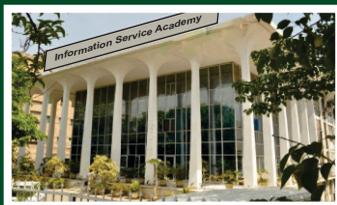




# Year Book

## 2022-2023



Government of Pakistan  
Ministry of Information & Broadcasting  
Islamabad





# YEAR BOOK 2022-23

**Government of Pakistan  
Ministry of Information and Broadcasting  
Islamabad**



## **Foreword**

This edition of year book highlights the activities and initiatives conducted by the Ministry of Information & Broadcasting during the fiscal year 2022-2023. This year book will prove to be a comprehensive source of an overview of performance of all attached departments, corporations and subordinate offices working under administrative control of Ministry of Information & Broadcasting. Detailed data, statistics and tables have been provided in this year book that depict the operational activities of the Ministry of Information & Broadcasting.

In this fast digital era the access and control of information is the defining characteristics for a society in a new parameters. The Ministry of Information is playing its key role in making wide publicity of the plans and programmes of the government as well as projection of Pakistan. It has been the catalyst agent for effective dispersal of the official news and activities in the form of press releases, messages, tweets, short videos and other informative and promotional contents disseminated from time to time through Ministry of Information & Broadcasting platform.

I hope Ministry of Information & Broadcasting will continue taking its pride and carry on to play its role in spreading effective information that in turn would help in human development, economic openness, e-government and empowerment of women and youth. This year book will serve as a useful guide for researchers, students and those interested to know about the mechanism and functioning of official media organs.

**(MS. SHAHERA SHAHID)**  
Federal Information Secretary



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**Mr. Murtaza Solangi**  
**Federal Minister for Information**  
**& Broadcasting**





**MS. SHAHERA SHAHID**  
Federal Information Secretary



## **Mission Statement**

Ministry of Information and Broadcasting is dedicated to building, improving and portraying a positive image of Pakistan within the country and abroad, providing trustworthy and credible information to the people, educating and facilitating them to thrive in a world of free media.

We believe in media sanity, not censorship. Through informed decision making, we strive to improve the media landscape.



## **Associated Press of Pakistan (APP)**

### **Introduction**

The APP came into being under the Associated Press of Pakistan Corporation Ordinance 2002 “to ensure effective operation and to streamline, improve, and enlarge Associated Press of Pakistan as a public information medium. The objective was to take steps for adding greater professionalism to the Associated Press of Pakistan, making its management more broad-based and allowing its professional autonomy. The Ordinance clearly stipulates that the APP would create greater trust of its credibility amongst people.

### **Mandate**

The Associated Press of Pakistan (APP) pursues a charter to provide accurate, objective and uninterrupted flow of news to the people. The wire service is at the forefront in timely informing the people of the happenings taking place, building Pakistan's narrative and portraying its true image internationally.

### **National Correspondence**

Headquartered at the Capital Islamabad, the Associated Press of Pakistan has Bureaus at Rawalpindi, Karachi, Lahore, Peshawar, Quetta, Multan, Hyderabad, Faisalabad and Gilgit. On a smaller scale, it has Stations at Larkana, Muzaffarabad, Sargodha, Abbottabad, Sialkot, Bahawalpur and Sukkur. Its team of around 300 regular editorial staff remains committed to excellent journalistic traditions. APP also has the services of over 108 Correspondents at District / Tehsil levels.

### **International Correspondence**

For its international coverage, the APP has foreign correspondents based at Washington, London, New Delhi and Beijing, besides Stringers at the United Nations – New York, who contribute towards promoting country's image and highlight its stance on national and regional issues in true perspective.

### **Digital Initiatives**

The national news service is pursuing a comprehensive strategy to transform the existing news operations into a forward-looking service for its diverse subscriber-base and the public. The flagship Digital News Service launched in 2020 after an upgrade in the news processing system to boost efficiency, cut time delays and simplifying of processes involved, continues to evolve to keep abreast of the changes in the digital media landscape.

Capacity building of the editorial staff streamlining of the processes involved for the transition into a robust digital news service are an ongoing process. An upgraded software has been provided to the Core Team of Digital News

Reporters of English News Service to help them publish their news items directly into the APP website: <https://www.app.com.pk>

The APP provides multilingual News Service with the use of Infographics and Short Videos in English, Urdu, Arabic, Chinese, Pashto, Sindhi, Balochi and Siraiki; besides sharing information on its Twitter, YouTube, Facebook and Instagram accounts. It has a special team to handle its Digital content. Work on digitisation of APP is also in progress with feeding of data in the HR software and scanning of personal files. Data input for Inventory software is in progress, while software development for Procurement is also in the final stage.

### News Exchange Agreements with Foreign News Agencies

APPC has news exchange agreements with 44 foreign news agencies under which bouquet of important news is transmitted. These agreements are renewed/ revalidated periodically under the clauses contained in the agreements.

Sr. #	International Subscription	Sr. #	International Subscription
1	<b>ANATOLIA</b> (Turkey).	23.	<b>Kazinform</b> (Kazakhstan)
2	<b>XINHUA</b> ( China)	24.	<b>Khavor</b> (Tajikistan)
3	<b>B.S.S</b> (Bangladesh).	25.	<b>Turkmen</b> (Turkmenistan)
4	<b>P.T.I</b> (Indian)	26.	<b>TAP</b> (Tunsia)
5	<b>Q.N.A</b> (Qatari)	27.	<b>AGERPRESS</b> (Romania)
6	<b>TASS</b> ( Russian)	28.	<b>PAP</b> (Poland)
7	<b>WAM</b> (U.A.E)	29.	<b>RSS</b> ( Nepal)
8	<b>MENA</b> (Egypt)	30.	<b>SANA</b> ( Syria)
9	<b>S.P.A</b> (Saudi Arabia)	31.	<b>ZIANA</b> (Zimbabwe)
10	<b>Kyodo</b> (Japan)	32.	<b>Yonhap</b> (South Korea)
11	<b>BERNAMA</b> (Malaysia)	33.	<b>Kabar</b> , (Kyrgyzstan)
12	<b>M.A.P</b> (Morocco)	34.	<b>UPI</b> (America)
13	<b>ANTARA</b> (Indonesia)	35.	<b>MIT</b> (Hungry)
14	<b>PNA</b> (Philippine)	36.	<b>AGI</b> (Italy)
15	<b>G.N.A</b> (Ghana)	37.	<b>K.C.N.A</b> (North Korea)
16	<b>N.A.B</b> (Burma)	38.	<b>SABA</b> ( Yemen)
17	<b>B.T.A</b> (Bulgaria)	39.	<b>MeharNews Agency</b> (Iran)
18	<b>A.D.N</b> (Germany)	40.	<b>PARS</b> (Iran)
19	<b>Tanjung</b> (Yugoslavia)	41.	<b>AP</b> (U.S.A)
20	<b>A.M.P</b> (Mauritania)	42.	<b>BelTA</b> ( Belarus)
21	<b>A.PS</b> (Senegal)	43.	<b>PETRA</b> ( Jordan)
22	<b>IRNA</b> ( Iran)	44.	<b>ChinaDaily</b> (China)

**Release of News Items**

The news items released from July 1, 2022 to June 30, 2023 is detailed below:

<b>News Services</b>	<b>Released Items</b>
English News Service	119313
Urdu News Service	140948
Chinese News Service	4859
Feature Service	259
Photo Service	19299
Video News Service (News Footage)	12412
Regional News Service	71020
APP Digital	85711
Tickers on Electronic Media	45144
Published on Web	48291
Short Videos & Graphics	31256
<b>Total:</b>	<b>578512</b>

## Audit Bureau of Circulations (ABC)

The Audit Bureau of Circulation (ABC) is a part of the Ministry of Information & Broadcasting working under the Internal Publicity Wing, M/o I&B. ABC has regional offices in Lahore and Karachi to facilitate the publications based around these major cities.

ABC conducts an audit to assess the circulation of newspapers/periodicals after every three years and issues a certificate. This mandate has been allocated to the Ministry of Information and Broadcasting vide, Schedule II, [Rule 3(3)] Entry 16 Sub-provision 6 (ii) of the Rules of Business, 1973 in exercise of Powers delegated through Articles 90 and 99 of the Constitution of the Islamic Republic of Pakistan.

The ABC certificate enables the publications to be included in the Central Media List (CML) thus making them eligible for receiving government advertisement. The rate of advertisement is fixed by PID based on ABC-certified circulation figures.

Circulation audit is a continuous process and is conducted at the request of the publishers of new publications as well as for existing publications after the expiry of their previous certificates. The breakup of audits conducted and certificates issued during the period (July 2022 to June 2023) is as below:

### AUDITS CONDUCTED AND CERTIFICATES ISSUED FROM JULY 2022 TO JUNE 2023

Month	Daily	Weekly	Fortnightly	Monthly	Bi-Monthly	Quarterly	Total
July 2022	17	02	-	01	-	-	20
August 2022	50	06	02	04	-	-	62
September 2022	56	03	-	03	-	-	62
October 2022	51	04	-	06	01	-	62
November 2022	34	03	01	02	-	-	40
December 2022	57	10	01	07	-	-	75
January 2023	37	02	01	02	-	-	42
February 2023	45	04	01	02	-	-	52
March 2023	34	08	01	04	-	-	47
April 2023	69	06	01	05	-	-	81
May 2023	29	03	-	07	-	-	39
June 2023	40	05	-	07	-	-	52
<b>Total</b>	<b>519</b>	<b>56</b>	<b>08</b>	<b>50</b>	<b>01</b>	<b>-</b>	<b>634</b>

**Development of Dynamic Website**

ABC has revamped its official website <http://www.abc.gov.pk> and placed updated records including ABC-certified publications, audit procedure, required forms for audit, and an online link to the MoI&B online portal for online submission of circulation audit cases.

**Development of Abc Portal And “AuditAsaan” Application**

ABC has also developed an online portal and “**AuditAsaan**” App for mobile users on Android and iOS platforms for online submission of circulation audit cases of publications. This would make the audit process efficient, transparent, and convenient for publishers and media persons. This is a major step towards making ABC certification a credible benchmark for both advertisers and advertising agencies.

**E-office Application**

To implement the Government of Pakistan's vision of using e-governance as a tool for enhanced efficiency, increased transparency as well as better processing and service delivery, ABC has successfully installed the E-office application at its office to transform the manual filing system into a digital filing system.

**Removal Of Defaulting Publications From CML**

ABC recommended 128 default publications for removal from Central Media List who had not renewed their ABC certificates to promote genuine press and journalism.

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## Center of Digital Communication

### **Introduction**

The Center of Digital Communication is mandated to project and promote the soft image of Pakistan and state policies via social media platforms like Twitter, Facebook, and YouTube in CyberSpace. The Wing also provides professional services related to Information Technology to the Ministry of Information and Broadcasting, its various Wings, Attached Departments and sub offices in CyberSpace.

### **Managing Twitter Account of MoIB**

Center of Digital Communication maintains the official twitter account of Ministry of Information and Broadcasting to keep the public informed about the latest developments in the country. With the constant effort and hard work put in by the team at CDC, the twitter account has over 922,000 followers.

### **Managing Facebook Account of MoIB**

Center of Digital Communication also runs the Ministry of Information and Broadcasting's Facebook account to reach the audience on that platform and disseminate information timely. The account is daily updated with all the latest news regarding the government of Pakistan.

### **Running Instagram Account of MoIB**

Keeping up the latest developments in social media and trying to reach a younger audience, Center of Digital Communication has also started an Instagram account for the Ministry of Information and Broadcasting. The account now has over 2,800 followers. The visual first nature of the platform requires development of the graphics which is done in house by the CDC. All the graphics designing is done in house and this is a major focus for the wing at the moment.

### **Monitoring Reports**

CDC prepares a daily social media monitoring report which is disseminated to the high up's. The purpose of the report is to keep the top leadership abreast of all the developments related to interests of the state on social media. This helps in making informed policies of the public opinion and bring leadership closer to masses and their views about the country.

The following types of reports are prepared:

Daily Monitoring Report

Event Coverage Report

### **Event Coverages**

#### **Fact Checker MoIB**

Busting Fake news is important and countries around the world are taking

actions to counter this menace. CDC runs a Fake News Buster twitter account through which it busts fake news which have the potential to cause damage to national and social interests.

### **Updating Website of the Ministry**

CDC has been tasked with updating the official website of the Ministry of I&B. The purpose is to bring all information on the website, including introduction of all the attached departments and autonomous bodies under control of the Ministry, to a standard format. Till June 2022, the website has covered about 20,200 news items, 1649 sliders and 7,560 press releases.

### **CDC facilitating E-office implementation**

CDC has been endeavoring to achieve level 4 of E-Office Maturity Model for Implementation (EMMI) for the Ministry of Information and Broadcasting. Gradually E-office application is being operationalized in all departments of M/o I&B. Training of officers for all the departments have been imparted. CDC has been facilitating every department at each stage.

### **National Information and Media Archival Repository (NIMAR)**

CDC conducted a feasibility report for NIMAR and got it approved. The project will cost Rs 1.79 Billion and will act as a centralized digital archiving and retrieving platform for all historical and classical data of MoIB and its attached organs. NIMAR will have 3 petabytes of storage.

