

REPORT
OF
FILM ADVISORY COMMITTEE
OF
MEMBERS OF PARLIAMENT



MAY 1966

Directorate of Commercial Publicity, Ministry
of Commerce, Government of India, New Delhi

REPORT OF THE FILM ADVISORY COMMITTEE OF MEMBERS OF PARLIAMENT

Preamble

An Advisory Committee of Members of Parliament was set up by an Office Memorandum issued by the Government of India, in the Ministry of Commerce [No. 30-Pub(3)/65 of May 20, 1965]. This Committee was appointed following the acceptance of a suggestion of the Informal Consultative Committee of Parliament on Commerce, for production of documentary film aimed at educating the people regarding the vital importance of exports to the economy.

Terms of Reference

The Committee was initially constituted for giving guidance in the preparation of a documentary film intended for arousing the export-consciousness in the country. On a request of the Committee, the scope of the term of reference was later enlarged so as to cover the production of documentary film both for internal and external publicity.

Composition of the Committee

The Committee comprised the following :

1. Shri Sham Lal Saraf, M.P.	<i>Chairman</i>
2. Shri Ravindra Varma, M.P.	<i>Member</i>
3. Shri K. C. Pant, M.P.	„
4. Shri Rameshwar Tantia, M.P.	„
5. Mrs. T. R. Sathe, M.P.	„
6. Shri Santokh Singh, M.P.	„
7. Shri P. N. Kathju, M.P.	„
8. Shri D. R. Khanna, under Secretary, Ministry of Information and Broad- casting.	„
9. Shri V. R. Rao, Director Commercial Publicity, Ministry of Commerce.	<i>Member-Secretary</i>

Procedure Adopted by the Committee

The Committee held six meetings in all, four at Delhi, one at Bombay and one at Poona. The Committee also studied the working of various Export Promotion Institutions like the State Trading Corporation, Indian Standards Institution, etc., stationed at Delhi with a view to finding their contribution/role in the promotion of our exports. At Bombay and Poona, the Committee went into the working of Films Division and the Film Institute of India so as to determine the extent to which these institutions can be made use of for production of documentary films for export promotion. The Committee also saw a number of documentary films already produced by this Ministry both for publicity in the country and markets abroad. All the Members of the Committee received the background information which was supplied to the Films Division for production of a documentary film for arousing export-consciousness in the country. In addition, copies of the notes on 'Why Export', exhaustive list of the principal items of exports from India, brochure on 'How to Export', lists of the documentary films produced and radio talks arranged through the External Services of the All India Radio, long-term publicity programme of the Ministry of Commerce and copies of pamphlets, brochures produced by the Ministry on various export commodities for export publicity were also received by the Members of the Committee.

Need for Export

The Committee discussed in detail the need to export more and more. One of the chief characteristics of a developing country like India is that she must export in order to be able to import. The massive programme of economic development framed for the country calls for an increasing volume of imports of capital goods, basic industrial raw materials, intermediates and components needed by the developing industries, as well as technical skill and know-how to be acquired from abroad for modernisation of our factories and mills, amortisation of loans, maintenance, defence preparedness, foodgrain imports. All these items can be paid for only in foreign exchange. It is, therefore, imperative that we should step up our exports to the maximum extent possible.

The Nation has set before itself the goal of attaining a self-generating economy. It is a complex task and would require a multi-pronged attack at a variety of levels. It would require increase in production and productivity so that larger surpluses can be thrown up for exports. Secondly, it would mean the curtailment of domestic consumption in the short run to the barest minimum, because production cannot be stepped up overnight. Thirdly, it would require a vigorous drive to effect sales in foreign markets where demand requires stimulation and competition from rival countries is

getting ever stiffer. Government or the trading community alone cannot solve the problem. Every individual has to lend a shoulder. In fact, the whole nation has to mobilise itself, otherwise our economic progress would slow down which would mean a failure on our part to keep the date with India's economic destiny.

The target of attaining the exports of Rs. 5,100 crores during the Fourth Plan period, i.e. reaching the figure of 1,100 crores by 1970-71 involves an increase of nearly 30 per cent over the period of five years. But fulfilment of even this moderate target has posed numerous problems like:

Generation of an adequate export surplus of saleable commodities at competitive prices;

Building up an export minded cadre of competent exporters for transforming the export surplus into actual foreign exchange earnings;

Setting up of a dynamic institutional framework for creating and sustaining the export effort at various levels; and

Mobilisation of the demand for our goods in foreign markets;

In this connection, the Committee has noted that the Government has already taken a series of measures to facilitate expansion and flow of exports to overseas markets. The Committee is glad to observe that the institutional arrangements set up is something laudable.

