

**STANDING COMMITTEE ON INFORMATION TECHNOLOGY  
(2017-18)**

**54**

**SIXTEENTH LOK SABHA**

**MINISTRY OF INFORMATION AND BROADCASTING**

**[Action Taken by the Government on the Observations/Recommendations of  
the Committee contained in their Forty-Ninth Report  
(Sixteenth Lok Sabha) on Review of the Functioning of Song and Drama  
Division]**

**FIFTY-FOURTH REPORT**



**LOK SABHA SECRETARIAT  
NEW DELHI**

***August, 2018/Shravana, 1940 (Saka)***

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(2017-18)**

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**[Action Taken by the Government on the Observations/Recommendations of  
the Committee contained in their Forty-Ninth Report (Sixteenth Lok Sabha) on  
Review of the Functioning of Song and Drama Division)]**

***Presented to Lok Sabha on 09.08.2018***

***Laid in Rajya Sabha on 09.08.2018***



**LOK SABHA SECRETARIAT  
NEW DELHI**

***August, 2018/Shravana, 1940 (Saka)***

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

**Shri Anurag Singh Thakur - Chairperson**

**Lok Sabha**

2. Shri Lal Krishna Advani
3. Shri Prasun Banerjee
4. Shri Harishchandra alias Harish Dwivedi
5. Dr. Sunil Baliram Gaikwad
6. Shri Hemant Tukaram Godse
7. Dr. Anupam Hazra
8. Smt. Hema Malini
9. Dr. J. Jayavardhan
10. Shri P. Karunakaran
11. Shri Virender Kashyap
12. Shri Harinder Singh Khalsa
13. Dr. K.C. Patel
14. Shri Raosaheb Danve Patil
15. Smt. R. Vanaroja
16. Shri Paresh Rawal
17. Dr. Bharatiben D. Shyal
18. Shri Abhishek Singh
19. Shri D.K. Suresh
20. Shri Ramdas C. Tadas
21. Shri Nagendra Pratap Singh Patel#

**Rajya Sabha**

22. Shri Raj Babbar
23. Dr. Subhash Chandra
24. Shri Suresh Gopi
25. Shri K.G. Kenye
26. Shri Santiuse Kujur
27. Smt. Kahkashan Perween
28. Dr. K.V.P. Ramachandra Rao
29. Dr. Vinay P. Sahasrabuddhe
30. Shri Beni Prasad Verma
31. **VACANT\***

**Secretariat**

- |                      |                    |
|----------------------|--------------------|
| 1. Shri. R C Tiwari  | - Joint Secretary  |
| 2. Shri Y.M. Kandpal | - Director         |
| 3. Smt. Geeta Parmar | - Deputy Secretary |

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Committee constituted w.e.f. 1<sup>st</sup> September, 2017 *vide* Bulletin Part-II Para No. 5829 dated 26<sup>th</sup> September, 2017

\*Shri Sachin Ramesh Tendulkar, M.P. retired from Rajya Sabha w.e.f. 26-04-2018.

#Nominated to the Committee w.e.f. 27.04.2018 *vide* Bulletin Part-II No.6866 dated 27.04.2018.

## **INTRODUCTION**

I, the Chairperson, Standing Committee on Information Technology (2017-2018), having been authorised by the Committee, present this Fifty Fourth Report on 'Action Taken by the Government on the Observations/Recommendations of the Committee contained in their Forty Ninth Report (Sixteenth Lok Sabha) on 'Review of the Functioning of Song and Drama Division' of the Ministry of Information and Broadcasting.

2. The Forty Ninth Report was presented to Lok Sabha and also laid on the Table of Rajya Sabha on 13 March, 2018. The Ministry of Information and Broadcasting furnished their replies on 12 June, 2018 indicating Action Taken on the Observations/Recommendations contained in the Forty Ninth Report. The Committee at their sitting held on 8 August, 2018 considered and adopted this Report.

3. An analysis of the Action Taken by the Government on the Observations/Recommendations contained in the Forty-Ninth Report of the Standing Committee on Information Technology (2017-18) is given at Annexure-II.

