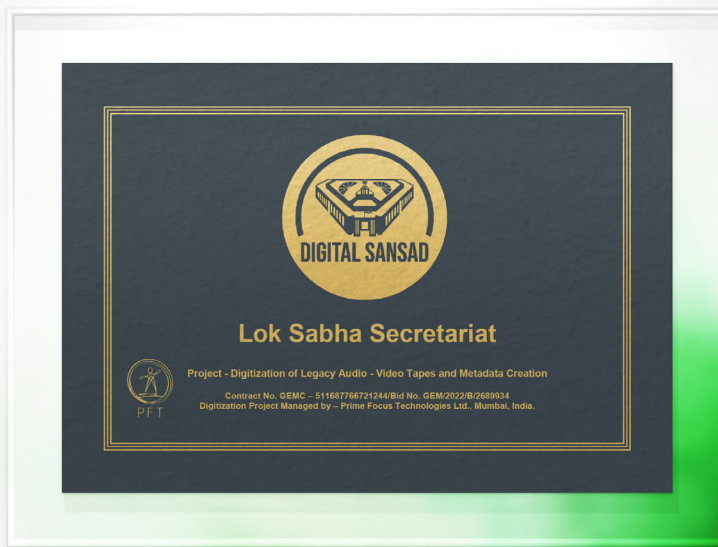




Digitizing Democracy

A proud collaboration between the Government of India and PFT.



Client Profile

The Lok Sabha and Rajya Sabha form the two houses of the Indian Parliament. While the Lok Sabha (House of the People) represents the citizens through elected members, the Rajya Sabha (Council of States) represents the states and union territories. Together, they shape India's legislative process, debate national policies, and uphold the democratic framework of the nation. In 2022, Lok Sabha secretariat issued an RFP to digitize decades of its archived audio-visual proceedings. Prime Focus Technologies (PFT), with proven expertise in large-scale media transformation projects, was selected as the official digitization partner.

The vast archives of the Lok Sabha and Rajya Sabha were stored on aging analog tapes

(U-matic, Betacam, VHS, DVC Pro), many of which were deteriorating. Retrieving specific content was cumbersome and time-consuming, putting India's parliamentary records at risk of being lost to time.

PFT deployed a secure, high-quality digitization and cataloguing solution to preserve, organize, and make these archives easily accessible, ensuring a future-proof, searchable digital repository.

This case study outlines how PFT enabled Lok Sabha Secretariat to preserve over 21,000 hours of priceless content of Lok Sabha and Rajya Sabha proceedings by deploying its superlative solutions.

Business Context

PFT delivered an end-to-end digitization and cataloguing solution tailored to the high-security, high-sensitivity requirements of the Lok Sabha secretariat:

- **On-site Setup in High-Security Zone:**
Deployed full infrastructure (VTRs, cleaning machines, encoders, QC systems) inside Parliament in less than a month.
- **Tape Inspection and Restoration:**
Physical and technical evaluation, cleaning and repair of thousands of tapes with RTI cleaners and manual repair.
- **Digitization of Multi-Format Media:**
Legacy formats converted into high-quality digital assets with color correction, audio leveling, and visual artifact removal.
- **Metadata & Cataloguing on CLEAR®:**
Using CLEAR®, PFT created technical metadata with detailed cataloguing, including synopses and segmentation, enabling faster search, retrieval, and access to key sessions, speeches, and debates for research, media, and public engagement.
- **Stringent QC & UAT Collaboration:**
Edit and QC, automated reporting, and joint quality assurance with Lok Sabha secretariat team before final approvals.

PFT's Solution

- Executed digitization and cataloguing of over 21,000 hours of content from obsolete formats.
- Mobilized the required team in a remarkably short turnaround time to operate seamlessly within the high-security Parliament premises.
- Deployed the CLEAR® platform for real-time asset status, metadata tagging, and user access.
- Managed high-volume digitization while adhering to stringent timelines and security protocols.
- Delivered all digital assets in multiple formats, VOD/OTT ready content, opening avenues for wider public access through digital platforms.

Benefits

PFT adds value by bridging media and technology.

Quantitative Results

Volume Delivered:

- Over 21,000 hours of content digitized.
- Demonstrates large-scale project execution and operational scalability.

Turnaround Time (TAT):

- Meeting SLA benchmarks, ensuring on-time delivery.

Cost Optimization:

- Reduction in physical tape storage costs and long-term maintenance.

Quantitative Results

Futureproofing of Legacy Assets:

- Preserved high-value archival content, converting fragile physical formats into high-quality digital masters.
- Delivered content in a centralized, searchable digital format to the client's MAM system, significantly boosting accessibility.

Enhanced Discoverability:

- Detailed metadata creation and structured cataloguing enabled faster search & retrieval.

Risk Mitigation:

- Eliminated risks associated with deterioration of analog tapes and physical handling.

“This collaboration with Prime Focus Technologies marks a historic milestone in our mission to preserve and digitize India’s parliamentary heritage. By converting over 21,000 hours of invaluable Lok Sabha and Rajya Sabha proceedings into high-quality digital assets, we have ensured that the voice of Indian democracy is accessible, secure, and future-ready. It’s a proud moment for the Parliament of India and a shining example of how technology can be harnessed to strengthen transparency and public engagement.”

Shri T. Haroonul Ameen

Joint Director, Audio-Visual and Telecasting Unit, Lok Sabha Secretariat

Shri Dharmendra Kumar

Ex-Joint Director, Audio-Visual and Telecasting Unit, Lok Sabha Secretariat

Business Outcomes

The collaboration between Lok Sabha secretariat and Prime Focus Technologies has resulted in a profound and lasting impact.

Preservation of India's Parliamentary Legacy

PFT successfully digitized over 21,000 hours of Lok Sabha and Rajya Sabha archival content, ensuring permanent preservation of invaluable national heritage. Fragile analog tapes were transformed into high-quality digital masters, protecting decades of democratic proceedings from deterioration or loss.

Enhanced Accessibility & Discoverability

Through advanced metadata tagging and structured cataloguing, it allowed faster search, retrieval, and access to key sessions, speeches, and debates, supporting internal research, media dissemination, and citizen engagement.

Content Readiness for Multi-Platform Distribution

Digitized assets are now OTT and VOD ready, enabling the Lok Sabha Secretariat to extend the reach of parliamentary content to digital platforms, educational institutions, and the public.

Operational Efficiency & Future-Proofing

PFT ensured high-speed digitization with >98% quality accuracy. This established a future-ready digital infrastructure, enabling seamless expansion, integration, and long-term scalability.