The most important among these Institutions is the Board of Trade, a high power advisory body with the Commerce Minister as its Chairman and members drawn from various sectors of the industry and trade as also other organizations connected with them. The Committee feels that representatives of States and important growers' interests should find greater representation than now.

They are also of the view that the Board should arrange its meetings at important State Headquarters so that export consciousness may permeate to a greater depth than now.

There are already eighteen export promotion councils, seven commodity boards and five corporations. The export promotion councils cover a wide range of commodities including cotton textiles, basic chemicals, cashew, chemicals and allied products, engineering goods, finished leather and leather manufactures, marine products, mica, plastics, and linoleum, processed foods, shellac, silk and rayons, spices, sports goods, tobacco and woollens. They promote exports by disseminating information on various foreign markets, guiding new-comers in the export trade, assisting in the

development of products and markets, sponsoring delegations abroad, arranging publicity and participation in trade fairs, etc. The seven commodity boards which cover commodities of tea, coffee, coir, handicrafts, handlooms, silk and rubber, deal with various aspects of export promotion including production and development. In addition, there are export promotion offices set up at Bombay, Calcutta, Madras and Ernakulam which are assisted in their work by the Honorary Export Promotion Advisors drawn from the business and trade. At State Government levels there are the export liaison officers to energise the various state organizations in the task of export promotion. Over and above, there are Government trading Corporations, viz. the State Trading Corporation, Minerals and Metals Trading Corporation, Handicrafts and Handlooms Export Corporation, Indian Motion Pictures Export Corporation and Metals Scraps Trading Corporation. These have provided the essential base for developing and strengthening the effort relating to specific commodities and for reaching out to various regions of the world with those commodities. Certain commodities which would otherwise have languished in the exports, or on which adequate attention may not have been paid, have been picked up by these Government Trading Corporations for intensive export efforts.

The Committee is also pleased to note that the State Trading Corporation in its export promotion activities functions like a friend and a guide in finding out markets for commodities where the sales fall and the future sometime looks dark, dim and dismal. It fills up the missing links in the chain of exporting. Its major role is in respect of coordination of India's export trade with countries having Government controlled economies. It has been successful in introducing new items in foreign markets as well as finding new markets for existing items. The State Trading Corporation is also called upon to undertake price support or buffer stock operations where the prices register a considerable fall.

The Minerals and Metals Trading Corporation handles exclusively export import trade in minerals and metals specifically allotted to it. The important commodities handled by the Corporation are iron ore, manganese ore, ferro-manganese, bauxite, illeminite, chrome ore, coal, non-ferrous metals such as copper, zinc, lead, nickel, tin, steel, etc. The Corporation helps also the private sector in finding new markets for traditional as well as new items. It procures at reasonable prices and holds stocks in order to maintain production at optimum level of commodities which have high export potential.

Apart from the above institutions, the Government have set up the Indian Institute of Foreign Trade for training personnel engaged in the export trade. The Institute is now running training courses in international trade and conducts seminars on export problems as also disseminates specialised export

information and export techniques. There is the Export Credit and Guarantee Corporation which covers various types of risks and facilitates the availability of finance for export. The Indian Council of Arbitration which has come into existence recently is designed to facilitate arbitration of commercial disputes arising in the course of export trade. To strengthen the visual publicity abroad and to supplement the activities of the Ministry in this regard, the Indian Council of Trade Fairs and Exhibitions has been set up.

Besides the above institutional arrangements, the Committee was apprised of various incentives given to exporters. Mention may be made, in particular, of the import entitlements under various export promotion schemes under which the exporters get import licences for raw materials, components, machinery and spares, drawback of excise and customs duties in respect of materials which are supplied to them and which go into the making of export products, manufacture in bond, enlargement of facilities in respect of medium and short term credits, etc. Very recently, besides allowing rebate @ 1/10th of the amount of Income Tax and Super Tax attributable to income arising from export, further assistance in the form of tax credit certificates has been instituted. The rate of tax credit ranges from 2 to 15 per cent. The commodities falling under this are:

Goods made wholly or mainly of jute,

Jute carpet backing cloth,

Cashew kernels in consumer packing of 2 kgs. or less.