4. For ease of reference, the Observations/Recommendations of the Committee have been printed in bold letters in the Report.

**New Delhi;  
08 August, 2018  
17 Shravana, 1940(Saka)**

**ANURAG SINGH THAKUR,  
Chairperson,  
Standing Committee on  
Information Technology.**

## CHAPTER I

### REPORT

This Report of the Standing Committee on Information Technology deals with action taken by Government on the Observations/Recommendations of the Committee contained in their Forty-Ninth Report (Sixteenth Lok Sabha) on 'Review of the functioning of Song & Drama Division' relating to the Ministry of Information and Broadcasting.

2. The Forty-Ninth Report was presented to Lok Sabha on the 13 March, 2018 and also laid in Rajya Sabha, the same day. It contained 21 Observations/Recommendations. Replies of the Government in respect of all the Observations/Recommendations have been received from the Ministry of Information and Broadcasting and are categorized as under:-

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

Para Nos. 1, 2, 3, 4, 5, 7, 8, 9, 11, 12, 16, 18, 19, 20 and 21

Total : 15  
Chapter II

(ii) Observations/Recommendations which the Committee do not desire to pursue in view of the Government replies:-

Para No. NIL

Total : NIL  
Chapter III

(iii) Observations/Recommendations in respect of which replies of the Government have not been accepted by the Committee and which require reiteration:-

Para Nos. 6, 10, 14, 15 and 17

Total : 05  
Chapter IV

(iv) Observations/Recommendations in respect of which replies of the Government are interim in nature:-

Para No. 13

Total : 1  
Chapter V

3. The Committee trust that utmost importance would be given to implementation of the Observations/Recommendations accepted by the Government. The Committee further desire that Action Taken Notes in respect of the Observations/Recommendations contained in Chapter-I and Final Action Taken Reply in respect of the Observation/Recommendation contained in Chapter-V for which interim reply has been given by the Government be furnished to them at an early date.

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

#### **Utilisation of in-house staff for content creation**

##### **(Recommendation Sl. No. 6)**

5. The Committee had observed that seven Zonal Cultural Centres of the Ministry of Culture which had almost similar functions as that of Song & Drama Division(S&DD) were performing through the private artists which were not having any establishment expenditure. They had also observed that the meagre staff of S&DD though capable of content creativity in productions of programmes on various topical themes, were unable to take care of their agenda in the entire country and therefore such productions could be handed over to the private troupes. Considering the importance of content for any programme, the Committee had desired that the services of the in-house staff should be utilized to develop the meaningful contents for the programmes to leave desired impact on the masses. They also recommended to the Ministry to study the working model of the Ministry of Culture for exploring the possibility of adopting their model with suitable customization to address the challenges of inadequate staff in the Division besides taking steps to approach other Ministries/Departments involved in interpersonal communications with a view to find out the ways for exploring the cost effective means for content creation of the programmes. They had further desired that training programmes should be organized for the staff for their reorientation and new/innovative ideas etc. for the programmes.

6. In their Action Taken Reply, the Ministry of Information and Broadcasting have stated as under:

" BOC has already taken positive initiatives with regard to utilising the services of existing Departmental Artistes. In this connection, a committee under the Chairmanship of the Addl. Director General (BOC) has already been constituted. For better utilisation of staff artists BOC is in the process of forming composite performing troops in its regional units. The working model of Ministry of Culture (MoC) has been explored. They are utilising private troupes in a big way. BOC also, to supplement the programme activities, is utilising the services of Private Registered Troupes (PRT) and empanelled Individual Artists (IA).

