres was pointed out, the Ministry informed that empanelled artists are generally instrumentalists or singers and deployed with the troupes/staff artist to support as and when required and their absence does not impact the programmes. The Committee are of the firm opinion that absence of the artists – departmental, empanelled or otherwise, would definitely have an adverse impact on the performance of different programmes of the Division. The Committee would therefore recommend that the Ministry should speed up the process of the registration process for private troupes and empanelment of artists in all regional centres and complete the same in a time-bound manner.

- 17. The Committee observe that the Government has planned to connect all the 2.5 lakh Gram Panchayats(GPs) with Optical Fibre Cable (OFC) Network and over one lakh GPs are stated to be already connected with the OFC Network. The Committee, therefore, recommend that the Ministry must take optimum use of this infrastructure made available to the Gram Panchayats for the purpose of recording of their programmes so that the same could be replayed subsequently for the target population in order to induce the requisite behavioural changes in them. This will also reduce the budgetary requirements. The Committee are also of the opinion that the Ministry should explore the possibility of making some arrangements with the local cable TV operators for promotion of Governmental progammes and schemes through them.
- 18. The Committee during their recent study visit to Mumbai and Udaipur while having informal discussions with the representatives of DFP units took a serious note of the fact that though DFP units are on Social Media and have twitter handles, they were not very active and have very few followers. The Committee are of strong opinion that the Ministry of I & B should ensure that in the new integrated structure, all the units should have facebook page and twitter handle account and the same are regularly updated in order to reach out to the larger audience as per the requirement of their mandates.

19. The Committee feel that the Division need to venture into the new

techniques like flash mobs as one of the models for conducting their

programmes in co-operation with NSS volunteers to attract the public as they

are very popular and impactful. This will ensure trustful impact on the people

even in the remotest village of the country.

20. The Committee further suggest that the local MPs/MLAs should also be

associated with the performances organised by the Division at States/Districts

level to catalyse village people so as to bring them in the mainstream.

21. The Committee are of the considered opinion that appropriate measures

for meeting the objective which is not confined only to delivery of

programmes but to bring about behavioural changes among the masses, need

to be taken in the proposed integrated set up of the media units. It is high time

that concrete planning is done in a more focused manner in the light of the

avowed objective of propagating the Policies, Programmes and Schemes of

the Government, before the process of integration of the three media units of

the Ministry of Information & Broadcasting is completed.

New Delhi;

12th March, 2018

21st Phalguna, 1939 (Saka)

ANURAG SINGH THAKUR, Chairperson,

Standing Committee on

Information Technology.

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APPENDIX I

STANDING COMMITTEE ON INFORMATION TECHNOLOGY (2017-18)

MINUTES OF THE THIRD SITTING OF THE COMMITTEE

The Committee sat on Monday, the 30th October, 2017 from 1500 hours to 1620 hours in Committee Room 'B', Ground Floor, Parliament House Annexe, New Delhi.

PRESENT

Dr. Vinay P. Sahasrabuddhe, M. P.- In the Chair

MEMBERS

Lok Sabha

- 2. Shri L.K.Advani
- 3. Dr. Sunil Baliram Gaikwad
- 4. Shri Prasun Banerjee
- 5. Shri Harish Dwivedi
- 6. Shri Harinder Singh Khalsa
- 7. Dr. Anupam Hazra
- 8. Shri P. Karunakaran
- 9. Shri Ramdas C. Tadas

Rajya Sabha

- 10. Shri Raj Babbar
- 11. Shri Suresh Gopi
- 12. Shri Santiuse Kujur
- 13. Dr. K.V.P. Ramachandra Rao
- 14. Smt. Kahkashan Perween

SECRETARIAT

- 1. Shri Y.M. Kandpal Director
- Dr. Sagarika Dash
 Smt. Geeta Parmar
 Shri Shangreiso Zimik
 Additional Director
 Deputy Secretary
 Under Secretary

Witnesses

Ministry of Information and Broadcasting

| | Name | Designation |
|----|-------------------------|---------------------------|
| 1. | Shri N.K. Sinha | Secretary |
| 2. | Shri Ali R. Rizvi | Addl. Secretary & F.A. |
| 3. | Ms. Jayashree Mukherjee | Addl. Secretary |
| 4. | Shri K. Sanjay Murthy | Joint Secretary (P&A) |
| 5. | Mrs. Neelam Kapur | Pr. DG, DFP |
| 6. | Shri Pankaj Salodia | Director (IP&FS) |
| 7. | Shri Anurag Misra | Director (Sⅅ) |
| 8. | Shri Dhruva Awasthy | Deputy Director (P&C), Sⅅ |

- 2. In the absence of the Chairperson, the Committee chose Dr. Vinay P. Sahasrabuddhe, a Member of the Committee to act as the Chairperson for the sitting in accordance with Rule 258 (3) of the rules of Procedure and Conduct of Business of Lok Sabha.
- 3. At the outset, the Chairperson welcomed the Secretary, Ministry of Information and Broadcasting and other official accompanying him to the sitting of the Committee convened to hear their views on the subject 'Review of functioning of Song and Drama Division'. The Secretary, MIB made a brief power point presentation on the subject which inter-alia, covered issues viz. organizational set-up of the Song and Drama Division, its objectives and functioning, methods of communications to achieve its objectives, budget allocation vis-à-vis actual expenditure, physical targets vis-à-vis achievements, special programmes organized by the Division during 2016-17 and planned for the year 2017-18, etc.
- 4. The representatives of the Ministry during their deposition before Committee also highlighted on the major constraints being faced in the effective functioning of the Division in the matter of content creation, insufficient funds allocation, shortage of artists, and lack of artist data base, numerous court cases about pay scales, seniority and resultantly a large number of contempt cases which have plagued the Division. A need was felt to reinvent the organization by synergizing the department with the Ministry of Culture for propagation of culture and manpower management, besides having some sort of impact

study/survey as creative emulation and need for a proper forum/Committee to decide about programmes etc. of the Division.