De-oiled rice bran,

Green tea,

Tea (other than green tea) in consumer packing of 1 kg. or less.

Tea n.o.s.,

Calcined magnesite,

Iron ore (raw, washed or pelletised),

Lumpy iron ore originating from mines, the nearest loading point of which is not less than 200 kilometers away from the Customs Station (whatever the mode of transport used),

Coal,

Fresh fruits other than nuts,

Surgical cotton and surgical dressings,

Guar gum (refined pulverised or treated).

Guar splits,

Myrobalan extract,

Crushed bones,

Refractories,

Tiles of earthenware,
 Manganese ore containing 48 per cent. or less of manganese,
 Ferro-manganese,
 Alcoholic beverages,
 Processed mica powder,
 De-oiled extractions of groundnut oil cakes,
 Coir ropes, coir mats and coir mattings,
 All sorts of leather and leather goods (excluding raw hides and raw
 skins) and
 Fresh vegetables.

The Committee also noted that facilities are accorded in respect of allocation of indigenous raw materials for manufactures meant for export, freight concessions, both on rail and ocean and of trade delegations.

In this fiercely competitive world market, we can sell only if our products are of high quality and design, and meet specific requirements, tastes, etc. of consumers in markets abroad. Quality, in this age of technological development is not the monopoly of a single nation. Unless our products are of high standard, we have no chance to sell. The Committee is gratified to observe that energetic measures are being taken to ensure the quality of various Indian products and manufactures. In this respect the work of the I.S.I. is commendable. This Institution has evolved about 3000 standards covering a wide range of manufactures and other products. It has evolved a certification marks scheme covering about 350 export products. Under this scheme the importer abroad is assured of products which conform to internationally recognised standards. To ensure quality, it has instituted a system of inspection and checking in respect of the goods falling under Export Quality Marking scheme. This scheme is covering more and more of export items.

The recently set up Export Inspection Council of India has, since its inception in 1964, taken vigorous action to institute quality standards and a system of preshipment inspection schemes. The Committee was glad to note that now nearly 80 per cent of our exports are covered by these Schemes of the Export Inspection Council.

We are also pleased to note that export publicity has in recent years gained momentum and is done with purposiveness. Our participation in international fairs and holding of wholly Indian fairs has also been increased.

What we notice is that the creation of export consciousness or awareness has not received such attention as it deserves. On account of our developmental needs our import policy has been very restrictive and the internal market has become practically a monopoly of Indian manufacturers. The

pull of the home market is too heavy to facilitate exportation. Further as the standards of living and income are rising, there is the tendency to consume the rising national gross product. It is, therefore, necessary to educate the public about the urgent need to maximise export, although it may involve to some extent inconvenience and a slight hardship. Export consciousness has, therefore, to be created through publicity and propaganda through various media. Services of various voluntary social organizations like All India Women's Federation, Bharat Sewak Samaj, etc. can be profitably used. Wastage, particularly at consumer level, is to be eliminated. In this respect, the housewife can play a decisive role. That is the reason why the Committee would particularly recommend that the women's organizations, both at the Centre and State levels, may be profitably used. Seminars, symposiums, exhibitions, etc. can be arranged by these organizations, if necessary with financial assistance.

Press can powerfully influence the minds of the public. The Committee would recommend greater utilization of this media. Newspapers and journals with mass circulation, both in Hindi and regional languages, may be persuaded to bring supplements on exports so as to focus public attention. Folders and pamphlets written in easily understood local languages could be profitably employed. Apart from the press publicity or propaganda, medium of documentary films can have an abiding influence.

Initially the Committee was expected only to concern itself with the production of a documentary film for arousing export consciousness in the country, but in the first meeting itself, it was felt that production of films for external publicity is closely related to the creation of export consciousness. Accordingly the terms of reference were enlarged to cover both these aspects.