In order to attract more private troupes, positive steps, like giving adequate publicity to empanelment process, and increasing the programme fee, on the basis of the fee being paid to such artists in the zonal cultural centres in the Ministry of Culture have been adopted. "

**7. The Committee note with some satisfaction that Bureau of Outreach and Communication (BOC) has been taking initiatives to use the services of their Departmental Artistes for content creation of their programmes. However, they are displeased to note that the Committee's suggestions to approach other Ministries/Departments involved in interpersonal communications with a view to finding out the ways/methods for exploring the cost effective means for content creation of the programmes and organising the training/ reorientation programmes for their staff artists to get some novel ideas in performing arts, have not been paid any attention. The Committee while reiterating their recommendation on these two counts impress upon the Ministry/BOC to take corrective measures to create quality content for their programmes as per their suggestions.**

#### **Early settlement of Court Cases**

**(Recommendation SI. No. 10)**

8. The Committee had observed that there were a number of staff court cases relating to the pay scales, seniority etc. at different levels and staff of the Division



mostly remained occupied in contesting those cases rather than focusing on content creation. The Committee had, therefore, recommended that the Division should take immediate corrective steps for expeditious settlement of the court cases so that the staff can be utilized to improve the performance of the Division. Besides, the possibility of out of court settlement of service related court matters through negotiations and counseling should also be explored.

9. In their Action Taken Reply, the Ministry of Information and Broadcasting have stated as under:

"S&DD on its own had shortage of administrative staff at all levels both at HQ and Regional. However, in the integrated setup consequent upon formation of BOC the steps are being taken for expeditious settlement of court cases."

**10. The Committee are informed that S&DD on its own had shortage of administrative staff at all levels both at HQ and Regional, however, consequent upon formation of BOC, the steps are being taken for the expeditious settlement of court cases. However, nothing has been mentioned in their reply with respect to the Committee's suggestion to explore the possibility of out of court settlement of service related court matters through negotiations and counseling. The Committee, therefore, reiterate their recommendation for working on the possibility of out of Court settlement of service related cases, wherever possible, to save time and money and for gainful employment of the staff. The Committee are of the considered opinion that staff now available with BOC should devote their maximum time for the creation of contents for their programmes to improve upon their quality and other related work of the organisation rather than engaging their time in settlement of the court cases.**

#### **Programmes on Indian Festivals and great Indian personalities**

#### **(Recommendation SI. No. 14)**

11. The Committee had recommended that in order to make the young generation aware of the rich cultural heritage and legacy of the nation, a proper data base of all the

important Indian festivals and also great personalities of our country should be prepared by the Song & Drama Division with a view to devise suitable programmes to be conducted through the medium of live arts, etc. To start with, programme on Vinoba Bhave Jayanti and on other such great personalities should be prepared and conducted by the Division. The Division should pay special focus in their programmes to the States of J&K, North-East and LWE affected areas and efforts be made to involve local youths of these areas not only for creating employment opportunities for them but generating a feeling in them of their contribution to the mainstream.

12. In their Action Taken Reply, the Ministry of Information and Broadcasting have stated as under:

"S&DD under BOC at present has a database of all important festivals, and efforts will be made to include more local fairs and festivals."

**13. The Committee are informed that the S&DD under BOC has a database of all important festivals. It has been assured that efforts will be made to include more local fairs and festivals. However, the Committee find that the Ministry of I & B/S&DD did not pay any attention to their recommendation to devise suitable programmes on great personalities and social reformers like Vinoba Bhave and others to make the youth aware of their deeds through a the medium of live arts. Besides, their suggestion to pay special attention to the States of J&K, North-East and LWE affected areas by involving the local youths in their programmes, not only to generate employment opportunities for them but also to make them feel contributing to the mainstream India, has not been taken seriously. The Committee, therefore, reiterate their earlier recommendation and hope that the Ministry would accord due priority to these recommendations and initiate action thereon.**

## **Revision of the Fee of Artists**

### **(Recommendation SI. No. 15)**

14. The Committee had observed that the major constraint faced by the Song & Drama Division for empanelment of artists was their low fee structure. The Committee were distressed to note that the last revision of fees of Private Registered Troupes (PRTs) was done 12 years ago, in the year 2006 . Also, there was no fixed time frame for the revision of fee of the artists. The proposal for revision of fee was, however under consideration of the Ministry. The Committee had recommended to expeditiously finalise the revision of fee of artists and carry out revision of fee periodically so that the work of the Division does not suffer on these accounts.

