ANNEXURE

Annexure 1

PRASAR BHARATI DOORDARSHAN INDIA

CITIZEN’S CHARTER

This charter is a commitment of Doordarshan to

- Inform freely, truthfully and objectively the citizens of India on all matters of public interest, national and international.

- Provide adequate coverage to the diverse cultures and languages of the various regions of the country through appropriate Programs in the regional languages/dialects.

- Provide adequate coverage to sports and games.

- Cater to the special needs of the youth.

- Promote social justice, national consciousness, national integration, communal harmony, and the upliftment of women.

- Pay special attention to the fields of education, and spread of literacy, agriculture, rural development, environment, health and family welfare and science and technology.
- Provide a comprehensive TV coverage through the use of appropriate technology.

- Undertake at regular intervals auditions for classical dance forms.

- Ensure that the programs telecast on its channels are in full compliance of the AIR/Doordarshan program and advertisement code.

- Place basic data about its network, Acts and guidelines, list of commissioned/sponsored programs, defaulting agencies, and tender notices in the public domain through its website (www.ddindia.gov.in).

Annexure 2

CHINA

- In October 1996, the third channel of CETV (CETV3) began to broadcast officially.

- In 1997, Tsinghua University set up the first modern distance education system of China, and for the first time in China, applied digital technology and transmitted educational programs via satellite.
In 1998, Ministry of Education (MoE) of the P.R.C. initiated modern distance education and designated Tsinghua University, Zhejiang University, Beijing University of Posts and Communication and Hunan University as the first batch of experimental units. Since that time, these universities have successively established their own distance education networks.

In 1999, the State Council ratified the “Action Scheme for Invigorating Education towards the 21st Century” put forward by MoE, declaring that it would construct a modern distance education network based on China Education and Research Network (CERNET) and satellite TV education network, making use of cable-TV networks and communication networks of all districts to promote the development of a modern distance education system for China.

In 2000, the “Project for Reconstructing China Satellite TV Education Network” and the “Project of Expanding CERNET’s Capability” was begun, and the engineering and constructing of educational resources commenced at that same time.

In September 2000, MoE ratified and began a “Demonstration Program for Reducing Poverty via Modern Distance Education”; In October 2000, China Education Broadband Satellite network (CEBSat) was launched, which showed that China’s modern educational technology had entered into a new era.

In February 2001, Li Ka Shing announced in Guizhou province that the “Project of Modern Distance Education for Western Primary and junior Secondary Schools” would start. MoE and Li
Ka Shing Foundation decided to implement jointly the program of poverty-reduction and the project of modern distance education for western primary and junior secondary schools, which would in two years build approximately ten thousand demonstration schools that could receive educational resources and information through the CEBSat multimedia platform in poor counties and towns of western China.

- In 2003-2004, with the State Council’s approval, the MoE, the National Development and Reform Commission and the Ministry of Finance began to implement jointly the experimental unit work of modern distance education for primary and junior secondary schools in the countryside, according to the rule of “Making an outline, establishing experimental units first, seeking breakthrough in important districts and progressing step by step.”

- In January 2004, a special digital channel for modern distance education for Communist Party members in the countryside began to broadcast. By October 2005, 12 provincial experimental units, that include 169,607 township and administrative village reception units, had been established, covering approximately 185.6 million people.

- In March 2004, the State Council ratified the “2003-2007 Plan for Revitalizing China’s Education” put forward by MoE, which stressed the need to implement the “Project of Educational Informationalization” and to accelerate the “Project of Expanding the Capacity of CERNET and CEBSat.”

- In May 2003, CETV opened a channel for Air-classroom.
In October 2005, CETV opened a channel for early-period education.

(http://satjournal.tcom.ohiou.edu/Issue11/wang.html)

Annexure 3

Canada Declaration

3. (1) It is hereby declared as the broadcasting policy for Canada that

(a) the Canadian broadcasting system shall be effectively owned and controlled by Canadians;

(b) the Canadian broadcasting system, operating primarily in the English and French languages and comprising public, private and community elements, makes use of radio frequencies that are public property and provides, through its programming, a public service essential to the maintenance and enhancement of national identity and cultural sovereignty;

(c) English and French language broadcasting, while sharing common aspects, operate under different conditions and may have different requirements;

(d) the Canadian broadcasting system should
(i) serve to safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada,

(ii) encourage the development of Canadian expression by providing a wide range of programming that reflects Canadian attitudes, opinions, ideas, values and artistic creativity, by displaying Canadian talent in entertainment programming and by offering information and analysis concerning Canada and other countries from a Canadian point of view,