- 5. The Members then sought clarifications on various issues on the subject which were responded to by the representatives of the Ministry.
- 6. The Chairperson thanked the representatives of the Ministry for appearing before the Committee and furnishing valuable information in connection with examination of the subject. The Secretary, MIB assured the Committee to furnish the written replies to the queries raised by the Members which remained unanswered.

A Verbatim Proceedings of the sitting have been kept on record.

The witnesses then withdrew.

The Committee, then, adjourned.

APPENDIX II

STANDING COMMITTEE ON INFORMATION TECHNOLOGY (2017-18)

MINUTES OF THE SEVENTH SITTING OF THE COMMITTEE

The Committee sat on Thursday, the 11 January, 2018 from 1500 hours to 1600 hours in Committee Room 'D', Ground Floor, Parliament House Annexe, New Delhi.

PRESENT Shri Anurag Singh Thakur-Chairperson

MEMBERS

Lok Sabha

- 2. Shri Prasun Banerjee
- 3. Dr. Sunil Baliram Gaikwad
- 4. Shri Hemant Tukaram Godse
- 5. Dr. Anupam Hazra
- 6. Shri P. Karunakaran
- 7. Smt. R. Vanaroja

Rajya Sabha

- 8. Shri Suresh Gopi
- 9. Shri Santiuse Kujur
- 10. Smt. Kahkashan Perween
- 11. Dr. K.V.P. Ramachandra Rao

SECRETARIAT

Shri R.C. Tiwari
 Shri Y.M. Kandpal
 Smt. Geeta Parmar
 Shangreiso Zimik
 Joint Secretary
 Director
 Deputy Secretary
 Under Secretary

Witnesses

Ministry of Information and Broadcasting

| | Name | Designation |
|----|-------------------------|------------------------|
| 1. | Shri N.K. Sinha | Secretary |
| 2. | Shri Ali R. Rizvi | Addl. Secretary & F.A. |
| 3. | Ms. Jayashree Mukherjee | Addl. Secretary |
| 4. | Shri K. Sanjay Murthy | Joint Secretary (P&A) |
| 5. | Shri Anurag Misra | Director (Sⅅ) |

- 2. At the outset, the Chairperson welcomed the Secretary, Ministry of Information and Broadcasting and other official accompanying him to the sitting of the Committee convened to hear their views on the subject 'Review of functioning of Song and Drama Division'. The Secretary, MIB highlighted on the major issues such as budgetary constraints, personnel management, court cases, lack of coordination between similarly mandated Departments of the Ministry of Information and Broadcasting and also other Central Ministries in the country. The Committee were further apprised about creation of Bureau of Outreach and Communications (BOC) by integration of different wings of the Ministry of I&B viz. Song and Drama Division (S&DD), Directorate of Field Publicity and Directorate of Audio and Visual Publicity in order to synergize the functioning, finances, workforce, quality and quantity of the programmes of these organizations.
- 4. Thereafter, the Members sought clarifications on various issues related to the subject which were responded to by the representatives of the Ministry/S&DD. The members of the Committee also gave suggestions to improve the content of the programmes of S&DD in order to effectively convey the message to the masses.
- 6. The Chairperson thanked the representatives of the Ministry for appearing before the Committee and furnishing valuable information in connection with examination of the subject. The Secretary, MIB assured the Committee to furnish the written replies to the queries raised by the Members which remained unanswered.

A Verbatim Proceedings of the sitting have been kept on record.

The witnesses then withdrew.

The Committee, then, adjourned.

APPENDIX III

MINUTES OF THE THIRTEENTH SITTING OF THE STANDING COMMITTEE ON INFORMATION TECHNOLOGY (2017-18) HELD ON 12TH MARCH, 2018

The Committee sat on Monday, the 12th March, 2018 from 1000 hours to 1030 hours in Committee Room No. '3', First Floor, Extension Parliament House Annexe Building, New Delhi.

PRESENT

Shri Anurag Singh Thakur - Chairperson

MEMBERS

Lok Sabha

- 2. Shri Lal Krishna Advani
- 3. Shri Prasun Banerjee
- 4. Dr. Sunil Baliram Gaikwad
- 5. Dr. Anupam Hazra
- 6. Dr. J. Jayavardhan
- 7. Shri Virender Kashyap
- 8. Dr. K. C. Patel

Rajya Sabha

- 9. Shri Suresh Gopi
- 10. Shri Santiuse Kujur
- 11. Dr. Vinay P. Sahasrabuddhe

SECRETARIAT

1. Shri R.C. Tiwari - Joint Secretary

2. Shri Y.M. Kandpal - Director

3. Dr. Sagarika Dash - Additional Director

4. Smt. Geeta Parmar
5. Shri Shangreiso Zimik
Deputy Secretary
Under Secretary

- 2. At the outset, the Chairperson welcomed the Members to the sitting of the Committee convened to consider and adopt the following Draft Reports on 'Demands for Grants (2018-19)':-

 - (v) Forth-ninth Report on 'Review of the functioning of Song and Drama Division relating to the Ministry of Information and Broadcasting.
- 3. The Committee, thereafter, adopted the Forty-ninth Report without any modification.
- 4. The Committee, then, authorized the Chairperson to finalize the draft Reports arising out of factual verification, if any, and present the Reports to the House during the current session of Parliament.

The Committee, then, adjourned

....xxxx....Matters not related to Report