### **Verification of Digital Advertisement Bills**

As stipulated under the new advertisement policy, CDC verifies the digital advertisements of the government. It has verified more than 20 bills and plans to automate the process through establishing an AI based mechanism.

### **Social Media Analyzer**

CDC is also in the process of building a Social Media Analyzer. The purpose of the software is to help monitor social media in a better way and provide a public centric approach to policy making.

### **Technical Support:**

To help MoIB become more connected and enhance digitization, the CDC also implemented

- 1) File Tracking System for the Secretary and DSO office
  - a. Over 200 files have been handled through the system so far
- 2) Digitization of core operations of Coordination Section
- 3) Technical support on infrastructure development in PCFC and PressClub
- 4) Maintenance of Email services for MoIB
  - a. Email addresses for 189 officials have been created so far
- 5) Training regarding latest developments in IT at ISA
  - a. Cyber Security Workshop for MoIB officials

b. Social Media Training for focal persons of attached departments of MoIB.

## CENTRAL BOARD OF FILM CENSOR

### Introduction

Censor Boards were established in 1918 under the provincial governments by Cinematograph Act, 1918 in the United India till 1947. Presently, the CBFC, Islamabad is functioning as an attached department of the Ministry of Information & Broadcasting.

### Main Function of Film Censor

- The main function of the Central Board of Film Censor is to examine films/documentaries/trailers under the guidelines provided by the Motion Pictures Ordinance 1979.
- Monitoring of the violations of the provisions of Motion Pictures Ordinance by raiding/checking various cinemas within its jurisdiction.
- Processing the cases of NOCs for the import of foreign films containing Indian cast & crew.
- Processing cases of Producers' Registration requests.
- Providing assistance to the Pakistani producers to participate in international film festivals.

### Procedure of Examining Film

On receipt of an application under **Rule-10 & 14 of CFR** (Code of Federal Regulations), date, time and venue for the censorship is finalized.

- A panel of members examine the feature film and recommend their observations/view to the Chairman about suitability or otherwise **Rule-8 of CFR** (Code of Federal Regulations).
- In case of non-clearance, a full Board re-examines the film and recommends the suitability or otherwise on majority casting votes basis **Rule-9(2) of CFR** (Code of Federal Regulations).
- The decision of the Full Board can be contested in the Appellate Committee as per **Section 7 of MPQ** (Motion Picture Ordinance) which has been notified by MolB.
- Censorship certificates in respect of certified films are issued only on the recommendations of the Panel/Board/Appellate committee - **Rule-17 & 18 of CFR.**(Code of Federal Regulations)

FINANCIAL YEAR	NO. OF FILMS	REVENUE COLLECTED
1 <sup>ST</sup> JULY,2022 TO 30 <sup>TH</sup> JUNE,2023	215	RS. 2,393,300/-

## **DIRECTORATE OF ELECTRONIC MEDIA & PUBLICATIONS**

### **Introduction**

Directorate of Electronic Media and Publications (DEMP) is an attached department of Ministry of Information and Broadcasting. It was renamed as Directorate of Electronic Media & Publications on September 11, 2012 with the merger of the Directorate General of Films and Publications (DFP) since 1948) and the Electronic Media Relations Wing (EMRW).

### **Function and responsibilities**

Directorate of Electronic Media and Publications shares an exclusive responsibility in disseminating information regarding national policies and the progress in all the fields of development in the country to be projected both at home and abroad through publications and documentaries. This Directorate is also responsible for monitoring the talk shows/current affairs programs and transcribes the talk shows, speeches of PM, President and Ministers on demand from the concerned departments. Furthermore, DEMP is doing the tracking/verification of government advertisement for the clearance of bills. The main features of DEMP are following;

- To bring out regular, ad hoc, literary, and special publications.
- To produce documentaries on portraying soft image of Pakistan.
- To provide Publicity material to the Pakistan Missions Abroad, Foreign Media and Foreign Diplomats based in Pakistan and also to the prominent opinion makers (media persons, poets, writers, intellectuals etc.
- To arrange exhibitions of paintings and photographs on various National Days like Pakistan Movement, Quaid –i- Azam, Allama Iqbal, Kashmir Solidarity Day, Independence Day, land, people, culture, tourism and development in Pakistan.
- To do monitoring of satellite TV channels and tracking of Public sector advertisements/commercial campaigns being broadcast on

electronic media round the clock.

### Regional Offices

DEMP has its regional offices in Karachi, Peshawar, Lahore and Quetta.

### Wings

Directorate of Electronic Media and Publications is divided into the following major wings/sections:

- Publications Wing
- Monitoring Wing
- Exhibition Section
- Photo Section
- Film Wing
- Social Media Section

### Publication Wing

The DEMP produced following publications during the year 2022-23.

S No.	Name of Publication	Quantity
1	Cultural Crossroads- Coffee Table Book	1000
2	Quaid-e-Azam Photo Album Coffee Table Book	1000
3	Pak Jamhuriat – Interfaith Harmony Number (Lahore)	300
4	Presidential address to the joint Session of Parliament on 6 <sup>th</sup> October	500
5	Interfaith Harmony – Pakistan Pictorial	500
	<b>Youm-i-Istehsal Kashmir Publications (Aug 2022)</b>	
6	Economic Cost of State Terrorism (A Case Study IOJK Aug 2022)	300
7	Different Flyers / Stories in 4 color Printed 12kinds (Aug 2022)	3600
8	File Folder in 4 Color (Aug 2022)	300
9	Booklets “Kashmir Black day” Snatching identity of Jammu & Kashmir” on gun point	300
10	Booklets “Kashmir Black day” Indian post 5 <sup>th</sup> August 2019 Booklets were issued in connection with revocation of special status of Jammu & Kashmir by Indian Government on 5th August 2019.	300

S No.	Name of Publication	Quantity
11	<b>Flood in Pakistan 2022-August</b>	
	Booklets	225
	Brochures	450
	Pamphlet	225*16=3600
	<b>Kashmir Publication 5<sup>th</sup> Feb 2023</b>	
12	Human Rights report Sep-Dec 2022	300
13	The Economic crisis in Indian Occupied Jammu & Kashmir 5 <sup>th</sup> Feb 2023	300
14	Freedom of press chilled reporting criminal in IOK 5 <sup>th</sup> Feb 2023	300
15	3 kinds of broucher	900
16	Quaid-e-Azam Speeches and Statements 1947-48 (Eng)	1000
17	Quaid-e-Azam Speeches and Statements 1947 48 (Eng) Reprint	1000
18	Enchanting Lakes in Pakistan (Reprint)	1000
19	Saghir Siddiqui – Mah-e-nau October 2022	300
20	Parveen Shakir – Mahe-e-nau November 2022	300
21	Jaun Elia – Mah-e-nau December 2022	300
	<b>5<sup>th</sup> Feb Kashmir Solidatory Day Publications 2023</b>	
1	Printing of Kashmir Day Human Rights report	150
2	Journalist Report 2023	150
3	Indian Non-Compliance with Human Rights	150
4	Indian systematic Campaign delegitimize kashmir	150
5	International concerns Over Kashmir Issue	150

### Exhibition Section

Following events/ Exhibition were conducted by DEMPT during the year (July 2022-23)

S/NO	Name of the Event	Date
03	Youm-e-Istehsal Kashmir Day	5 <sup>th</sup> August, 2022
04	Adabi (kitab) Mela 5 <sup>th</sup> August, 2022	10 <sup>th</sup> August, 2022
05	75 <sup>th</sup> Independence Anniversary Day	11 <sup>th</sup> August, 2022
06	Program for REHMAT-UL-ALMEN	7 <sup>th</sup> October, 2022
07	Observance of Kashmir Black Day	27 <sup>th</sup> October, 2022

S/NO	Name of the Event	Date
08	Observance of Iqbal Day	9 <sup>th</sup> November,2022
09	147 <sup>th</sup> birth anniversary of Quaid-e-Azam Muhammad Ali Jinnah	23 <sup>th</sup> December ,2022
10	National level Mushahira from the platform of Mah-e-Nau to celebrate the 91 <sup>st</sup> birthday of late poet Jon Elia was arranged and tribute was paid to his services in the field of Urdu literature in Islamabad.	14 <sup>th</sup> December,2022
11	5 <sup>th</sup> February Kashmir Day	03-02-2023
12	Pakistan Day 23 <sup>rd</sup> March	21-03-2023

Details are as under:-

S/NO	Name of the event	Date	Venue
01	<b>Kashmir Solidarity Day</b>	03.02.2022	Pakistan China Friendship center, Islamabad
02	<b>Pakistan Day Exhibition</b>	21.03.2022	Pakistan China Friendship center, Islamabad
03	<b>YOUM-E ISTEHSAL Kashmir day</b>	5 <sup>th</sup> August, 2022	Pakistan China Friendship center, Islamabad
04	<b>ADABI (KITAB) MELA 5<sup>th</sup> August, 2022</b>	10 <sup>th</sup> August, 2022	Pakistan China Friendship center, Islamabad
05	<b>75<sup>th</sup> INDEPENDENCE ANNIVERSARY DAY</b>	11 <sup>th</sup> August, 2022	Pakistan China Friendship center, Islamabad

S/NO	Name of event	Date	Venue
06	<b>Program for Rehmat-ul-Almen</b>	7 <sup>th</sup> October, 2022	Information Service Academy (ISA) Zero Point, Islamabad.
			
07	<b>Observance of Kashmir Black Day</b>	27 <sup>th</sup> October, 2022	Information Service Academy (ISA) Zero Point, Islamabad.
			
08	<b>Observance of Iqbal Day</b>	9 <sup>th</sup> November, 2022	Information Service Academy (ISA) Zero Point, Islamabad.
			
09	<b>147<sup>th</sup> birth anniversary of Quaid-e-Azam Muhammad Ali Jinnah</b>	23 <sup>th</sup> December, 2022	Aiwan-e Quaid (NPC) F-9, Fatima Jinnah park, Islamabad
			
10	National level Mushahira from the platform of Mah-e-Nau to celebrate the 91 <sup>st</sup> birthday of late poet Jon Elia was arranged and tribute was paid to his services in the field of Urdu literature in Islamabad.	14 <sup>th</sup> December, 2022	Information Service Academy (ISA) Zero Point, Islamabad.
			
11	<b>5<sup>th</sup> February Kashmir Day</b>	03-02-2023	Information Service Academy (ISA) Zero Point, Islamabad.
			

S/NO	Name of event	Date	Venue
12	<b>Pakistan Day 23<sup>rd</sup> March</b>	21-03-2023	Information Service Academy (ISA) Zero Point, Islamabad.
			

### **Documentary/Short films/Songs:**

The Film Section of this Directorate has made concerted efforts towards the projection of Government of Pakistan by producing documentaries to portray positive image of Pakistan. This Directorate has produced several documentaries/songs/promos on different themes in digital format and also distributed DVDs within the Pakistan and Pakistani mission abroad. Details of which are as follows:

#### **DOCUMENTARIES**

- i.  World Environment Day
- ii.  Lahore City
- iii.  Lahore Fort
- iv.  National Digital Information Platform
- v.  Quaid-e-Azam the First Governor General
- vi.  Illegality of Indian Actions IIOJ&K Historical Prospective (English)
- vii.  Illegality of Indian Actions IIOJ&K Historical Prospective (Urdu)
- viii.  Media Blackout (English)
- ix.  Media Blackout (Urdu)
- x.  Story of Kashmir
- xi.  Vibrant Culture of Balochistan
- xii.  Story of Pakistan (Golden Jubilee of Pakistan)
- xiii.  Role of Women in Minority 23rd March 2022
- xiv.  27th October, Kashmir Black Day, historical perspective 2021
- xv.  World Drugs Day
- xvi.  World Maritime Day
- xvii.  Baba Bulley Shah
- xviii.  Kaif Kinare

#### **SONGS**

- i.  Jeve Pakistan 14 August 2021 by Sahir Ali Bagga
- ii.  Eik Wada Zinda Rakhna Hai
- iii.  Pakistan ka Matlb Kia
- iv.  OIC official Song by Ali Zaffar
- v.  Kashmir Hamara Hai

#### **PROMOS**

- i.  Tourism Promo
- ii.  National Digital Information Platform
- iii.  Quaid-e-Azam the First Governor General
- iv.  Coffee Table Book Cultural Cross Roads

Other than the above-mentioned Productions, this Directorate has a social media section in which Facebook and Twitter handles of this Directorate are being updated on daily basis with all news of Prime Minister of Pakistan, Minister for Information and Broadcasting and other National events of importance are being projected/covered. Various posters have been regularly prepared and uploaded according to the importance of the events. Moreover, 1000 DVDs or more of various Documentaries have been distributed within the country and Pakistani mission abroad for projecting the soft image of Pakistan.

### **Film & Broadcasting Policy, 2018**

The Cabinet approved the first ever Pakistan National Film Policy 2018 on 20-05-2018 to promote and facilitate Film and Drama Industry in Pakistan. Directorate of Electronic Media and Publications is the custodian of Film and Broadcasting Policy, 2018.