There are many factors which influence public opinion and harness their cooperation. A documentary merely exhorting people to abstain from consumption and to save for export will meet resistance. As mentioned earlier our consumption standards are very low and to ask people to forego even a portion of their meagre requirements would be resented. What we have to suggest is that out of every additional production that is achieved, a part should be set apart for capital formation. To raise the consumption standards of our people we have to increase output of food and other crops, produce more cloth and produce more and more such other items which make life worth living. Drugs and medicines have to be produced, hospitals have to be constructed to keep the health. Therefore, we have to set up factories to manufacture fertilizers for our fields, cloth, medicines and other necessities of life. As we don't have the necessary technical know-how and machinery, we will have to import. So the documentary films should start with the presentation of fields where better techniques of production are employed, yields are higher and factories producing host of other

consumers items. Hospitals, educational institutions and others should also be presented. All these, the commentary should indicate, require the import of machinery, scarce raw materials, technical know-how, etc. This would bring in the topic of selling. We can show here the usual life of a rural family; how he exchanges his produce with what he needs from others. The documentary should emphasis here that this is a corollary of exchange economy, be it on family level, village level or national level. From here we have to indicate what products we can export. But we cannot sell whatever we want to export unless they are required abroad. Therefore, the documentaries should cover the items that are exported or can be exported. In this connection the Committee has drawn up a list of items that are being exported or have export potential and can be covered by documentaries. The documentary will also have to indicate the various measures, institutional and otherwise, which the Government have taken to facilitate exporting. The documentary may also highlight the role of such institutions as Export Promotion Councils, Commodity Boards, State Trading Corporation, etc., and indicate how they can be helpful to exporters or would-be exporters. In respect of some items which can be exported like sugar, bananas, the documentary should highlight the need and a little hardships that their export would cause to the consumers in the country. Care has to be taken to see that all these things are hinted indirectly and it does not sound like mere Government propaganda. The documentary should also cover the following:

- (i) Besides what has already been said, some shots of prominent officials, non-officials and leaders' views, speeches, etc. at various meetings and conferences.
- (ii) How quality control has been introduced and standards for quality laid ("I.S.I." etc.).
- (iii) Transport facilities for moving export products in bulk like ores, tea, jute, etc. by rivers, trucks, railways and sea.
- (iv) Institutional arrangements such as Commodity Boards, Exports Promotion Councils, Corporations, etc.
- (v) Channels of exports (both through state-owned organizations like S.T.C. and private trade).
- (vi) Credit facilities to exporters.
- (vii) Assistance given to exporters, and other measures taken for arousing export consciousness.
- (viii) Role of India Government's Commercial Representatives abroad in promoting export trade.
- (ix) Coverage of foreign families living in India, using Indian goods for their decoration, etc.

The Committee feels that a single documentary may not be adequate to cover all the aspects indicated above. There is the need, therefore, to

have a number of documentaries on 'Why Export', 'What to Export', 'How to Export', etc. And these documentaries should be of two kinds, *viz.*, (i) Meant for appeal to the general public; and (ii) Meant for special audience like potential exporters, chambers of commerce, trade organisations, etc.

In regard to documentary films for exhibitions abroad, the Committee had the benefit of viewing a number of documentaries produced by the Films Division at the instance of the Commerce Ministry. The Committee had also the benefit of discussions with the producer-in-chief of the Films Division, Bombay, and the Principal of the Film Institute, Poona. The Committee is of the view that documentaries for export promotion can also be usefully divided in the above-mentioned two categories, *viz.*, (i) Films for being shown to general audience; and (ii) Films for being shown to specialised audience. After due consideration the following suggestions as guiding rules for production of export promotion films are made :

- (1) Each film should be tailor-made to suit the specific requirements of the audiences for whom it is intended.
- (2) Each film as far as possible, should be based on one single idea which would be properly developed. Any attempt to put too many ideas in one film reduces the usefulness of the film and dilutes its impact.
- (3) Some sequences in a film could be profitably shot in foreign countries to show how Indian products are utilised in foreign homes and how they are available in foreign countries.
- (4) Too much of commentary should be avoided.
- (5) Techniques of high pressure salesmanship should be avoided.
- (6) Quality of products should not be praised in hyperbolic terms.
- (7) For export promotion the films should be indirect, unobstructive and modest in claims for our products.
- (8) Commentary of documentaries, as far as possible, should be got vetted and recorded in countries in which they are to be exhibited.

In the production of documentaries for exhibition abroad, the officers in the Commerce Ministry connected with the production of documentaries for publicity in overseas markets as well as the officials of the Films Division should have adequate knowledge of the trends and the requirements of publicity films. A first hand knowledge of some of the foreign countries abroad where this technique of publicity is developed is necessary. We recommend that two or three officials drawn from the Commerce Ministry and the Films Division may be deputed to go abroad on a study tour.