15. In their Action Taken Reply, the Ministry of Information and Broadcasting have stated as under:

"Ministry has in June 2018 enhanced the fees to be paid to the PRTs and IA on the basis of the fee being paid to such artists in the zonal cultural centres in the Ministry of Culture."

**16. The Committee note with some satisfaction that Ministry of I & B has enhanced the fee to be paid to the Private Registered Troupes (PRTs) and Individual Artists(IAs), in June 2018. However, they find that no action plan has been prepared with regard to periodical revision of the fee of the Artists as recommended by the Committee. Certainly, there were delays in revision of the fee of Artists as it was last done in 2006. The Committee would, therefore like to be informed of the specific reasons for such delays and reiterate that revision of fee structure of the Artists should be periodically revised in the light of market forces so that the work of the Division does not suffer on these accounts. The Committee hope that Ministry of I & B/BOC would make every effort to implement their recommendation.**

## **Use of OFC network in GPs for recording of programmes**

### **(Recommendation SI. No. 17)**

17. The Committee had mentioned about OFC Network available in over one lakh GPs and desired Song & Drama Division to utilize the same for the purpose of recording of their programmes so that the same could be replayed for the target population in order to induce the requisite behavioural changes in them, which would also reduce the budgetary requirements. The Committee had further desired that the Ministry should explore the possibility of making some arrangements with the local cable TV operators for promoting Governmental programmes and schemes through them.

18. In their Action Taken Reply, the Ministry of Information and Broadcasting have stated as under:

"BOC will make efforts in consultation with local State Governments to record every programme. "

19. The Committee have been assured that BOC will make efforts in consultation with the local State Governments to record every programme. They would like to be kept apprised of the progress in the matter. The Committee further note that the Ministry/BOC have failed to respond to their another recommendation to explore some arrangements with the local cable TV operators for promoting the Song & Drama Division programmes on Governmental schemes through them. While deploring the unresponsive attitude of the Ministry, the Committee impress upon the Ministry of I & B/BOC to look into this aspect as well and update them.

**CHAPTER II**  
**OBSERVATIONS/RECOMMENDATIONS WHICH HAVE BEEN**  
**ACCEPTED BY THE GOVERNMENT**

**(Recommendation Sl. No.1)**

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 not 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 fulfilment 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 meagre budget allocations, it is no possible to fulfil 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.

**Reply of the Government**

The Govt. of India, M/o I&B integrated its three media units namely, Directorate of Audio Visual Publicity (DAVP), Directorate of Field Publicity (DFP) and Song & Drama Division into a single entity named Bureau of Outreach and Communication (BOC) vide order number P-11011/4/2012-PPC dated 8.12.2017. The headquarters of BOC is in Delhi. BOC will function through 23 Regional Outreach Bureaus (ROBs) at regional level and 148 Field Outreach Bureaus (FOBs) at field level. Each Outreach Bureau combines and synergises the erstwhile functionalities of the three Media Units viz DAVP, DFP and S&DD.

BOC will have an integrated communication approach synergising the activities of DAVP, DFP and S&DD for better impact and wider outreach. Integration of the above Media Units is aimed at ensuring effective communication campaigns across the country.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

**(Recommendation Sl. No.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.

**Reply of the Government**

Vide an order dated 8.12.2017, M/o I&B created Bureau of Outreach and Communication (BOC) by merging three of its media units viz. DAVP, S&DD and DFP. Subsequently vide order dated 28.2.2018, 23 ROBs and 148 FOBs have been created by subsuming all field units of erstwhile DFP, DAVP and S&DD. Accordingly, all the erstwhile functions of the three Media Units would merge under each of the Outreach Bureau, leading to synergy and synchronisation of objectives.

Further, a committee comprising AS&FA, DG:BOC and JS(P&A) has been constituted to oversee the process of complete integration and delineate all financial / contractual liabilities of the respective organisations within a period of six month. The Committee shall also define the protocols for administrative / financial matter related to the merged entities. As on date, three meetings have already been held by the committee and the process of integration is underway.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

**(Recommendation Sl. No.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 integrate 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 so that it could 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.