The Directorate has implemented multiple initiatives under the Policy including the creation of Film and Drama Finance Fund as detailed below:

- The name of Film and Drama Finance Fund was placed in the Thirteenth Schedule of the Income tax Ordinance after approval of the cabinet.
- Statutory Regulatory Order (S.R.O.) under the Public Finance Management Act, 2019 outlining scheme of the administration/Rules of the Film and Drama Finance Fund was approved on August 5, 2023.
- A number of fiscal incentives including waiver on sales tax, income tax and custom duties on the cinematographic equipment have been granted in the Finance Act, 2022 to the Film Industry.
- Several meetings held to discuss the implementation of Film and Broadcasting Policy, 2018 with the administration of PFPA, stakeholders from film industry and officials of the Ministry of Information and Broadcasting. Tax incentives granted under film and broadcasting policy have also been conveyed to the relevant stakeholders and they have benefited from the tax exemptions provided by FBR.
- Multiple sources have been approached for-going consultations with multiple stakeholders that include chambers of Commerce, Security & Exchange Commission of Pakistan (SECP) to discuss alternate revenue generating for the Film and Drama Finance Fund.
- A Film and Drama Finance Fund Management Committee has been notified and two meetings have been conducted so far. First meeting of Fund Management Committee (FMC) held on September 18, 2023

and second meeting held on October 12, 2023.

- Technical Sub Committee and Finance & Investment Sub Committee have been notified and their TORs have been placed before FMC for approval. Additionally, a draft advertisement for Request for Proposals has been placed before FMC to finalize.
- Summary for Restructuring and Creation of National Center for Films is with the Ministry for further processing

### **Rendition of Re-Recording of National Anthem of Pakistan**

Directorate of Electronic Media and Publications steered the project of Re-recording of the National Anthem of Pakistan. The National Anthem has been re-recorded after 68 years with the participation of 155 singers, 48 musicians and 6 bandmasters.

### **National Amateur Short Film Festival 2022**

Directorate of Electronic Media and Publications, Ministry of Information and Broadcasting in collaboration with Inter Services Public Relation (ISPR) held the second National Amateur Short Film Festival, 2022 to give a platform to amateur filmmakers to produce high quality short films projecting positive image of Pakistan. Prime Minister of Pakistan was the Chief Guest of the event.

The event was planned as part of the series of events to celebrate 75<sup>th</sup> anniversary of the Independence of Pakistan with the theme **“From the turquoise waters of Arabian Sea to some of the highest summits on the planet, Pakistan's unique geography is an endowment not many countries can rival. There is a need to showcase the diverse landscape, rich culture and ancient heritage of the marvel, called Pakistan.”**

### **Social Media Outreach**

Content creation, including text posts, videos and images of dissemination of Government's narrative through the following platforms. This includes posts on special events, days and issues of national importance:

*X Link:* [https://twitter.com/demp\\_moib](https://twitter.com/demp_moib)

*Instagram Link:* [https://www.instagram.com/demp\\_gov/](https://www.instagram.com/demp_gov/)

*Facebook Link:* <https://www.facebook.com/DEMPHQ/>

*YouTube Link:* <https://www.youtube.com/@DEMPHQ>

*Website Link:* <https://www.demp.gov.pk>

### Monitoring Wing

Monitoring Section of DEMP continues to work in the challenging environment for monitoring of electronic news channels to generate **Talks Shows Analysis report, News Tickers/ Collages, Headlines Analysis Reports, Critical video clips, live Coverage Reports, and** time space coverage report. Moreover, special task reports i.e. Flood 2022, Kashmir day, Independence day, Pakistan day or any other report on demand base.

Sr.#	Monitoring Tasks	Qty. Approx.	Channels
1.	Talk Shows' Analysis Report	365	10
2.	News Tickers/ Collages (Local News Channels)	60,000	12
3.	News Tickers/ Collages (Foreign News Channels)	500	04
4.	Headlines' Clips	25,000	10
5.	Headlines' Analysis Report	1,230	10
6.	Critical Video Clips	10,000	10
7.	President, PM and Ministers Clips	12,000	15
8.	Live Coverage Reports	1,100	38
9.	Ad Tracking	350	35

To expedite the work of Monitoring Wing on modern digital lines a project titled Central Monitoring Unit(CMU) has been started, so that automated reports of different kinds related to adverse/controversial news items may be generated by using artificial intelligence system. The project is in the initial stage and will be completed within the project duration.

### Tracking and verification of government Ads/campaigns

Most importantly, DEMP issues advertisement tracking certificates to PID after verification of on air advertisement spots televised on electronic media. Through this tracking system DEMP has tracked approximately 6,50,000 spots regarding different campaigns launched by Federal Government. These campaigns include Gas conservation, 7<sup>th</sup> population of housing census, Pakistan innovation funds, one-year performance, Golden jubilee celebrations of the constitution of Pakistan 1973, Digital census, Black day (9 May 2023), Tele school and income Tax Returns and other campaigns during this FY. DEMP has approximately saved Government exchequer RS. 20 Million while verifying the spots.

## DEMPPROJECT

Two PSDP Projects are being executed by DEMP

- **Central Monitoring Unit(CMU).**
- **Publication of Consolidated Documents for the Speeches of Quaid-i-Azam Mohammad Ali Jinnah (1906-1948)**

### The Detail of Central Monitoring Unit(CMU)

- **Introduction about “Central Monitoring Unit”(CMU)**

In order to meet the current demands/requirements as well as up-scaling the scope of media monitoring, a PSDP project namely “Central Monitoring Unit” (CMU) has been launched wherein the current monitoring setup is being upgraded and all media mediums i.e. electronic (national as well as foreign) including print and digital have been incorporated which will be monitored through state of the art Artificial Intelligence (AI) based on modules. The wider transmission storage and archival of up to 12 months are being made part of the system. Execution/ implementation of said PSDP project is undergoing with numerous milestones achieved i.e. approval by DDWP, Administrative Approval, Tendering completed, Contract Awarded, induction/hiring of human resource, software deployment and training of existing staff. Execution period of this project is two years 2023-2024 whereas first year has been successfully completed.
- **Objectives of The Project**

Targeted objectives of the project are to enable the system for automation of monitoring and tracking, accuracy improvement, up gradation of Monitoring/ Media Asset Management Platform enabling tagging and elastic search options and use of AI frameworks for easy and fast access to retrieve data (Videos, Voice & Text) and processing of data/information. AI enabled central Speech to text recognition software; video ad detection on local media, facial recognition over live data and stored data for automation through a centralized Monitoring Dashboard it will generate all types of monitoring reports i.e. talk shows, headlines analysis reports, ad-tracking reports, live coverage reports, issue based monitoring report, time placement and tilt based reports, comparative analysis monitoring reports etc. The project will provide information regarding authenticity of video/ audio through AI and elastic search options. The project will enhance storage capacity of media monitoring and tracking system, ensuring timely recovery of data as well as record maintenance.

- **Benefits of The Project**

The project with new system will perform the monitoring functions of different types of media in an automated manner. It will have the capacity to monitor 90 local & 35 international electronic media channels, 15 daily newspapers of print media, 500 plus Twitter account, 500 plus Facebook accounts, 200 plus YouTube channels and 200 plus Instagram accounts. This project will track the release of advertisements on the basis of content. The proposed system will also enable live tracking of advertisement on automated basis. The dependency on third party for provision of old feed will also be eliminated. The project will also be able to create revenue generation opportunities for government by offering services to private sector.

### **Publication of consolidated Documents for the Speeches of Quaid –e-Azam (1906-1948)**

#### **The objective of the project**

The objective of the project is to collect all the speeches delivered by the father of the nation from his early days till his demise. In the past, many researchers collected and published the speeches of Quaid but none of them tried to obtain full texts and all the speeches into a single collection of edited works. In order to publish all the speeches in a single publication, this project was initiated with a budget allocation of Rs.37.7 million including the publication. The project is divided into 4 quarterly phases spanning one aspect of Quaid's speeches in each phase. It started in May 2023 and time line is June 2024.

#### **Area of Research**

A team of a consultant Chief Editor and two consultant Editors were hired after a successful bidding process. All of them are experts on Jinnah Studies and have publications on different aspects of his life. Moreover, three researchers and junior staff were also hired to facilitate the smooth working of the project. The primary task for the team was to obtain the speeches of Quaid from primary sources, by digging all the available relevant collections in Pakistan and abroad. For this purpose, the researchers thoroughly explored Muslim League Papers, Quaid-i-Azam Papers, Governor-General Files, and Shamsul Hassan Collection in the National Archives of Pakistan, Islamabad.

The team of researchers and editors have visited Lahore and Karachi to explore available primary data of the colonial period. The Lahore visit was aimed at targeting Punjab Archives, Punjab Public Library, and other institutional libraries. Similarly, the team visited Karachi to find more data for the project. The main aim was to explore the material available at Quaid-i-Azam Academy, Sindh Archives, Dawn archives, State Bank of Pakistan

Library, Hamdard University Library, and Karachi University Library. The team is contacting the India Office Records, London to obtain the remaining/missing primary data.

### **Benefits of Project**

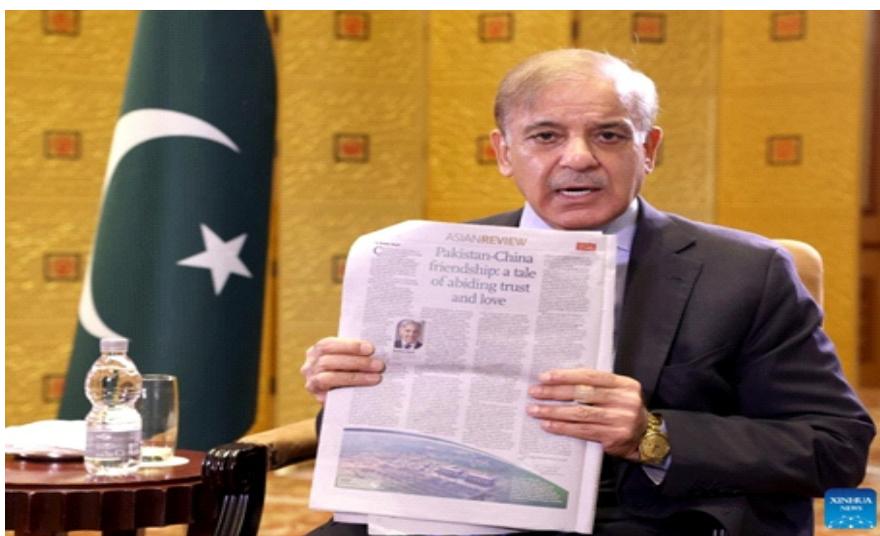
This project is of great national historical importance and significance. After completion of project, the volumes of Quaid Speeches (1906-1948) would be placed at all National Archives and libraries of major universities of Pakistan and other public institutions. This document would not only be a source of guidelines for academia, intellectual, researchers and students and but also a great tribute to our national leader.

## External Publicity Wing

Ministry of Information & Broadcasting is mandated to project positive national image both inside and outside the country as laid down in the Rules of Business 1973. The task of creating positive image of the country abroad is assigned to the External Publicity Wing (E.P. Wing).

### Interviews of the Honorable Prime Minister:

EP Wing arranged around **35 interviews** of the Honorable Prime Minister with various foreign media like BBC, CNN, DW, Aljazeera etc. throughout the year.



Prime Minister of Pakistan Shehbaz Sharif speaks during an interview with Xinhua in Beijing, China, 2<sup>nd</sup> Nov. 2022

### Coverage of Flood-Affected Areas:

During the catastrophic floods of 2022, EP Wing tirelessly worked around the clock and issued more than **200 Visas/NOCs** to journalists belonging to the various prominent international media organizations i.e. BBC, The Guardian, DW, CNN, and Bloomberg etc. which help in drawing global attention/aid to Pakistan.



Mr. Antonio Guterres, UN Secretary General, visited flood affected areas along with Prime Minister Shehbaz Sharif and Foreign Minister Bilawal Bhutto Zardari. EP Wing arranged media interactions and coverage of the UN Secretary General's visit to Pakistan in September 2022

### Promotion of Pakistan's Narrative on Climate Change

Extensive Foreign Media Coverage of Climate Change issue especially after floods 2022 and Pakistan's Narrative in that regard that led to the international recognition of Pakistan's Efforts. EP Wing also facilitated foreign media in making documentaries related to Climate Change.



Prime Minister Muhammad Shahbaz Sharif attends the photo exhibition titled 'Floods in Pakistan: A Climate Carnage' organized by External Publicity Wing, Ministry of Information & Broadcasting at the UN on the sidelines of 77th session of UN General Assembly

EP Wing in collaboration with Information Section New York arranged a pictorial exhibition at UN Headquarters regarding floods in Pakistan.

### MoUs/Agreements

- Assisted signing of a MoU between APPC and Emirates News Agency (WAM) of the United Arab Emirates during the Prime Minister's visit to UAE.
- Assisted signing of MoUs between Associated Press of Pakistan Corporation (APP) and Islamic Republic of Iran News



Ambassador of the Islamic Republic of Iran Mohammad Ali Hosseini and the Managing Director APP Munir Akhtar signing the MoU on Cooperation between APP and IRNA, on Aug 18, 2022

Agency (IRNA) during the 21st Session of the Joint Economic Cooperation (JEC) between Pakistan and Iran.

