

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

UNSTARRED QUESTION NO:2233  
ANSWERED ON:14.08.2006  
MARKETING OF ITEMS OF ARCHIVES OF FILM DIVISION  
Bishnoi Shri Kuldeep

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

- (a) whether the Government has formulated any scheme for marketing the items available in the Archives of the Film Division;
- (b) If so, the details thereof; and
- (c) the steps taken by the Government to encourage producers for making documentaries on Film Division and to modernize and digitalize its Archives?

**Answer**

THE MINISTER OF INFORMATION & BROADCASTING & PARLIAMENTARY AFFAIRS (SHRI P.R.DASMUNS)

(a) & (b) Since its inception, Films Division is marketing the items available in its archives through out the world by selling stock shots, prints, betas, VHS, VCDs, DVDs or through telecast by Doordarshan Kendras and other private satellite channels by receiving royalty payments. To get a further reach to its customers, Films Division since 2003 has encoded 550 hrs of its archival items, of which 220 hours are streamed on official website [www.filmsdivision.org](http://www.filmsdivision.org). The users of this website place orders for purchasing VHS, VCD and film clippings online through e-mail.

(c) There is no proposal for production of documentaries on Films Division itself. However, Films Division has produced and preserved more than 8100 films including documentaries, news reels, news magazines, short fiction films, instructional and educational films, cartoon films etc., over the 58 years of its existence. These films are being digitalized under a Plan Scheme of 'Web casting and Digitalization of Films Division films'. The archives of Films Division have been categorized as most precious, precious and normal depending upon the historic and archival importance and the same are being digitized and digitally restored in the order of their merit. The entire process is targeted for completion by March 2007.