**Reply of the Government**

The synergy of the erstwhile DFP programmes which are integrated into ROBs are being utilised for advance publicity. Social Media is being optimised to mobilise better foot prints for our programmes. The newly created entity may work very effectively and would ultimately lead to achieve the common goal of wider and efficient reach of relevant contents of communications to the targeted audiences. Previously, Live Art & Culture of BOC did not have adequate machinery not only for supervising its programme activities but also for selecting thrust areas in the field. To bridge this gap, services of local administration, NGOs, Gram Panchayat etc. were taken for its all presentations. Henceforth, the services of field level officers of BOC would also be utilised along with the above agencies.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

**(Recommendation Sl. No.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 suitable mechanism in this regard. The Committee would like to be apprised of the action taken in this regard.

### **Reply of the Government**

Impact assessment has been proposed for the information dissemination through different media vehicles under the Development Communication and Information Dissemination (DCID) scheme of the Ministry. This would be carried out periodically for the media component undertaken through various media vehicles.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

### **(Recommendation Sl.No. 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 per 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.



### **Reply of the Government**

The budgetary allocation for BOC has been raised from Rs.135.60 crore in 2017-18 to Rs. 178.38 crore during 2018-19. The funds will be utilized by the BOC for its various campaign related activities of erstwhile DAVP, S&DD and DFP in a unified manner.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

### **(Recommendation Sl.No.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 and 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.

### **Reply of the Government**

It is a continuous endeavour of the BOC to tailor its programme in a manner that suits the various segments of the society and the target group. The suggestion of the Committee has been incorporated in the action plan of BOC.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

### **(Recommendation Sl. No. 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.

### **Reply of the Government**

BOC is in the process of chalking out ways for better and effective outreach through publicity. There are number of existing PRTs/ Artists, available with each ROB which can be utilised in presentation of programmes in thrust areas. SOPs are being devised to popularize government schemes wherein, troupes perform live, exhibitions are mounted and interpersonal communication, which was undertaken by erstwhile S&DD, DAVP & DFP respectively separately will now take place in a holistic manner.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

### **(Recommendation Sl. No.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.

### **Reply of the Government**

Consequent upon formation of BOC by merging the three media units the composite staff strength is being deployed for various administrative and programme related issues. For better utilisation of staff artists BOC is in the process of forming composite performing troupes in its regional units.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

### **(Recommendation Sl. No.11)**

The Committee are of the view that in order to combat the problem of staff, Song and Drama Division may also take the help of various non-governmental organisations

working in rural/semi-urban areas for the purpose of organizing 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.

#### **Reply of the Government**

The shortage of staff artists is often met through utilisation of the services of Private Registered Troupes (PRTs) and Individual Empanelled Artists (IAs). The Private Registered Troupes and the Individual artists are registered locally and therefore are specialized in local folk art and local languages/dialects. They lend local flavour to the campaigns. To attract better artists Ministry has enhanced the fee to be paid to the PRTs / IAs. BOC is also in the process of reaching out to NGOs and other similar agencies.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

#### **(Recommendation Sl. No.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.

#### **Reply of the Government**

BOC is taking initiative to prepare a data base of Artists by coordinating with the similar agencies. A data base of around 1172 PRTs across the country already exists.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

#### **(Recommendation Sl. No.16)**

The Committee observe that the Song and 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.

### **Reply of the Government**

In earlier years the process of registration were delayed because Director, S&DD being the Chairman of the screening committee had to attend the screenings in all the ten erstwhile regional centres.