In any programme of export publicity in overseas countries we cannot be content with only one medium. All media should be utilised in a co-ordinated and integrated manner if publicity is to have any impact.

In regard to our Commercial Representatives abroad, the Committee is of the view that in these days of specialisation, a separate cadre to man commercial posts should be drawn up. The personnel should be well conversant with the business practices in India and abroad and should have good understanding of the export problems of their country. This would enable them to play more effective role in promotion of the country's exports.

To create necessary climate and impact, publicity including publicity through documentary films should have the necessary slant. We feel that a Standing Advisory Committee should be constituted to give general guidance in the formulation of Programmes. In the Standing Advisory Committee the Members of Parliament may also be associated.

The Committee would like to emphasise the aspect of Research which is as important in this field as elsewhere. The Committee had the benefit of visiting the Film Institute of India at Poona and observe its working. At our instance a proposal for research study on films for export promotion has been prepared by the Principal of the Institute. An analytical study of the film medium from the point of view of other methods used in sales promotion is necessary. This is so because the medium of films has its own artistic characteristics. A good film must follow the artistic logic of the medium. The film maker has to adopt and express the idea put forth by the Sponsoring Departments while making the film. Therefore, it is necessary to make an analytical study of the documentaries and public relation films of other countries. This research work should be in our view handled by the Film Institute at Poona. The proposal of the Principal which has been reproduced in Annexure II involving an expenditure of Rs. 48,500 per annum is commended.

The Chairman and the members of the Committee express their gratitude for the cooperation and the help received from various organisations and officials.

(Sd.) SHAM LAL SARAF

(Sd.) RAVINDRA VARMA

(Sd.) SANTOKH SINGH

(Sd.) KRISHNA CHANDRA PANT

(Sd.) RAMESHWAR TANTIA

(Sd.) P. N. KATHJU

(Sd.) TARABAI R. SATHE

(Sd.) D. R. KHANNA

(Sd.) V. R. RAO

ANNEXURE I

Categorised Items of Exports

(1) *Textiles:*

- (a) Cotton, woollen, silken, staple, artificial fibres like art silk, rayon.
- (b) Handlooms, powerlooms and mill production.

(2) *Eatables and Edibles:*

- (a) Cashew nuts, walnuts, hazzlenuts, fruits (dry & fresh), processed foods.
- (b) fish, meet (dry and salted) etc.
- (c) edible oils

(3) *Spices:*

Cardamom, ginger, black pepper, etc. Tobacco and bidi—a special Indian preparation made of 100 per cent tobacco leaf.

(4) *Handicrafts:*

- (a) Woollen carpets and druggets, silk, tussar, zari, brocades; shawls, etc.
- (b) Metal art wares, brass, copper, bidri silver, etc.
- (c) Wood carvings and works, walnut wood, rose wood, shisham, ivory inlaid wood, brass or copper inlaid, wooden furniture.
- (d) art paintings (paper machie), nirmal, horn birds and animals etc.
- (e) Precious and semi-precious stones, and stones, corals, synthetic stones and glass beads, etc.
- (f) embroideries and shawls.

(5) *Ores and Metals.*

- (a) Iron ore, manganese ore, mica, etc.
- (b) Chemicals and other allied products.

(6) *Consumer Goods:*

- (a) Plastics, hosiery, utensils, iron and steel and other domestic goods made out of metal sewing machines, bicycles, razor-

blades, watches, clocks, time pieces, radios, refrigerators, electrical appliances, fans, etc.

(b) Boots and shoes and other leather goods.

(7) *Engineering Goods:*

(a) Trucks, scooters, cars, buses, etc.

(b) Engines (diesel and electric) electric goods, compressors, water pumps, etc.

(8) *Sports goods.*

(9) *Basic chemicals, salt, pharmaceuticals and soaps.*



ANNEXURE II

Proposal for a Research Study on Films for Export Promotion

Film is a complex medium of communication, a language of picture and sound. Like the verbal language, it can be and is being put for many uses, which results in different types of films. It can be used for story-telling and entertainment (the story feature film), for public persuasion (documentary film), for public information (newsreels and interest films), for educational purposes (classroom films and instructional films), and for record purposes (newsreels and record films).

The documentary film is a film of facts, but it is always a creative interpretation of facts, i.e. the facts about the subject are always presented in the film from a certain point of view, and thus the documentary always puts forward an argument about the subject. It is designed to persuade the spectators to accept the point of view, the argument about the subject. Films for promotion of the Indian exports would fall under the category of documentary films, designed to persuade foreign buyers to accept Indian goods.