### Press Officers Abroad

Press Officers abroad throughout the year engaged with international media outlets to provide balanced and accurate perspectives on Pakistan's security challenges, by organizing media tours, briefings, and interviews to ensure a well-rounded portrayal of the country's efforts to maintain security and stability. Webinars, Pictorial exhibition, demonstration walks were arranged on Kashmir Solidarity Day.



A truck exhibiting different themes of Kashmir Solidarity Day through giant electronic screens installed on all sides of the trailer parked in front of Capitol Hill in Washington D.C.



A Russian delegation of 80 members visited Pakistan to participate in the 8th Session of Pakistan-Russia Intergovernmental Commission (IGC) on Trade, Economic, Scientific and Technical Cooperation held in Islamabad from January 18-20, 2023. EP Wing facilitated Russian media accompanying the delegation. A dinner was also hosted for the journalists.

**Facilitation of Foreign Media Delegations**

This Wing facilitated delegations of journalists visiting Pakistan from Azerbaijan and Russia.

**Documentaries and Films**

Documentary teams from Japanese Broadcaster NHK were facilitated for the production of **03 documentaries** focusing on Gandhara Civilization, Islamabad's parks and restaurants and Gilgit-Baltistan, respectively.

This wing also facilitated "**Expedition Indus**" a documentary unveiling Pakistan's majestic Indus River and organized a Mountain Film Festival at PNCA, showcasing captivating movies centered on mountains.

**Interviews of Ministers/Cabinet Members**

EP Wing arranged around 160 interviews of Ministers/Cabinet Members, maintaining a directory of interviews since April 2022.

## **Information Service Academy**

### **Functions of Information Service Academy**

The core functions of ISA include Specialized Training Program(STP), capacity building training of IG officers, media orientation courses for officers of different service groups, panel discussions, seminars, familiarization courses for press officers abroad, workshops and liaison with training institutions. Currently holding of Ex-cadre officers'/officials training are also being conducted in ISA.

### **Following are the major achievements of ISA in the past year**

- On 1<sup>st</sup> of July 2022, a one day Seminar on Covid-19 was held by ISA to train participants from different departments of ministry about Covid-19 safety protocols and prevention from future outbreaks.
- A comprehensive 5 Weeks Capacity Building Training Programme was conducted by ISA for Officers of Grade 18 from various departments of M/o I&B, to train them about various new challenges and adoption of new skill sets for narrative building, from August 29<sup>th</sup> 2022 to September 30, 2022.
- ISA held 05th Domain Specific Mid Career Management Course Training Programme of grade 18 officers for 34th MCMC. The duration of course was of 4 weeks starting from 5<sup>th</sup> September to 30<sup>th</sup> September 2022.
- A one-day Speech Contest was arranged at ISA on Topic of "Qaumi Yakjehti Main Zarate Ablagh Ka Kirdar" on July 18, 2022.
- ISA arranged a One-day Work shop on December 1<sup>st</sup>, 2022 on Managing Efficient Procurement for various project Directors in collaboration with (PPRA) for the officials of various departments of M/o I&B.
- ISA held 06th Domain Specific Mid Career Management Course Training Programme of grade 18 officers for 35<sup>th</sup> MCMC. The duration of course was of 4 weeks starting from 26<sup>th</sup> December 2022 to 20<sup>th</sup> January 2023.
- One-Day DDO Workshop for training of budget and account

related skills for all DDOs of the different departments of MoIB was conducted by ISA on 4<sup>th</sup> January 2023.

- ISA held 07th Domain Specific Mid Career Management Course Training Programme of grade 18 officers for 36th MCMC. The duration of course was of 4 weeks starting from 17<sup>th</sup> April to 17<sup>th</sup> May 2023.
- Specialized Training Programme (STP) for 07 months of Probationary officers of Information Group of 50<sup>th</sup> CTP has started in ISA from 24<sup>th</sup> April 2023 onwards.

## Internal Publicity Wing

### INTRODUCTION

#### Policy Level

The Internal Publicity Wing is the leading department in terms of providing policy advice and coordinating with the attached departments and autonomous bodies of the Ministry of Information and Broadcasting and rest of the government's Ministries, Divisions, Prime Minister and President's offices on policy issues related to media. It plays an important role in promoting the growth and development of media as well as in the projection of government's policy decisions and communication of Government's development initiatives for the general public. IP-Wing is headed by an Information Group Officer of BS-20. The Wing is divided into four Sections i.e. Media (M-I & M-II Sections), Press (P-I, P-II, P-III Sections), and Audit Bureau of Circulation (ABC) each headed by a Director of (BPS-19) and Council Section. A brief on the performance of IP-Wing is given in the ensuing paras.

2. IP-Wing represented the Ministry in a number of meetings convened by Standing Committees of Senate & National Assembly on Information and Broadcasting and provided them the Ministry's point of view on policy issues.

3. IP-Wing coordinated with media organizations for improving the projection/ publicity of the Federal Government and provided policy directions to PTVC, PBC, APPC, PCP, & PEMRA.

4. IP-Wing also handled administrative matters of the official media organizations i.e. PTVC, PBC, APPC, SRBC, CBFC, ITNE, NPT, PIC and PCP besides placement of newspapers/ periodicals on Central Media List (CML) and provision of financial assistance to the Press Clubs, working Journalists of APNS and CPNE.

5. IP-Wing processed and forwarded cases to the Cabinet Division for the conferment of Pakistan Civil Awards to the notable personalities in the field of Journalism, Arts and Media.

6. IP-Wing provided administrative approval for visits abroad of the officers/officials of this Ministry, aimed at promoting mutual cooperation and benefiting from the experience of international media representatives, and nominated the officials and Media persons for various training courses to enhance their efficiency and to improve the working of this Ministry.

7. IP-Wing also nominated and processed appointment of members of Board of Directors in the relevant Jurisdictional Organizations of the Ministry and also processed appointment of heads of these organizations after following legal procedures.

8. IP-Wing provided the secretariat support and technical input to

different committees and forums entrusted with the task of reviewing the existing media laws.

9. IP-Wing also kept liaison with the representative bodies of the Media such as Press Clubs, Pakistan Broadcasters Associations (PBA), All Pakistan Newspaper Society (APNS) and Pakistan Federal Union of Journalists (PFUJ) etc.

10. To implement the Government of Pakistan's vision of using e-governance as a tool for enhanced efficiency, increased transparency as well as better processing and service delivery, IP Wing has successfully installed the E-office application at all offices to transform the manual filing system into a digital filing system. Section-wise performance of IP Wing is as under:

### **MEDIA SECTION (M-I)**

#### **Job Description**

11. The M-I Section of IP Wing is entrusted with the administrative and policy related matters of the following significant organizations:

- (i) Pakistan Broadcasting Corporation (PBC)
- (ii) Pakistan Electronic Media Regulatory Authority (PEMRA)

12. During the subject period, M-I Section has successfully accomplished all routine as well as especially assigned tasks. A brief overview of total assignments received in M-I Section is tabulated below:

Department	Total Receipts	Disposed
<b>PBC</b>	<b>200</b>	<b>200</b>
<b>PEMRA</b>	<b>150</b>	<b>150</b>
<b>Total</b>	<b>350</b>	<b>350</b>

13. Following major tasks were performed by this Section from 1<sup>st</sup> July, 2022 to 30<sup>th</sup> June, 2023:

- i. Notification regarding amendments in PEMRA Rules, 2009
- ii. PEMRA (Amendment) Act, 2023 passed by National Assembly
- iii. Extension of Pakistan Electronic Media Regulatory Authority (PEMRA) Jurisdiction in Gilgit-Baltistan

### **MEDIA SECTION (M-II)**

#### **Job Description**

14. M-II Section, of Internal Publicity Wing deals with the

matters related to PTV, CBFC, and SRBC, which are administratively working under the ambit of MoIB. It processes scores of routine receipts which includes, but are not limited, to appeals referred by the aggrieved employees of the organizations mentioned above. The section also deals with the Media Coordination Committee, and Media Censorship Committee on Defence Planning and regularly arranges meetings.

15. Similarly, the section provides secretarial support to the Ministry on account of rendering policy directions to PTVC, SRBC, and CBFC with the objective of improving their service delivery to their clients and the general public.

16. Moreover, it also deals with the appointment of the Chief Executives of PTVC, CBFC, and SRBC.

17. During the subject financial year (1<sup>st</sup> July 2022 to 30<sup>th</sup> June 2023) this Section successfully accomplished all routine work as well as special assignments. A brief overview is given below:

- i. NOC was granted by the Federal Cabinet to PTVC for the payments of all dues (2022-2023) to Indian Broadcasters.
- ii. Appointments (look-after charges) were made on the vacant post of Managing Director (PTVC) and (SRBC) in 2022 and 2023, respectively.
- iii. The Central Board of Film Censors (CBFC) was restored as an attached department of MoIB (November 2022).
- iv. Cases of 29 movies were processed for the provision of NOCs for screening.

### **PRESS SECTION (P-I)**

#### **Job description**

18. The P-I section of Ministry of Information and Broadcasting is entrusted to look after the following matters: -

- Redressal of grievances of journalists and news agencies
- Financial assistance to journalists, Press Clubs and News Agencies
- Issues related to APNS/CPNE
- Policy related matters of advertisement policy
- Prime Minister and President's directives
- Allotment of plots to media workers and journalists
- Media strategy
- Matters related to Revised National Action Plan, 2021
- Journalists protection Act, 2021

19. During this year 2022-23, P-I Section has drafted amendment

bills i.e. Protection of Journalists and Media Professionals Act (Amendment 2023) 2021, and The Press, Newspapers, News Agencies and Books Registration (Ordinance) ,2002. The bills have been ratified by the National Assembly, deliberated by Senate Standing Committee for Information and Broadcasting and sent for Presidential assent.

20. P-I section introduced necessary amendments in the Government Advertisement Policy 2022, as requested by all stakeholders.

21. This Section successfully arranged 13 government advertisement rate fixation committee meetings for enlistment and enhancement of electronic media channels advertisement rates.

22. As the under-item No. 16; Entry 9 of Rules of Business, 1973, it is responsibility of Ministry of Information and Broadcasting to keep “liaison” and coordination with agencies and media on all matters concerning government policies and activities. This section, is entrusted to look after the subject Entry item No.16, Entry 9 and proactively coordinates with news agencies, media persons and journalistic bodies by financially supporting them under the umbrella of financial assistance to journalists, journalistic bodies, press clubs and news agencies.

23. Brief overview of the section performance for the 2022-23 in tabular form is given below: -

<b>Matters</b>	<b>Total Receipts</b>	<b>Disposed</b>	<b>Remarks</b>
Government Advertisement Policy	01	01	
Financial Assistance to Journalists	22	22	8.4 million
Financial Assistance to Press Clubs	05	05	3.5 million
Financial Assistance to News Agencies	09	09	12.5 million
<b>Total</b>	<b>37</b>	<b>37</b>	<b>24.4 million</b>

### **PRESS SECTION (P-II)**

#### **Job Description**

24. The P-II section of this Wing looks after administrative matters of Associated Press of Pakistan Corporation (APPC), Implementation Tribunal for Newspapers Employees (ITNE) and Press Council of Pakistan (PCP).

- The inclusion of Newspapers/Publications (dailies, weeklies and monthlies) in the Central Media List (CML) is also processed in this section.

- The section has successfully accomplished all routine tasks as well as specially entrusted assignments. A brief overview of total assignments received in the P-II section is tabulated below:

Sr.	Departments	Total Receipts	Disposed
1	APPC	94	94
2	ITNE	38	38
3	PCP	13	12
4	CML	107	97
	<b>Total</b>	<b>252</b>	<b>241</b>

25. The above-mentioned assignments included grievances of the employees working in APPC, ITNE, PCP and different newspaper offices, policy related matters as well as issuance of NOC's for inclusion of newspapers in the Central Media List (CML).

26. Following major tasks were performed by this section from 1<sup>st</sup> July, 2022 to 30<sup>th</sup> June, 2023.

- i. Amendments in PCP Ordinance 2023 were notified.
- ii. Chairman of ITNE was appointed.

### **PRESS SECTION (P-III)**

#### **Job Description**

27. This section of the IP Wing deals administrative matters of National Press Trust and Pakistan Information Commission.

28. It maintains liaison between Economic Affairs Division (EAD), MoIB, and other stakeholders in affairs related to various training programs carried out abroad i.e, China/Japan and Turkey etc., along with Inland and Foreign Trainings, Seminars, Workshops and Scholarships of the officers belonging to main Ministry, attached departments and associated organizations;

29. This section maintains liaison with Cabinet Division, and other stakeholders in affairs related to Civil Awards in respect of media personnel including Artists and Journalists etc.

30. This section ensures duly furnishing implementation reports of the 'Cabinet Decisions' to Cabinet Division.

31. The formal requests for President and Prime Minister's interviews with media persons and their messages in national newspapers/ publications on important occasions for the general public is processed by this section for formal approval of the competent authority.