Now, with integration and formation of ROBs, the screening will be held at the respective ROBs and therefore, it can be carried out simultaneously, thus expediting the process.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

### **(Recommendation Sl. No.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.

### **Reply of the Government**

BOC is using social media tools in a big way to popularize its campaigns. A few examples are Beti Bachao Beti Pado, Mission Indradhanush, and Swachh Bharat Mission (SBM) etc, where Facebook and twitter have been utilised for better outreach.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

**(Recommendation Sl. No.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.

**Reply of the Government**

During presentations of programmes in the remote villages of Border, Sensitive and LWE affected areas, BOC will make use of new technique like flash mobs in cooperation with NSS volunteers to attract more public.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

**(Recommendation Sl. No.20)**

The Committee further suggest that the local MPs/MLAs should also be associated with the performances organized by the Division at States/Districts level to catalyse village people so as to bring them in the mainstream.

**Reply of the Government**

Bureau of Outreach and Communication in compliance with the recommendation of Standing Committee has directed all Regional Outreach Bureaus to involve local MPs and MLAs, wherever possible.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

**(Recommendation Sl. No.21)**

The Committee are of the considered opinion that appropriate measures for meeting the objective which is not confined only to delivery of programme 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, Programme and Schemes of the Government, before the process of integration of the three media units of the Ministry of Information and Broadcasting is completed.

**Reply of the Government**

BOC has been envisioned to streamline Government's outreach communication in order to have mass reach. Head of BOC would entail integrated communication campaigns, better planning and holistic communication strategy, thereby bringing synergy in the functioning and standardisation of message delivery in the campaigns. Every campaign is aimed at an outcome which can be gauged only through impact assessment. During these impact assessments, parameters such as attitude change, behavioural change etc. would be assessed to enable necessary course correction as and when required.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

### **CHAPTER III**

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

-NIL-

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

**(Recommendation Sl. No. 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 (BBBP), Ek Bharat Shreshtha Bharat and various other topical themes and such productions could then be handed over to the private troupes 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 organized for the staff for their reorientation/new and innovative ideas etc. for the programmes.

**Reply of the Government**

BOC has already taken positive initiatives with regard to utilising the services of existing Departmental Artistes. In this connection, a committee under the Chairmanship of the Addl. Director General (BOC) has already been constituted. For better utilisation of staff artists BOC is in the process of forming composite performing troops in its regional units. The working model of Ministry of Culture (MoC) has been explored. They are utilising private troupes in a big way. BOC also, to supplement the programme activities, is utilising the services of Private Registered Troupes (PRT) and empanelled Individual Artists (IA).

In order to attract more private troupes, positive steps, like giving adequate publicity to empanelment process, and increasing the programme fee, on the basis of the fee being

paid to such artists in the zonal cultural centres in the Ministry of Culture have been adopted.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

**Comments of the Committee**  
**(Please see Para No. 7 of Chapter-I)**

**(Recommendation Sl. No.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 pay scales, seniority etc. at different levels due to which, the Division mostly remain occupied in contesting court cases rather than focusing 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 utilized 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 counselling etc.

**Reply of the Government**

S&DD on its own had shortage of administrative staff at all levels both at HQ and Regional. However, in the integrated setup consequent upon formation of BOC the steps are being taken for expeditious settlement of court cases.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

**Comments of the Committee**  
**(Please see Para No. 10 of Chapter I)**

**(Recommendation Sl. No.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.



### **Reply of the Government**

S&DD under BOC at present has a database of all important festivals, and efforts will be made to include more local fairs and festivals.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

### **Comments of the Committee (Please see Para No. 13 of Chapter-I)**

#### **(Recommendation Sl. No.15)**

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/artists. However, it is disquieting to find that the last revision of fees of PRTs was done 12 year 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 finalize 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.

### **Reply of the Government**

Ministry has in June 2018 enhanced the fees to be paid to the PRTs and IA on the basis of the fee being paid to such artists in the zonal cultural centres in the Ministry of Culture.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

### **Comments of the Committee (Please see Para No. 16 of Chapter-I)**

#### **(Recommendation Sl. No.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 programmes and schemes through them.

### **Reply of the Government**

BOC will make efforts in consultation with local State Governments to record every programme.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

### **Comments of the Committee (Please see Para No. 19 of Chapter-I)**

## **CHAPTER V**

### **OBSERVATIONS/RECOMMENDATIONS IN RESPECT OF WHICH REPLIES OF THE GOVERNMENT ARE INTERIM IN NATURE**

#### **(Recommendation Sl. No.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.

#### **Reply of the Government**

The observations of the Committee are being examined.