It must be made clear that film, taken by itself, cannot promote exports. It should be taken only as one of the devices of propaganda for Indian goods abroad, which along with and supporting practical economic and commercial steps in the area of export promotion, can achieve desirable results.

A systematic study of films for export promotion should thus fall under the following four heads:

Area No. 1

A theoretical and analytical study of the film-medium from the point of view of distinguishing it from other methods used in sales promotion like the illustrated brochure, posters, exhibitions, sales, lectures, and advertisements, etc. This study is basically important because the film as a medium of expression has its own artistic and formal characteristics which distinguish it from the other media. Very often, many badly made films follow the logic of a sales talk or the logic of an illustrated pamphlet. These films are ineffective primarily because they are bad as films. A good film, in the first place, must be good as a film i.e. it must follow the artistic logic of the film-medium. Just as a good piece of writing should have literary quality, or a good painting must have painterly quality, so also a good film must have filmic quality.

Area No. 2

Documentaries are usually sponsored by Government departments and what they want the film to convey is usually stated in the form of basic written out script idea. The task of the film-maker is to adapt and express this verbally expressed idea in film-form. The problem of adaption of verbally expressed ideas into film-form need to be studied in detail. This would involve the analysis of some good sponsored films (like documentaries and public relations films) drawn from many countries and periods in the history of cinema. An analytical study of some bad films of this genre would also be made to supplement the study of the good films.

In a sense, the studies in Area No. 2 would be a verification of the hypothesis developed in Area No. 1 above.

Area No. 3

Every individual export promotion film is designed for some specific foreign national culture. A film designed to promote Indian textiles in America has to be different from a film designed to promote Indian textiles in the Middle East. The psychology of buyers in different cultures, American, European, East African, Middle Eastern, Far Western—needs to be studied in broad detail, as basic material in this study. This can be undertaken on the basis of secondary sources like published material on national cultures, advertising patterns in journals from different countries and interviewers, etc.

Area No. 4

The specific peculiarities of some Indian export items in relation to different national cultures need to be studied. Indian handloom cloth, far appeal on different grounds to buyers in America and buyers in East Africa and these differences must be reflected in the export promotion films made for these regions. This study can be undertaken on the basis of published materials like trade reports and interviews, etc.

In the proposed study, Areas 1 and 2 would be studied in exhaustive detail while Areas 3 and 4 would be studied to a limited extent with a view to develop a general methodology which could be applied whenever specific export promotion films are to be made in the future.

To a limited extent, some study would also be made of the type of films designed to develop export promotion consciousness amongst Indian people.

Organisational Details of the Proposed Research Scheme

1. The Research Scheme will last 12 months and will be conducted at the Film Institute of India, Poona.

2. The Film Institute of India, Poona, will provide the research guidance and miscellaneous facilities like projection of films, office space, etc. The other resources for the conduct of the research scheme as outlined in the budgetary requirements will be provided by the authority sponsoring the scheme.

3. A preliminary report will be prepared at the end of six months, while the final report will be submitted within a month of the end of the research project.



Budgetary Requirements for the Research Scheme

Staff Salaries and Honoraria

	Monthly Pay	D.A.	H.R.A.	C.C.A.	Total monthly emolu- ments
	Rs.	Rs.	Rs.	Rs.	Rs.
Senior Research Supervisor . One	450	90	67.00	27.00	634.50
Research Assistant (Film) . . . One	350	81	21.00	25.00	477.50
Research Assistant (Social Science) . One	350	81	21.00	25.50	477.50
Stenographer . . . One	130	50	9.75	20.00	209.75
Projectionist . . . One	210	81	31.50	15.00	337.50
Assistant Projectionist One	130	50	9.75	20.00	209.75
Daftry One	75	33	15.00	6.00	129.00
Peon One	70	33	15.00	6.00	124.00
<i>Monthly Staff Salaries</i>					2599.50
Special pay to officer of the Film Institute of India in charge of the Research Scheme @ Rs. 300/- per month					300.00
					<u>2899.50</u>
Staff salaries etc. for 12 months					34794.00
				Say .	<u>35000.00</u>
Provision for T.A.					<u>3500.00</u>
Office contingencies and miscellaneous including postage, postage expenses on films					10,000.00
Total budgetary requirements for 12 months					<u>48,500.00</u>