32. Following major tasks were performed by this Section from 1<sup>st</sup> July, 2022 to 30<sup>th</sup> June, 2023:

- i. Previous National Press Trust Chairman was removed from his post and new Chairman NPT was appointed.
- ii. New Chief Information Commissioner & Information Commissioners in Pakistan Information Commission were appointed.
- iii. Several meetings were conducted for effective liaison with NDMA and other stakeholders in affairs related to issue high alerts/warnings for climate change i.e., floods, heatwaves, and droughts etc. in the country.
- iv. The detailed plan reports on special occasions i.e., 'Independence Day, 2023' by keeping PTV, PID, PBC, PEMRA & APP in loop were furnished to Cabinet Division and several meetings of the above-mentioned stakeholders were arranged from March-July 2023 for making the event successful on 14<sup>th</sup> August 2023.
- v. The consolidated report on 'Implementation on Principles of Policy' under directions of Cabinet Division was prepared and submitted by this section.

33. A brief overview of the performance of P-III Section is tabulated below:

S. NO	All Trainings	Total	Disposed
1.	President and PM Messages/ Interviews	20	20
2.	Civil Award	83 (Nominations received)	41 (Approved and Forwarded to Cabinet Division)
3.	Foreign Training	35	30
4.	Local Training	40	32
5.	Summaries	06	06
6.	Miscellaneous	94	75
7.	Cabinet Decision	20	20
	<b>Total</b>	<b>298</b>	<b>224</b>

## COUNCIL SECTION

### Job Description

34. The Council Section ensures smooth and transparent functioning of parliament business for MoIB. It ensures responsiveness to the best of its abilities. The Section acts as a link between the Ministry and the Parliament. It also acts as a liaison between the Ministry and its departments to ensure a continuous flow of information for the timely disposal of questions, queries, motions, calling attention notices, amendment bills etc. of the both houses.

35                      Following is the detail of tasks performed by the Council Section during 1<sup>st</sup> July, 2022 to 30<sup>th</sup> June:

i.	Meetings of Senate Standing Committee on Information and Broadcasting	10
ii.	Meetings of National Assembly Standing Committee on Information and Broadcasting	07
iii.	Meetings of National Assembly Standing Committee on Rules of Procedure and Privileges	09
iv.	National Assembly & Senate Questions attended	30
v.	Meetings of National Assembly Standing Committee on Government Assurance	07
vi.	Meetings of National Assembly Standing Committee on Affected Employees	08
vii.	Parliamentary Committee on Kashmir	01

## **Pakistan Broadcasting Corporation (PBC)**

Pakistan Broadcasting Corporation (PBC), popularly known as Radio Pakistan, is the largest state media network of Pakistan. Radio Pakistan's multi-pronged broadcast platforms like FM, Medium Wave, Short Wave, through satellite broadcasts and social media reach out to its listeners inside and outside the country in an unprecedented manner. Radio Pakistan has an integrated network of 32 broadcasting houses, 56 FM, 23 Medium Wave and one Short Wave transmitter, operating from 31 cities across Pakistan in all bands.

As a state mouthpiece, PBC highlighted all initiatives, activities and policies of the government in a befitting manner with special focus on defense, national security, economy, foreign policy, health, education, climate change and issues of public interest during the financial year 2022-23.

### **Program Wing**

Program Wing is responsible for producing a wide range of content, such as entertainment shows, cultural, educational programs and much more. It schedules programs to ensure a diverse and engaging mix of content that appeals to the target audience. The Program Wing is also responsible for engaging with the audience through listener/viewer feedback and comments, surveys, and social media platforms.

PBC's Program Network also includes a range of regional and local stations that broadcast in various languages, reflecting the country's linguistic diversity. These stations cater to regional audiences, delivering content that resonates with their cultural sensibilities. Moreover, the development of digital platforms and the Social Media have further extended PBC's outreach, allowing it to engage with a broader, global audience.

Several initiatives have been taken to align the national broadcaster with modern gadgets, meet the changing requirements of broadcasting and revive the past glory of the national broadcaster. Former Minister for Information and Broadcasting Marriyum Aurangzeb inaugurated 12 new studios, which were set up on modern lines at PBC Headquarters Islamabad under the government's reforms agenda.

### **Fm 101 Network**

FM101 is a commercial FM radio station owned by Pakistan Broadcasting Corporation (PBC). It has various stations of broadcast; i.e. Islamabad, Lahore, Karachi and in about 21 other cities of Pakistan. PBC started FM transmission with infotainment every top of the hour through "FM Gold" in 1994. Later, regular transmission of FM-101 was launched from Islamabad, Lahore and Karachi in 1998. FM 101 is the largest FM network of Pakistan providing infotainment to the listeners round the clock.

## **Sports Channel**

A dedicated Sports Channel (FM-94) has been established at Islamabad, Lahore and Karachi for full-fledged coverage of all major sports events. After 13 years long break, live running commentary of cricket matches was started. Besides, sports related updates and information are also being provided to listeners on live video streaming.

## **English Channel “Planet FM 87.6”**

Radio Pakistan has launched its first English language channel Planet FM 87.6 to broadcast news, discussion programs, interviews of foreign ambassadors and other dignitaries. The content on entertainment, infotainment, education and interviews of achievers in different fields is also aired from the channel. The transmission, initially being aired from Islamabad and Lahore, is also available on all social media platforms for international listeners.

## **“Chaltay-Chaltay”**

Radio Pakistan also launched a new channel “Chaltay-Chaltay” to entertain the audience, particularly those travelling in their vehicles as well as public transport, with a variety of content in the shortest possible manner.

## **Environment Channel**

Climate Change is one of the most important challenges of the contemporary world. A dedicated channel has been established in Radio Pakistan to create awareness on the subject.

## **Kids Channel**

As part of the initiatives of specialized broadcast, Radio Pakistan has started another channel specified for children. The Kids Channel programs are aimed at entertaining as well as educating children.

## **Technology Channel FM 98**

Technology Channel FM 98 has been established to educate listeners, particularly the youth, about the development in the realm of technology. Technology FM 98 Islamabad is broadcasting 12 hours transmission from 10:00 a.m. to 10:00 p.m daily.

## **World Service Channel**

In order to cater to the information needs of Overseas Pakistanis about their country, Radio Pakistan has been running transmissions from its World Service Channel.

## **External Service Channel**

External Service Channel broadcasts news and programs in 10 foreign

languages, including Bangla, Nepali, Hindi, Gujarati, Sinhala, Darri, Pashto, Chinese, Tamil and Farsi. The web-streaming channel has been playing an important role in presenting the state narrative at international level in foreign languages.

### **Saut-ul-Quran Channel**

Saut-ul-Quran Channel, one of the most popular channels of Radio Pakistan, has been airing its transmissions from 19 cities of the country. Like several other studios, the studio of Sautul Quran channel has also been renovated in accordance with the theme.

### **Health Channel**

A dedicated Health Channel equipped with latest technology is ready to play a crucial role in disseminating accurate and up-to-date information about various subjects on health. It will help educate the public and raise awareness about important health issues.

### **Music Studio**

Radio Pakistan has transformed a studio into a state-of-the-art music production hub equipped with modern instruments and cutting-edge technology. PBC has replaced existing recording equipment, including mixing consoles, audio interfaces, and signal processors, with the latest models for superior sound quality. Its production team has composed 156 new latest music hit songs in Urdu and Regional languages.

### **Mobile App**

IT is appreciable, enabling Radio Pakistan to provide all possible conveniences to its listeners. In this endeavor it has launched official mobile application. The app also offers Radio Pakistan's channels web-streaming and Social Media integration. More than 51 channels are available on this app.

### **Radio Podcast**

podcast.radio.gov.pk, [www.youtube.com/@radiopakistani](http://www.youtube.com/@radiopakistani)

State-of-the-art purpose built podcast studios fully equipped with latest microphones and video cameras have been established in Islamabad, Lahore, Karachi, Multan, Bhawalpur, Muzafarabad, and Faisalabad. The studios have been furnished to make recording of interviews of foreign dignitaries, ministers, and other prominent personalities belonging to different walks of life. The initiative, which is part of digitalization of Radio Pakistan, is contributing greatly to project the state narrative in an effective way.

### Program Highlights

- Kashmir issue through Special Programmes on January 26, 2023 on eve of India's "Youm-e-Jamhooria" as Black Day and special transmission on 05 February, 2023 on "Kashmir Solidarity Day".
- Exclusive Programs on the occasion of Pakistan Day, Independence Day, Quaid's Day and Iqbal's Day.
- Special Youth Song Competition to introduce and encourage new talent in the field of music.
- On 75th Anniversary of Pakistan Independence Day, "Diamond Jubilee", Radio Pakistan collaborated in new audio and video recording of National Anthem with PTV and ISPR.
- Special marathon transmission to appeal for donations for flood affected people.
- Establishment of GFX Lab for video editing and graphic designing.
- Inauguration of different cultural projects i.e. "Site for 3D Cinema", "Classical Music Research Cell", "Digital Broadcast Training Lab" and "Podcast Studio" at PBC Lahore.
- Special innovative short duration drama "Radio Reel" on various important socio-cultural issues.
- Agricultural program "Zarkhaiz Pakistan" to highlight agricultural issues to guide farmers with expert advice.
- Mass Awareness Campaigns about "Blasphemy Laws in Pakistan" and Sanctity of the Holy Quran.
- Special programs, podcasts and interviews in connection with Golden Jubilee Celebrations of 1973 Constitution. Radio Pakistan produced and launched new songs titled "Naghmaat-e-Dastoor."
- First time Special Iftari Transmission on PBC Podcast Service titled "Paigham-e-Ramzan"
- Broadcast hours of all programmes: 514,650 hours
- Broadcast languages (Regional-20, Foreign:11, Urdu-1 & English-1) 33 languages
- Annual Naat competitions

### News Wing

The Central News Organization (CNO), comprising Reporting, National News Room, Regional and External News sections and Social Media section, is responsible for disseminating news with the aim to keep the people abreast with the important latest developments taking place at local, regional, national and international levels.

It airs 111 news bulletins of varied duration totaling 637 minutes in 28 national, regional, local and foreign languages.

During the year 2022-23, Radio Pakistan gave extensive coverage to all the important national and relevant international developments in its national, regional and external bulletins, Current Affairs programs and on its website

as well as Social Media platforms.

The CNO covered all the media events of VVIPs, news stories, major incidents, natural calamities within the country, in the region and the world over. It also prepared and broadcast package reports on the government's initiatives on domestic front in its news bulletins national as well as regional. PBC gave due coverage to the government's efforts to rehabilitate the flood victims and reconstruct the flood-stricken areas. During the floods, the government's approach of saving lives and livelihood was highlighted and special arrangements were made to keep people aware of rescue and relief activities.

On the foreign policy front as well, prominent coverage was given to Pakistan's efforts to highlight the Kashmir issue at international fora. Prime Minister's foreign visits to different countries were given special coverage in the news bulletins.

### **Social Media (News Wing)**

Radio Pakistan's bilingual website, in English and Urdu, is an authentic source of information for general public within the country and across the globe. It is also a source of credible news for national and international media organizations. Radio Pakistan's vibrant social media platforms have huge following with over 2.7 million users on Facebook, about one million on Twitter, about 20,000 subscribers on YouTube and millions of viewers on TikTok. The state broadcaster has a reasonable presence on Instagram and Thread as well.

The VVIP's speeches and briefings and national bulletins in Urdu and English are live-streamed on Radio Pakistan's official Facebook account and Twitter handle. Most of its broadcast stations are also available online on PBC website and official mobile phone App [Radio Pakistan] for Android and iPhone users [Radio Pakistan official]. Radio Pakistan's presence on digital forums, besides conventional broadcasting, has made it formidable force in media by enhancing outreach of Radio Pakistan manifold at international level.

In view of the changing trends in the media industry globally and reduced span of attention of the consumers of Social Media and broadcast content, Central News Organization's Social Media section took the initiative of producing striking and attractive content in the form of radio short drama of 3 to 5 minutes, radio reels, and TikTok brief videos on almost all topics.

### **News & Current Affairs Channel**

The News and Current Affairs Channel of Radio Pakistan airs 16 hours transmission daily on a variety of topics ranging from important national and international developments, economy, politics, sports, culture and agriculture.

The network of News and Current Affairs Channel reaches out to listeners with different shades of opinion and unbiased analyses of top national and

international news by eminent experts from different walks of life from 0700 to 2300 hours seven days a week.

The programs cover a range of subjects including domestic politics, environment, economy, trade and investment, CPEC and BRI, science and technology, foreign policy, Kashmir, sports, and international developments and social initiative like health and education etc. Special interviews of ministers, ambassadors, dignitaries and prominent personalities from different walks of life are also conducted at this platform. Besides Islamabad, four regional units of NCAC located in Karachi, Lahore, Peshawar and Quetta are responsible to prepare one hour program daily for NCAC with focus on provincial issues.

The News and Current Affairs Channel, during the year under discussion, launched an effective drive to spread awareness about the 1973 Constitution to celebrate the Golden Jubilee in April and May 2023. Current Affairs also enthusiastically celebrated the Diamond Jubilee of the country and diplomatic relations with China.

The Channel also projected foreign visits of Prime Minister and other leaders to different countries to attend international conferences and other events.

Prime Minister's visits to Saudi Arabia, the UAE, Turkey, Doha, Qatar, the United Kingdom, the United States, Switzerland, France, Egypt, Uzbekistan, Kazakhstan, Azerbaijan and China were given special coverage in talk shows by inviting analysts to discuss the benefits and significance of those visits.