[Ministry of Information & Broadcasting O.M. No. H-11013/24/2017-FS Part (1) dated 11.06.2018]

**New Delhi;  
08 August, 2018  
17 Shravana, 1940 (Saka)**

**ANURAG SINGH THAKUR,  
Chairperson,  
Standing Committee on  
Information Technology.**

**STANDING COMMITTEE ON INFORMATION TECHNOLOGY  
(2017-18)**

**MINUTES OF THE TWENTY-FIRST SITTING OF THE COMMITTEE**

The Committee sat on Wednesday, 8 August, 2018 from 1000 hours to 1020 hours in Committee Room 'E', Parliament House Annexe, New Delhi.

**PRESENT**

**Shri Anurag Singh Thakur – Chairperson**

**MEMBERS**

***Lok Sabha***

2. Shri Lal Krishna Advani
3. Shri Prasun Banerjee
4. Shri Harish Dwivedi
5. Dr. Sunil Baliram Gaikwad
6. Shri Hemant Tukaram Godse
7. Dr. J. Jayavardhan
8. Shri P. Karunakaran
9. Shri Virender Kashyap
10. Shri Harinder Singh Khalsa
11. Shri Rao Saheb Danve Patil
12. Shri Paresh Rawal
13. Dr. (Smt.) Bharatiben Dhirubhai Shyal
14. Shri D. K. Suresh
15. Shri Ramdas C. Tadas
16. Shri Nagendra Pratap Singh Patel

***Rajya Sabha***

17. Shri Raj Babbar

**Secretariat**

- |                      |                       |
|----------------------|-----------------------|
| 1. Shri R.C. Tiwari  | - Joint Secretary     |
| 2. Shri Y.M. Kandpal | - Director            |
| 3. Dr. Sagarika Dash | - Additional Director |
| 4. Smt. Geeta Parmar | - Deputy Secretary    |

2. At the outset, the Chairperson welcomed the Members to the sitting of the Committee convened to consider and adopt the Draft Report on the subject 'Expansion of Rural BPOs and Challenges faced by them' relating to the Ministry of Electronics and Information Technology and .....xxxxx.....

3. The Committee, then, took up for consideration the following draft Reports and adopted the same without any modification.

(i) Fifty-third Report on 'Expansion of Rural BPOs and Challenges faced by them'; and

(ii) .....xxxxx.....xxxxx.....xxxxx.....xxxxx.....xxxxx.....

4. The Committee, then, authorized the Chairperson to finalize the draft Report at Sl. No. (i) in the light of the factual verifications received from Ministry of Electronics and Information Technology and present all the Reports in both the Houses of Parliament.

**The Committee, then, adjourned.**

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xxxxx - Matter not related to the Report.

**ANALYSIS OF ACTION TAKEN BY THE GOVERNMENT ON THE OBSERVATIONS/  
RECOMMENDATIONS CONTAINED IN THEIR FORTY-NINTH REPORT  
(SIXTEENTH LOK SABHA)**

**[Vide Paragraph No. 5 of Introduction]**

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

Rec. Sl. Nos.:- 1, 2, 3, 4, 5 , 7, 8, 9,11,12,16, 18,19, 20 and

21

Total                      15

Percentage                71.42

- (ii) Observations/Recommendations which the Committee do not desire to pursue  
in view of the replies of the Government

Rec. Sl. No.: NIL

Total                      0

Percentage                0

- (iii) Observations/Recommendations in respect of which replies of the Government  
have not been accepted by the Committee and require reiteration

Rec. Sl. Nos.:- 6,10, 14,15 and 17

Total                      05

Percentage                23.82

- (iv) Observations/Recommendations in respect of which the replies of the  
Government are of interim in nature

Rec. Sl. Nos.:- 13

Total                      1

Percentage                4.76