(iii) through its programming and the employment opportunities arising out of its operations, serve the needs and interests, and reflect the circumstances and aspirations, of Canadian men, women and children, including equal rights, the linguistic duality and multicultural and multiracial nature of Canadian society and the special place of aboriginal peoples within that society, and

(iv) be readily adaptable to scientific and technological change;

(e) each element of the Canadian broadcasting system shall contribute in an appropriate manner to the creation and presentation of Canadian programming;

(f) each broadcasting undertaking shall make maximum use, and in no case less than predominant use, of Canadian creative and other resources in the creation and presentation of programming, unless the nature of the service provided by the undertaking, such as specialized content or format or the use of languages other than French and English, renders that use impracticable, in which
case the undertaking shall make the greatest practicable use of those resources;

(g) the programming originated by broadcasting undertakings should be of high standard;

(h) all persons who are licensed to carry on broadcasting undertakings have a responsibility for the programs they broadcast;

(i) the programming provided by the Canadian broadcasting system should

(i) be varied and comprehensive, providing a balance of information, enlightenment and entertainment for men, women and children of all ages, interests and tastes,

(ii) be drawn from local, regional, national and international sources,

(iii) include educational and community programs,

(iv) provide a reasonable opportunity for the public to be exposed to the expression of differing views on matters of public concern, and

(v) include a significant contribution from the Canadian independent production sector;
(j) educational programming, particularly where provided through the facilities of an independent educational authority, is an integral part of the Canadian broadcasting system;

(k) a range of broadcasting services in English and in French shall be extended to all Canadians as resources become available;

(l) the Canadian Broadcasting Corporation, as the national public broadcaster, should provide radio and television services incorporating a wide range of programming that informs, enlightens and entertains;

(m) the programming provided by the Corporation should

(i) be predominantly and distinctively Canadian,

(ii) reflect Canada and its regions to national and regional audiences, while serving the special needs of those regions,

(iii) actively contribute to the flow and exchange of cultural expression,

(iv) be in English and in French, reflecting the different needs and circumstances of each official language community, including the particular needs and circumstances of English and French linguistic minorities,

(v) strive to be of equivalent quality in English and in French,

(vi) contribute to shared national consciousness and identity,
(vii) be made available throughout Canada by the most appropriate and efficient means and as resources become available for the purpose, and

(viii) reflect the multicultural and multiracial nature of Canada;

(n) where any conflict arises between the objectives of the Corporation set out in paragraphs (l) and (m) and the interests of any other broadcasting undertaking of the Canadian broadcasting system, it shall be resolved in the public interest, and where the public interest would be equally served by resolving the conflict in favour of either, it shall be resolved in favour of the objectives set out in paragraphs (l) and (m);

(o) programming that reflects the aboriginal cultures of Canada should be provided within the Canadian broadcasting system as resources become available for the purpose;

(p) programming accessible by disabled persons should be provided within the Canadian broadcasting system as resources become available for the purpose;

(q) without limiting any obligation of a broadcasting undertaking to provide the programming contemplated by paragraph (i), alternative television programming services in English and in French should be provided where necessary to ensure that the full range of programming contemplated by that paragraph is made available through the Canadian broadcasting system;
(r) the programming provided by alternative television programming services should

(i) be innovative and be complementary to the programming provided for mass audiences,

(ii) cater to tastes and interests not adequately provided for by the programming provided for mass audiences, and include programming devoted to culture and the arts,

(iii) reflect Canada’s regions and multicultural nature,

(iv) as far as possible, be acquired rather than produced by those services, and

(v) be made available throughout Canada by the most cost-efficient means;

(s) private networks and programming undertakings should, to an extent consistent with the financial and other resources available to them,

(i) contribute significantly to the creation and presentation of Canadian programming, and

(ii) be responsive to the evolving demands of the public; and

(t) distribution undertakings
(i) should give priority to the carriage of Canadian programming services and, in particular, to the carriage of local Canadian stations,

(ii) should provide efficient delivery of programming at affordable rates, using the most effective technologies available at reasonable cost,

(iii) should, where programming services are supplied to them by broadcasting undertakings pursuant to contractual arrangements, provide reasonable terms for the carriage, packaging and retailing of those programming services, and

(iv) may, where the Commission considers it appropriate, originate programming, including local programming, on such terms as are conducive to the achievement of the objectives of the broadcasting policy set out in this subsection, and in particular provide access for underserved linguistic and cultural minority communities.

http://laws.justice.gc.ca/eng/B-9.01/page-1.html#anchor-ga:1_l-gb:s_3