### **Engineering Department**

The Engineering Department of PBC is the backbone of radio broadcasting services, entrusted with the key responsibility of ensuring uninterrupted broadcasting operations, maintenance of technical equipment and development. With the financial assistance of federal government under PSDP development schemes, the Engineering Department of PBC is keeping pace with modern day tools and techniques to ensure listeners receive best quality radio programs.

During the last fiscal year, the Engineering Department achieved the following milestones primarily focused on up-gradation and development of equipment and enhancing footprints in leftover areas with the financial assistance of federal government and friendly foreign countries:

- Upgradation of studios and Master Control Room
- Under PSDP project, up-gradation and renovation of studios and MCRs at seven radio stations including, Islamabad, Lahore, Rawalpindi, Faisalabad, Bahawalpur, Sialkot and Narowal. Up-gradation and renovation works at 13 remaining stations is in progress and will be completed before the fiscal year ends on June 30, 2024.
- Establishment of 100 KW Medium Wave Radio Station in Gwadar
- Construction work of a new building for Broadcasting House Gwadar has been completed.

- Rehabilitation of Medium Wave Services from Khairpur (replacement of 100 KW Medium Wave transmitters).
- Renovation and up-gradation works at Broadcasting House Khairpur has been completed while renovation and up-gradation of High Power Transmitter is in progress.
- Establishment of Saut-ul Quran FM Network Phase-II.
- Under this project, 19 FM transmitters with allied equipment are to be installed at as many stations
- The purchase order for the procurement of 16 DRM FM Transmitters has been issued.
- Two transmitters with allied equipment have been imported, while procurement for remaining transmitters is in progress at the end of contractor.
- Antenna towers at the sites of PBC Abbottabad and Faqeerabad have been installed.
- Establishment of New Building for the Broadcasting House Bannu (Non-PSDP Project)
- The construction work at Broadcasting House, Bannu has been completed.
- Up-gradation of studios and Master Control Room at PBC Multan under Foreign Aid
- With the technical assistance of Korea Radio Promotion Association (RAPA) worth PKR 10.566 million, the MCR and two studios of Multan Radio Station have been upgraded with latest broadcasting equipment and devices for the improvement of broadcasting environment. The project was successfully completed and set targets and objectives achieved.
- Up-Gradation of HPT Rawat Complex by Installing a 1000 KW MW DRM Transmitter
- As part of future development program, the Engineering Department conceived and designed a mega project under PSDP schemes to install an advance and modern technology transmitter at HPT Rawat, Islamabad at a capital cost of Rs.3850 million. After completion, the DRM transmitter will be able to cover 80-plus landmass of the country and beyond eastern and western borders.

### **IT Projects**

- Establishment of NLE and Graphics Lab to cater to the needs of day to day graphics designing of video content, editing of podcast and other video contents.
- IPTV test transmission on NayaTel IPTV network.
- Awaz Khazana App developed and deployed for Android and iOS users to increase listenership.

- Up-gradation of core network to 10G to accommodate video content production.
- Live video transmission of selected programs on PBC Social Media to increase outreach broadcast.
- Online public digital audio library (web portal Awaz Khazana) of PBC audio archive.
- Centralized storage for video contents.
- Complaints management/inventory system to streamline Help Desk IT-Operations.

## **Pakistan Electronic Media Regulatory Authority (PEMRA)**

### **INTRODUCTION**

Pakistan Electronic Media Regulatory Authority (PEMRA) has been established under PEMRA Ordinance 2002, as amended by the PEMRA (Amendment) Act 2007, to facilitate and regulate private electronic media in Pakistan and to improve the standards of information, entertainment and to enlarge the choice available to the people of Pakistan including news, current affairs, religious knowledge, art and culture as well as science and technology.

### **Functions of The Authority**

The Authority is responsible for facilitating and regulating the establishment and operation of all types of broadcast media and distribution services in Pakistan established for the purpose of international, national, provincial, district, and local area community based or special target audiences.

### **Pemra's Mandate**

PEMRA is primarily mandated for licensing and regulating the establishment and operation of all broadcast media (satellite TV & FM radio) and distribution services (Cable TV, DTH, IPTV, Mobile TV, MMDS etc.) in Pakistan. Its mandate further includes;

The mandate of PEMRA is to:

- i. Improve the standards of information, education and entertainment.
- ii. Enlarge the choice available to the people of Pakistan in the media for news, current affairs, religious knowledge, art, culture, science, technology, economic development, social sector concerns, music, sports, drama and other subjects of public and national interest.
- iii. Facilitate the devolution of responsibility and power to the grass roots level by improving the access of the people to mass media at the local and community level.
- iv. Ensure accountability, transparency and good governance by optimization of the free flow of information.

### **Present Status of Private Electronic Media**

Pakistan Electronic Media Regulatory Authority (PEMRA) is now in its 21<sup>st</sup> years and during these years, the country has witnessed unprecedented growth in the number of TV channels and FM Radio stations as well as distribution networks i.e. Cable TV, IPTV, DTH and MMDS in the private sector in the South Asian region.

The private electronic media has come a long way since 2002 when Pakistan was only dominated by the state-run Pakistan Television and Pakistan Broadcasting Corporation. Now with almost 140 Pakistani electronic media channels and more than 36 channels with Landing Rights Permission in Pakistan, the role of PEMRA has never been more important. This boom is owed to the government's unequivocal commitment to a free media and the proactive role played by PEMRA in facilitating the growth of the electronic media. The growth of TV channels, Cable TV and launch of FM Radio stations has indeed contributed remarkably in raising the standards of public awareness and literacy, locally and portraying progressive image of Pakistan, globally. A glance at the following facts and figures on licensing of media amply substantiates growth which has taken place in electronic media in private sector in the last nineteen years:

#### **Licensing Status (till 30<sup>th</sup> June, 2023)**

<b>Satellite TV Licences Issued</b>	<b>140</b>
News & Current Affairs	<b>36</b>
Entertainment:	<b>52</b>
Regional Languages	<b>24</b>
Health:	<b>05</b>
Sports:	<b>05</b>
Education	<b>10</b>
Agriculture	<b>02</b>
Specialized subject Channel (Non-Commercial/ Education)	<b>06</b>

<b>FM Radio Licences Issued:</b>	<b>243</b>
Commercial	<b>179</b>
Non Commercial	<b>68</b>

<b>Cable TV Licences Issued:</b>	<b>3899</b>
Landing Rights Permissions Issued:	<b>36</b>
Mobile TV (Video & Audio Content Provision)Service Licensing	<b>04</b>
Internet Protocol TV (IPTV) Licences Issue:	<b>25</b>
Direct-to-Home (DTH)	<b>01</b>
Television Audience Measurement (TAM)	<b>03</b>
Teleport (Broadcast) Service Licences	<b>01</b>

**LICENSING DURING 1<sup>st</sup> JULY, 2022 TO 30<sup>th</sup> JUNE, 2023:**

<u>Category</u>	<u>Number of licenses</u>
<b>i. Satellite TV Channel Licences</b>	<b>11</b>
a). News & Current Affairs	03
b). Entertainment	03
c). Regional Languages	01
d). Health	02
e). Education	01
f). Specialized Subject (Non-Commercial)	01
<b>ii. FM Radio Licences</b>	<b>02</b>
<b>iii. Cable TV Licences</b>	<b>404</b>
a). New Licences	90
b). Revalidations	314
<b>iv. Teleport (Broadcast) Service Licences</b>	<b>01</b>

## **Pakistan Television Corporation (PTVC)**

### **Introduction**

Launched in 1962, Pakistan Television Corporation was the first TV channel that aired in Pakistan. It began its venture into the world of television broadcasting with a small pilot TV station at Lahore on 26<sup>th</sup> November, 1964. It later expanded to television stations in Karachi and Rawalpindi in 1967 as well as Peshawar and Quetta in 1974. PTV is a national broadcaster disseminating entertainment, information and education in national, international, provincial and regional languages for indigenous and global audience through dedicated channels to build soft image of Pakistan. It promotes Pakistani culture, and creates national harmony and tolerance.

Pakistan Television Corporation has the following channels:

- PTV Home
- PTV News
- PTV Global
- PTV National
- PTV Sports
- PTV World
- PTV Bolan
- PTV Parliament
- AJKTV
- PTV Films

## **PTV WORLD**



PTV World was launched in 29<sup>th</sup> January 2013, the channel has been partially/semi converted in to HD and its process of digitalization from SD to HD is in process. PTV-world beams its transmission from Islamabad, Pakistan on Asiasat-35 and is viewed in over almost 50 plus countries worldwide, covering the countries of Asia, Africa, Europe, America and Australia and giving its transmission 24/7.



PTV as a state channel offers a diverse array of content, including entertainment, news, and educational programming, in national, international, provincial, and regional languages. Its dedicated channels reach both indigenous and global audiences, with the mission of enhancing Pakistan's positive global perception, showcasing Pakistani culture, and fostering national unity and inclusivity.

As the custodian of Pakistan's cultural identity and values, PTV consistently places a strong emphasis on strategic program planning that aligns with our national interests and safeguards our cultural heritage from external influences.

During the period (2022-2023), PTV Home broadcasted the following program content:

<u>Sr. No</u>	<u>Channel</u>	<u>Language</u>	<u>Programme Activity</u>
01	PTV Home: (having Centres at Islamabad, Karachi, Lahore, Peshawar, Multan & Quetta)	<ul style="list-style-type: none"> <li>• Urdu 24 hrs daily on Satellite.</li> <li>• Regional languages 4 hours per day 5 days a week on terrestrial</li> </ul> <ol style="list-style-type: none"> <li>1) Balochi/ Brahvi/ Pashto from Quetta 60 Mts, sequentially.</li> <li>2) Pashto/Hindko from Peshawar Centre 60 Mts, sequentially.</li> <li>3) Punjabi/Saraiki/Potohari from Lahore Centre 60 Mts, sequentially.</li> </ol>	<ul style="list-style-type: none"> <li>• 2 hours religious programmes daily including Quran learning &amp; recitation with Urdu translation.</li> <li>• 3.5-hours Breakfast &amp; Morning show (five days a week) highlighting social, women and children related topic along with entertainment.</li> <li>• Half hour children programmes (seven days a week)</li> <li>• 1-hour Youth Programmes (Seven days a week)</li> <li>• 1-hour regional programmes (five days a week from 4 Centres)</li> <li>• 3-hours drama daily</li> <li>• 1-hour music</li> </ul>

- |   |   |
|---|---|
| 4) Sindhi from Karachi Centre (60 Mts.) | <ul style="list-style-type: none"> <li>• 30-Minutes public service messages (PSM)</li> <li>• Special transmissions on national and international days and events.</li> <li>• Documentaries, Travelogues, Reality Shows, Quiz Shows and game shows.</li> </ul> |
|---|---|

### Drama Serial Lyari Sy kemari

This engaging drama explores the lives of Lyari's community, depicting their challenges, never-give-up spirit, and incredible journey. It showcases how they tackle difficulties while emphasizing the importance of women's education, empowerment, and their passion for football and boxing.



### Payitaht Sultan Abdul Hamid II

A popular Turkish drama series which unfolds the historical backdrop of Ottoman Sultan AbdulHamid's reign and his relentless efforts to honor a commitment made to the nation for a brighter tomorrow.



### SOAPSERIAL

1) **Ghao:** Heart-warming drama, we follow the inspiring journey of a self-made single mother. She faces the challenging choice of entering a male-dominated profession - becoming a driver, transporting school and college students. Through her determination and resilience, she not only supports her family but also flourishes against all odds."



## 2) Sotailay

Drama knitted around emotions, intricate relationships, unwavering compromises, and boundless love. This family-oriented drama unfolds the beautiful tapestry of human connections, where every moment is a testament to the enduring bonds that tie us together.

### **Kahani Ghar**

It is a platform that welcomes centers and producers to create a diverse range of captivating and inventive plays. It offers directors the freedom to explore new approaches in their productions while also providing an avenue for local artists and writers to shine. Through this initiative, it embodies the spirit of family, unity, inclusivity, and cultural rich

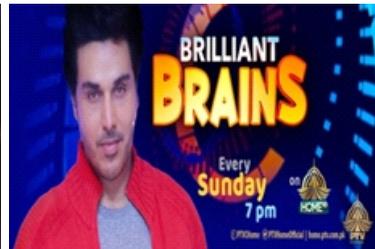
### **Comedy**

Laughter-packed lineup of comedy programs 'Avay Ka Ava' and 'Tashreef Laye,' both serving up situational comedies along with the legendary comedian Khalid Abbas Dar is back with a bang in 'Dar Aur Darling,' after a thirty-year gap for an unforgettable dose of humor and entertainment.

### **Brilliant Brains**

A game show that challenges mind and celebrates knowledge. Tech-savvy students put their brilliance and intelligence to the test in an electrifying showdown hosted by famous host Ahsan Khan.

### **Lamhay**

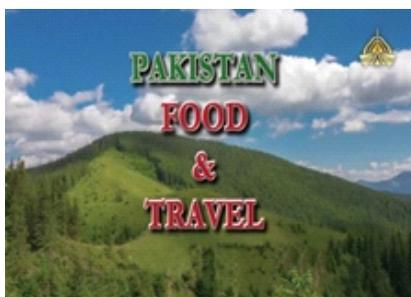


A touching program dedicated to women empowerment, shining a spotlight on mothers who are the backbone of their families. Spend a day with these incredible women as we delve into their heartwarming stories of love,

sacrifice, and triumph. Witness the strong bonds they share with their children and celebrate their remarkable successes in this inspiring journey of resilience and determination.

### Raat Gaye

A literary program hosted by the Shamoos Hashmi. This captivating show, invites to celebrities from various fields to engage in insightful discussions blended with enchanting world of classical and semi-classical music as soul-stirring performances are presented.



- **Pakistan Food and Travel:**

A culinary and cultural journey through Pakistan with host, Asaldeen Khan. Pakistan Food and Travel explores the rich tapestry of flavors, traditions, and landscapes that define this beautiful nation.

### Fun Factor

An exciting outdoor adventure! This show is all about physical games and challenges designed to keep kids active, entertained, and having a blast.



### Little Chef

Delightful cooking program designed specifically for children, learning and creating delicious dishes while having a ton of fun in the kitchen.

### Celebrations of 76<sup>th</sup> Anniversary of Independence

PTV Home aired special programs throughout the year, brimming with enthusiasm and dedication to commemorate Independence Day and shed light on the struggles of both the people and leadership during the freedom movement. These programs encompassed a wide range of content, including drama, informative documentaries, patriotic musical performances,

inspirational speeches, and engaging talk shows.

### **Kashmir Solidarity Campaign**

PTV on aired special thematic programs dedicated to the annual events associated with Kashmir Solidarity. These occasions encompass Black Day, Solidarity Day, and Yom-e-Istehsaal. During these times, a diverse array of programs, each with a unique focus, were aired to demonstrate the nation's solidarity with the Kashmiri people and raise awareness about the issues in Kashmir. The programming also included cultural showcases through music and documentaries.

### **Religious Programmes (Ramzan - Rabi-ul-Awal - Moharram)**

PTV produced special religious discussion programs to promote a deeper understanding of Islam. During the holy month of Ramadan, a marathon transmission featuring renowned scholars was broadcasted. Additionally, various religious talk shows, spiritual songs and gatherings (Mefil-e-samaa) were created.

Furthermore, a special Naat competition was organized in Rabi ul Awwal, drawing widespread public participation.

### **Special Occasion Programmes**

PTV team made dedicated efforts to acknowledge and commemorate every significant occasion and consistently delivered high-quality programming to viewers, whether it was Independence Day, Eid celebrations, religious events, or national observances.



PTV News is the flagship, authentic and most looked upon news channel of Pakistan. Being the state broadcaster of the country, we believe in bringing credible and timely information to our viewers round the clock.

The main responsibility of PTV News is to provide public service broadcasting not only within Pakistan but also outside Pakistan. PTV News not only covers various activities and pressers but also produces special spots, packages and reports throughout the year.

The primary task of PTV Current Affairs is to promote and defend state

interests and policies, besides highlighting government initiatives and public interest projects as well as important social and economic variants at national and international forums.

PTV Current Affairs Division is one of the three main programming Divisions of PTV engaged in the production of Current Affairs Programs. Following are the main objectives / features of these programs.

- To keep viewers, update with important National and International issues through analytical programming / discussions.
- Educate public on Political, Social, Religious and other issues of public interest.
- To project Govt. policies & point of views on development.
- Rebut anti Govt. Propaganda through positive analysis of the issues.
- Pre-empt and plan programs accordingly.

**PTV Current Affairs Division has telecast a number of programs on various issues of public interest during year 2022-23: -**

**FROM 01<sup>st</sup> JULY, 2022 TO 30<sup>th</sup> JUNE, 2023**

<b>TOTAL PROGRAMMES</b>	<b>NO. OF PROGS.</b>	<b>DURATION (HRS)</b>
Covering Activities of Prime Minister of Pakistan (Live / Recorded)	510	200
Covering Activities of President of Pakistan (Live / Recorded)	125	41
National Assembly / Senate Sessions	121	245
Political Activities	390	270
Religious harmony	580	319
Social Activities	112	81
Development Projects	700	500
Economic Activities	480	300
Water Resources	169	118
Environment / Climatic Changes	340	270
Kashmir Issue	600	500
Education / I.T etc./Awareness among masses	270	211
Agriculture Progress	221	190
Health issues	330	220
Tourism projection	245	170
Sports activities	380	280
<b>Total</b>	<b>5573</b>	<b>3915</b>



PTV Sports is a 24/7 Sports HD channel, providing live and recorded coverage for all mega sports events to its viewers within the territory of Pakistan. All possible efforts are made to entertain the viewers through coverage of sports events of their choice by utilizing the services of hardworking, dedicated and professionally committed workforce, working round the clock for PTV Sports Channel, PTV Sports is highest on rating, consumer demand and top sports channel within the territory of Pakistan.

### Sports Events Acquired by PTV Sports from May 2022 – July 2023

<u>Event</u>	<u>Property Acquired From</u>	<u>Remarks</u>
Sri Lanka Women tour of Pakistan 24 May - 5 June 2022	PCB	Part of Agreement with PCB 2020 – 2023 Exclusive Terrestrial, Cable, Satellite
West Indies tour of Pakistan 8 Jun – 12 Jun 2022	PCB	Part of Agreement with PCB 2020 - 2023 Exclusive Terrestrial, Cable, Satellite
Wimbledon 27 June - 10 July 2022	Star Asianet Middle East	Exclusive Terrestrial, Cable, Satellite and Digital
Pakistan tour of Sri Lanka 2022 2 Tests 16 Jul - 28 Jul Commonwealth Games 2022 28 July - 8 Aug	MSM Asia	Shared Cable, Satellite & Exclusive Terrestrial
English Premier League	Star Asianet Middle East	3 Seasons (2022 – 2025) Exclusive and Sub-licensable Terrestrial, Cable, Satellite, Digital
Asia Cup 2022 27 Aug – 11 Sep 2022	Star Asianet Middle East	Part of Agreement with Star Sports 2016 - 2022 Shared Cable, Satellite Exclusive Terrestrial
England Tour of Pakistan 20 Sep – 2 Oct 2022	PCB	Part of Agreement with PCB 2020 - 2023 Exclusive Terrestrial, Cable, Satellite
Tri-Nation (Pak, NZ and Bang) Oct/Nov 2022	TS3FZE	Exclusive Terrestrial, Shared Cable, Satellite
ICC T20 World Cup 2022 16 Oct – 13 Nov 2022	Star Asianet Middle East	Part of Agreement with Star Sports 2021 - 2023 Exclusive Terrestrial, Shared Cable, Satellite
England Tour of Pakistan 1 Dec – 21 Dec 2023	Star Asianet Middle East	Part of Agreement with PCB 2020 - 2023 Exclusive Terrestrial, Cable, Satellite
New Zealand Tour of Pakistan 26 Dec 22 – 13 Jan 23	PCB	Part of Agreement with PCB 2020 - 2023 Exclusive Terrestrial, Cable, Satellite
ILT20 2023(13 Jan – 12 Feb) BPL T202023(06 Jan – 16 Feb)	TCC	Off Setting Exclusive Terrestrial, Shared Cable, Satellite
Pakistan Super League 13 Feb – 18 Mar 2023	PCB	Part of Agreement with PCB 2022 - 2023 Exclusive Terrestrial, Shared Cable, Satellite
Pakistan vs Afghanistan 2023 24 – 27 March(3 T20I)	Trans International	Exclusive Terrestrial, Shared Cable, Satellite
New Zealand Tour of Pakistan 14 Apr – 7 May 2023	PCB	Part of Agreement with PCB 2020 - 2023 Exclusive Terrestrial, Cable, Satellite
ICC Cricket World Cup Qualifier 2023 18 June – 9 July 2023	Star Sports	Part of Agreement with Star Sports 2021 - 2023 Exclusive Terrestrial, Shared Cable, Satellite

## PTV Film Division



PTV Film Division has been established in June, 2022 to provide marketing base to emerging producers of feature & short films. The need for establishing this department was derived from the mandate of PTV to broadcast content for the promotion of national interests.

The key objective of PTV Film Division is to promote film production by venturing into joint productions and to create employment opportunities in the film sector.

### Initiatives

- **Media Partnership with fresh/Upcoming films**

Film Name	Produced by	Theatrical Release
Intezar	Sakina Samo Films	27.11.2022
Ba Tie Girl	Hunerkada Films	04.08.2023
Thori Setting Thora Piyar	M/s Glass wings FX	31.12.2022

- **TV premiers of film**

Film Name	Producer by	Theatrical Release
Na Maloom Afrad 1	M/s Filmwala Production	10.07.2022
Na Maloom Afrad 2	M/s Filmwala Production	11.07.2022
Salute	M/s Distribution Club	16.08.2022
Sher Dil	M/s NK Pictures	22.04.2023
Aye Ishq Zara Rang De	M/s Baraka Media	23.04.2023
Armaan (Classic Movie)	M/s Baraka Media	24.04.2023

- **Movie shows /Children Show**

1. **“Movie Mag”**

A show about the gossip in the film industry and about the film fraternity

2. **“Planet Champs” animated series & show for children**

Animated series & show for children from age 08 to 13. The purpose of this show is to create awareness among children about environment and climate change.

- **Establishment of National Film Production Institute**

PTV Film Division inaugurated the establishment of National Film Production Institute in June 2023 at PTV Academy Islamabad.

- **Joint ventures with film producers**
- **MoU with universities**
  1. PTV Films signed an MoU with Fatima Jinnah Women University in November, 2022 to be a media partner in 2<sup>nd</sup> Naqsh Digital Film Festival.
  2. PTV Films signed an MoU with Riphah University in May 2023 to telecast short films made by students.
  3. MoU between PTV Films and WWF
  4. MoU between PTV Films and The Citizens Foundation
- **MoU with production houses**
  1. PTV films signed and MoU on Sep 2023 with Farda Production for documentary films on Sep, 2023.
  2. MoU with 60 second film Festival
- **“Coffee Table Book”** on the history and development of Pakistani cinema is under process
- Music Video called **“Waada-Unity-Faith-Discipline”** was broadcast on December, 2022

### **PTV International Relations Overseas Projects**

Main objective of International Relations Division is to highlight Pakistan's image amongst International Networks. The Division make its utmost efforts to develop friendly relations with Regional Unions and International Organizations. This Division implements the bilateral agreements signed between Pakistan and the foreign countries from time to time. It also initiates bilateral agreements with the Television Organizations of the foreign countries.

In this connection PTV has signed/upgraded its existing Agreements/MOUs with different countries (in lieu of the Government of Pakistan's Agreements/MOUs) and with several International Media Networks. This has enabled us to move further in the cooperation in different fields on mutually agreed terms and in projection of Pakistan's soft image in the International Community.

This Division facilitates the exchange of Television Programmes with Foreign TV Networks, Training courses as per bilateral agreements with the International Television Organisations and to disseminate the informative material pertaining to current happening on the demand of National and International Networks. International Relations Division provides PTV Programmes to Foreign Missions Abroad for the projection of Pakistan on special occasions with specific reference to the National Day.

During the above period PTV has provided dubbing of its various programmes to different countries for projection of Pakistan on DVD Format

and on hard disk. IRD is producing a documentary series on “The Legends of Pakistan” Zia Mohyeddin, Amjad Islam Amjad, Surriya Multanikar, Shoaib Sultan Khan, Akhter Meer Khan, Dr. Adeb ul Hassan Rizvi, Dr. Shahida Jafari, VC Sardar Bahadur Khan Women University Baluchistan and Mrs. Kanwal Naseer.

### **Participation in Festivals/ Competitions**

IR Division also handles and ensures the participation of PTV in International Television Programmes Festivals/Contests.

PTV has been participating in the International TV Programmes Festivals such as ABU Prize, gold panda film and television awardmink international film festival “listapad” , 37<sup>th</sup> Fajr International Music Festivals Couting Films for the South Asian Film Festival Of Montreal, 15<sup>th</sup> Tashkent International Film Festival “pearl Of The Silk Road”, (29 september – 03 october, 2023), SAARC tv Programmes festivals, PTV also participated in the ABU, AIBD online training courses/programmes and conferences.

### **Satellite Booking and Technical Facilities**

International Relations Division always arranges the Satellite/News Feeds from different countries to PTV Islamabad during the visits of VVIP, s (i.e., President of Pakistan, Prime Minister of Pakistan and other important Events)

This Division also makes arrangements to provide other technical facilities to foreign media teams on their request. Live Satellite feeds are also arranged by this Division. During the visits of foreign dignitaries, the Division also provides Editing facilities to their media persons. The following local/foreign channels have been facilitated during the above said period.

### **Sales of Programmes**

IR Division provides News, Sports, Archival Material and PTV Programmes to foreign media and other agencies as per agreements or on the demands on commercial basis.

In the year 2022-2023, IRD issued the invoice and received an amounting of Rs.7,827,796/- (£-20,000/-).

### **PTV Revenue/ Finance**

The achievement of finance department during financial year 2022 – 2023 is profit before tax amounting to Rs. 1,058.060 million (Provisional).

## **Press Information Department (PID)**

Press Information Department (PID) is an attached department of the Ministry of Information and Broadcasting. It is the premier department for Public Relations, Information and Publicity of the Federal Government.

### **Functions / Activities**

The functions / activities of PID are mentioned as under:-

- i. Media Coordination, liaison with Print & Electronic Media
- ii. Media Interaction
- iii. Media Facilitation
- iv. Media Coverage of the Federal Government
- v. Feedback Services
- vi. Research and Reference
- vii. Release of Public Sector Advertisements
- viii. Maintenance of Central Media List
- ix. Arrangements of Press Conferences of Federal Ministers / MoS / Advisor to PM and SAPM
- x. Issuance of Accreditation Cards to local and foreign Journalists
- xi. Financial Assistance to Press Clubs / Journalistic Bodies/ Journalists
- xii. Recommendations / Citation for Conferment of Pakistan Civil Awards

### **Performance / Achievements**

The performance / achievements of PID during the Year 2022-2023 are detailed as under:

#### **Publicity (Home Publicity / Central News Desk / Feedback Services)**

Extensive projection was accorded to the official activities of the President, Prime Minister and Federal Ministers in the country and during their visits abroad in both Print, Electronic, Social and Digital media platforms.

The Home Publicity Section of this department in coordination with the Central News Desk and Feedback service of the department has served as a focal point for the publicity and public relation activities of Federal Government. PID's field officers / PROs attached with different Federal Ministries / Departments maintained close liaison with the print and electronic media and employed the latest PR techniques to

publicize government's stance and policies in National Media. In addition to the routine publicity activities, special media coverage and projection was arranged for mega projects, launched by the government. PID headquarters provided full support and facilitation to all its regional offices and field officers who are working as the backbone of the government's public relations activities.

Press Information Department, being the premier department of public relations, attaches its officers to the Ministers/ Divisions/ Organizations as PROs to carry out the projection of official activities of their respective ministries/organizations. Moreover, Press Conference and Media briefings of Federal Ministers / Secretaries/Advisors to PM/SAPM regarding important national issues & policy decisions are also arranged by PID.

Exclusive coverage was arranged for the following events:-

- Celebration of Independence Day, 14<sup>th</sup> August, 2022
- Celebration of Defence Day, 6<sup>th</sup> September, 2022
- Kashmir Black Day, 27<sup>th</sup> October, 2022
- Quaid-i-Azam Day / Christmas, 25<sup>th</sup> December, 2022
- Kashmir Solidarity Day, 05<sup>th</sup> February, 2023
- Celebration of Pakistan Day, 23<sup>rd</sup> March, 2023
- Special and Extensive coverage of Shuhda in particular reference to post 09<sup>th</sup> May, 2023 incident.
- Prominent coverage of 28<sup>th</sup> May Takbeer Day celebrations.
- Special and prominent coverage of pre & Post-Budget activities.
- Extensive coverage of national and international visits of the President, the Prime Minister and the Foreign Minister
- PID coordinated and arranged media coverage of all important events during the last FY 2022-23.
- PID maintained liaison with national print and electronic media during the Budget sessions of this financial year and arranged full media coverage of the budget speech & related sessions.
- PID coordinated and arranged media coverage during the visits of all foreign dignitaries and accorded extensive projection in both print and electronic media.
- Press Conferences and Media briefings of Federal Ministers / Secretaries / Advisors to PM / SAPM regarding important national issues & policy decisions were arranged by PID.

The details of professional performance are tabulated as below:-

Press Releases issued	1489 (Eng) 1796 (Urdu)
APP Stories	1560 (Eng) 8206 (Urdu)
Press Conferences arranged	450
Pictorial Coverage	3125
Clarifications/Rebuttals issued	78 (Eng) 07 (Urdu)
Tickers	3136 Urdu
Commissioned Articles contributed	427
Issuance of Accreditation Cards	396
Financial Assistance to Journalists / Press Clubs / News Agencies	28

## Budget & Accounts

### Budget

<b>Total Budget Grant</b>	<b>3,691,590,832</b>
<b>Total Expenditure</b>	<b>3,790,111,700</b>
<b>Excess Expenditure / Savings (if any)</b>	<b>(Excess) 98,520,868</b>

### Project

#### Pakistan Information Centre

Pakistan Information Centre (PIC) established in July 2021 under the PSDP programme with the aim to train the young and mid-career professional journalists. The Pakistan Information Centers were subsequently established in Islamabad, Karachi, Lahore, Peshawar, Quetta, Gilgit and Muzaffarabad.

During the year 2022-2023, 21 training workshops held around the country and more than 8 thousand young and mid-career journalists were trained.

S.No.	Title of the Projects	
1.	Pakistan Information Centre (PIC)	61,409,530
2.	CVE	36,447,443

### Advertisements

It is the domain of PID to release public sector advertisements to the newspapers through a transparent and systematic procedure. PID run government's media campaigns on eve of special days like Independence Day, Kashmir Day, Youm-e-Takbeer, Eid-ul-Azha, Eid Milad-un-Nabi etc through print and electronic media.

Advertisements release to print and electronic media from July 2022 to June 2023, details are tabulated as below:-

<b>Advertisement “Cm” issued</b>	<b>Amount in PKR</b>
3,580,030	2,022,232,382/-
<b>Media Campaigns</b>	
Electronic Media	13
Print Media	12
Digital Media Campaign	12

PID has introduced Online Advertisement Management Portal as a step towards “Ease-of-doing-Business” for the advertising industry. The online portal helps in timely issuance of advertisements regarding important initiatives of the government.

## PRESS REGISTRAR

### Introduction

The Press Registrar's Office was established under the Press Newspapers, News Agencies and Books' Registration Ordinance- 2002. It is working under the ordinance and the rules framed thereunder in 2009.

The Press Registrar's Office establishes close liaison with the new entrants in the field of journalism and provides them all kinds of assistance in completing formalities in starting a new publication.

### NOC (NO OBJECTION CERTIFICATE) DATA

A brief detail of NOC issued during the financial year 2022-23 is given below:

#### (a) NOC DATA FOR NEWSPAPERS/PERIODICALS:-

NOC	Periodicity wise Publication	NOC for Fresh Title	NOC for other stations	NOC for Change of Publishership/ownership	NOC for Change of Periodicity/Language and Printer	Total
	Daily	70	64	43	6	183
	Weekly	7	1	7	4	19
	Fortnightly	-	0	0	0	0
	Monthly	11	0	07	1	19
	Bi-Monthly	-	0	0	0	0
	Quarterly	5	0	0	0	5
	Annual	1	0	0	0	1
	Bi-Annual	3	0	0	0	3
<b>Total</b>	<b>97</b>	<b>65</b>	<b>57</b>	<b>11</b>	<b>230</b>	

#### (b) NOC DATA OF NEWS AGENCIES

	NOC for Fresh Title	NOC for Transfership	Total
NOC for News Agencies	04	1	05

#### (c) NOC DATA OF PRINTING PRESS

	NOC for Fresh Titles	Total
NOC for Printing Press	36	36

### REGISTRATION DATA

A brief detail of registration certificates issued during the above-mentioned period is given below:-

#### (a) REGISTRATION DATA OF NEWSPAPERS / PERIODICALS

REGISTRATION	Periodicity wise for Publication	Fresh Registration	Renewal of Registration	Total
	Daily	133	115	248
	Weekly	11	07	18
	Fortnightly	03	00	03
	Monthly	13	17	30
	Bi-Monthly	01	--	01
	Quarterly	--	02	02
	Annual	--	--	--
	Bi-Annual	--	--	--
<b>Total</b>	<b>161</b>	<b>141</b>	<b>302</b>	

**(b) REGISTRATION DATA OF NEWS AGENCIES**

Registered News Agencies	Periodicity wise for Publication	Fresh Registration	Renewal of Registration	Total
	24 Hours News Agency		02	02

**c REGISTRATION DATA OF PRINTING PRESS**

Registered Printing Press	Periodicity wise for Publication	Fresh Registration	Renewal of Registration	Total
	Day /Night		02	02

## **PRESS COUNCIL OF PAKISTAN**

### **Introduction**

To set standards of ethical journalism Press Council of Pakistan Ordinance was promulgated on 26<sup>th</sup> October, 2002. Press Council of Pakistan (PCP) was established to implement Code of Ethical Practice as set out in the schedule of the Ordinance and to perform such other functions assigned to it under the Ordinance, rules or regulations made. Under Section 7 of the Press Council of Pakistan Ordinance 2002, different stakeholders mentioned in Section 6 had to send their nominations for the establishment of the Council within thirty days. The main functions of PCP are to help newspapers to maintain their independence, to revise, update, enforce and implement the Ethical Code of Practice for the newspapers, news agencies, editors, journalists and publishers as laid down in the Schedule to this Ordinance.

The complaints are filed in PCP under Section 10 of the Ordinance. The complainant shall give notice to concerned editor or publisher within fifteen days of the publications of the matter complained for relief. The concerned editor or publisher shall take appropriate action on notice within fifteen days of receipt of notice. The complainant, if not satisfied with the relief, filed a complaint to the Council within fifteen days of expiry of the period specified in Sub-Section 2(10). The complainant, if an individual shall deposit a fee of rupees one thousand, and in case of an institution, a fee of rupees five thousand by way of a bank draft in the name of "Press Council of Pakistan. With the approval of the Council complaint shall be sent to the Inquiry Commission, established under Section 9 of Ordinance, for inquiry and decision.

According to Section 4(5) of the Ordinance, the Council for the purpose of performing its functions under the Ordinance may levy such fees, at such rates and in such manner, as may be prescribed, from registered newspapers and news agencies. Total 1528 newspaper and 19 News Agencies are registered in PCP.

### **Achievements**

The PCP processed 15 complaints and 50 notices received from different complainants. 65 complaints were also resolved on Prime Minister's Performance Delivery Unit (PMDU). Presently, the PCP Secretariat is housed in a rented building, Block 7, Section floor, Main Civic Centre, G-6 Markaz, Islamabad.

## SHALIMAR RECORDING & BROADCASTING COMPANY LIMITED

### **Introduction**

Shalimar Recording & Broadcasting Company (SRBC) is a public limited company which operates under Companies Ordinance-1984 and a separate legal entity incorporated under the then Companies Act- 1913, presently the Companies Act-2017, the applicable law. SRBC operates A-TV Channel and FM Radio 94.6 as National Broadcasters defined in PEMRA Amendment Act-2007.

SRBC has its own Memorandum and Articles of Association and Board of Directors which is the highest decision making authority. SRBC generates its own revenues from its commercial activities consisting of TV (A-TV) channel and Shalimar FM Radio Network and has never received any grant or budgetary allocation from the Federal Government since its inception.

SRBC being a National Broadcaster in terms of Section 37 of PEMRA Amendment Act-2007 is playing a supportive role for projecting and creating general awareness in connection with implementing the Principles of Policy, Pakistan Constitution, 1973.

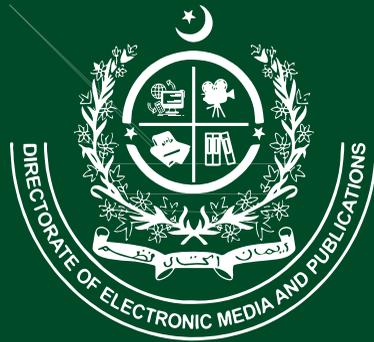
### **Coverage of Government Initiatives during financial year 2022-23**

- Extensive coverage was accorded to Government's policies. Highlighted its uplift programs and projects and initiatives undertaken covering important spheres of life and to the eventual benefit of general public. Coverage was also accorded to the proceedings of National Assembly and Senate sessions as well as standing committees of both the houses.
- Daily news bulletins on national issues to promote national integration and religious harmony, headlines in special coverage of PM/President of Pakistan official engagements. Special discussion/talk shows with government officials/federal ministers with regard to upcoming projects, development projects, health/Pandemic (Covid-19) and other social issues.
- Special news reports on government initiatives and RED LETTERS DAYS such as Quaid, Iqbal, Kashmir, Labour, Youm-e-Azadi, Defence, Youm-e-istehsal days. Telecasting of Defence Day ceremonies held at general headquarter (GHQ), Rawalpindi and other special shows

presented/ telecasts by ISPR.

### **Technical up-gradation during financial year 2022-23**

- Master Control Room's equipment was up-graded at A-TV Complex and building maintenance/renovation work was carried out at Head Office. Islamabad. Two (02) Master Control Rooms were established.
- Technical up-gradation & renovation work was carried out at A-TV Complex. Islamabad, resulting into better quality of transmission from its 20 TV transmitting /re-broadcasting stations i.e. Islamabad, Karachi, Lahore, Faisalabad, Peshawar, Quetta, Larkana, Multan, Bahawalpur, Hyderabad, Daska, Sukkur/ Thandiani, Batkhaila, Mengora, Khuzdar, Kalat, Sibi, Sahiwal, Tando Allahyar as well as its 09 FM Radio Transmitting stations i.e. Islamabad, Karachi, Lahore, Faisalabad, Peshawar, Multan, Hyderabad, Daska. A-TV Coverage area is over 70% of population of Pakistan through its terrestrial transmitters which are interlinked via PakSat Satellite. Its satellite footprint is covering 58 counties in the Asia-Pacific region.



**Directorate of Electronic Media & Publications**  
Ministry of Information & Broadcasting,  
Government of Pakistan  
Islamabad