



GOVERNMENT OF INDIA

OUTCOME BUDGET 2011-2012

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MINISTRY OF INFORMATION & BROADCASTING



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GOVERNMENT OF INDIA

OUTCOME BUDGET 2011-2012

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CONTENTS

EXECUTIVE SUMMARY

Central Board of Film Certification	2
Children’s Film Society, India	2
Directorate of Field Publicity	2
Directorate of Advertising & Visual Publicity	3
Directorate of Film Festivals	3
Films Division	4
Participation in Film Markets in India and Abroad	5
Film and Television Institute of India, Pune	6
Satyajit Ray Film & Television Institute, Kolkata	6
Indian Institute of Mass Communication	6
National Film Archive of India	7
National Film Development Corporation Limited	7
Press Information Bureau	8
Press Council of India	9
Photo Division	10
Publications Division	10
Employment News/Rozgar Samachar	11
Registrar of Newspapers for India	11
Research, Reference and Training Division	11
Song and Drama Division	12
FM Radio (Private)	12
Electronic Media Monitoring Centre	13
Interntional Channel	13
IEC Activities for Community Radio	13
Construction of Soochna Bhawan Phase-V	14

Economic Analysis of Growth Initiatives (New Scheme).....	14
Training for Human Resource Development	14
Prasar Bharati	15
Setting Up of National Centre of Excellence for Animation, Gaming and VFX	18

CHAPTER I

Mandate, Goals and Objectives, Policy Framework and Policy Statement

Central Board of Film Certification	19
Children’s Film Society, India	20
Directorate of Advertising & Visual Publicity	21
Directorate of Field Publicity	22
Directorate of Film Festivals	22
Films Division	23
Participation in Film Markets in India and Abroad	23
Film and Television Institute of India, Pune	24
Satyajit Ray Film & Television Institute, Kolkata	26
Indian Institute of Mass Communication	29
National Film Archive of India	31
National Film Development Corporation Limited	32
Press Information Bureau	33
Press Council of India	35
Photo Division	35
Publications Division	35
Employment News/Rozgar Samachar	42
Registrar of Newspapers for India	42
Research, Reference & Training Division	43
Training for Human Resource Development	44
Song and Drama Division	44

FM Radio (Private).....	45
Electronic Media Monitoring Centre	45
International Channel	46
IEC Activities for Community Radio	46
Construction of Soochna Bhawan	46
Economic Analysis of Growth Initiatives (New Scheme).....	46
Prasar Bharati	47
Setting Up of Centre of Excellence for Animation, Gaming and VFX.....	52

CHAPTER-II

Financial Outlays, Projected Physical Outputs and Projected Outcomes.

Central Board of Film Certification	54
Children’s Film Society, India	56
Directorate of Field Publicity	58
Directorate of Advertising & Visual Publicity	59
Directorate of Film Festivals	61
Films Division	64
Participation in Film Markets in India and Abroad	67
Film and Television Institute of India, Pune	69
Satyajit Ray Film & Television Institute, Kolkata	72
Indian Institute of Mass Communication	76
National Film Archive of India	78
National Film Development Corporation Limited	79
Press Information Bureau	80
Press Council of India	84
Photo Division	85
Publications Division	91
Employment News / Rozgar Samachar	93
Registrar of Newspapers for India	95

Research, Reference and Training Division	97
Song and Drama Division	100
F.M. Radio (Private)	107
Electronic Media Monitoring Centre	108
International Channel	109
IEC Activities for Community Radio	110
Construction of Soochna Bhawan	111
Economic Analysis of Growth Initiatives (New Scheme).....	112
Training for Human Resource Development	113
Prasar Bharati	114
Setting Up of Centre of Excellence for Animation, Gaming and VFX	134

CHAPTER-III

Reforms Measures and Policy Initiatives

Central Board of Film Certification	135
Children's Film Society, India	135
Directorate of Field Publicity	135
Directorate of Advertising & Visual Publicity	136
Directorate of Film Festivals	136
Films Division	137
Participation in Film Markets in India and Abroad	137
Film and Television Institute of India, Pune	137
Satyajit Ray Film & Television Institute, Kolkata	138
Indian Institute of Mass Communication	138
National Film Archive of India	138
National Film Development Corporation Limited	139
Press Information Bureau	140
Press Council of India	141
Photo Division	141

Publications Division	142
Employment News/Rozgar Samachar	142
Registrar of Newspapers for India	143
Research, Reference & Training Division	143
Song and Drama Division	144
F.M. Radio (Private)	144
Electronic Media Monitoring Centre	145
International Channel	145
IEC Activities for Community Radio	145
Construction of Soochna Bhawan Phase-V	145
Economic Analysis of Growth Initiatives (New Scheme).....	146
Prasar Bharati	146
Setting Up of National Centre of Excellence for Animation, Gaming and VFX	148

CHAPTER-IV

Review of Past Performance

Central Board of Film Certification	149
Children's Film Society, India	150
Directorate of Advertising & Visual Publicity	151
Directorate of Field Publicity	154
Directorate of Film Festivals	157
Films Division	158
Participation in Film Markets in India and Abroad	161
Film and Television Institute of India, Pune	162
Satyajit Ray Film & Television Institute, Kolkata	166
Indian Institute of Mass Communication	168
National Film Archive of India	169
National Film Development Corporation Limited	171
Press Information Bureau	171

Press Council of India	174
Photo Division	177
Publications Division	178
Employment News / Rozgar Samachar	182
Registrar of Newspapers for India	183
Research, Reference & Training Division	186
Song and Drama Division	189
F.M. Radio (Private)	190
Electronic Media Monitoring Centre	191
International Channel	192
IEC Activities for Community Radio	193
Construction of Soochna Bhawan Phase-V	194
Economic Analysis of Growth Initiatives (New Scheme).....	195
Training for Human Resource Development	196
Prasar Bharati	197
Setting Up of Centre of Excellence for Animation, Gaming and VFX.....	236

CHAPTER-V

Financial Review	237
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CHAPTER-VI

Review and Performance of Autonomous Bodies

Central Board of Film Certification	257
Children's Film Society, India	258
Satyajit Ray Film & Television Institute, Kolkata	260
Indian Institute of Mass Communication	263
Press Council of India	264
F.M. Radio (Private)	265
IEC Activities for Community Radio	266
Prasar Bharati	267

EXECUTIVE SUMMARY

The Ministry of Information and Broadcasting, through the mass communication media consisting of radio, television, films, press publications, advertising and traditional modes of dance and drama, plays an effective role in helping the people to have access to flow of information. The Ministry is involved in catering to the entertainment and intellectual needs of various age groups and focusing attention of the people on issues of national integration, environmental protection, health care and family welfare, eradication of illiteracy and issues related to women, children and other weaker sections of society. The Ministry is divided into three wings i.e. the Information Wing, the Broadcasting Wing and the Films Wing.

The Ministry as per the Allocation of Business Rules, has a wide mandate:

- to create environment and set up policy framework for healthy development of various mass media in the country;
- to keep the people informed about Government's policies and programmes through the mass media;
- to educate and motivate the people to greater involvement in the various developmental activities and programmes of the Government;
- to liaison with State Governments and their Organisations in the field of information and publicity; and
- to serve as a constant link between the Government and the Press and act as a clearing house of official information and authentic data pertaining to the Union Government's plans and programmes.

The Ministry is vested with the responsibility of formulating policy guidelines for efficient dissemination of news and views by the media units. Although media units enjoy functional autonomy, the Ministry co-ordinates, assists, supervises and monitors the activities of the various units under its administrative control for efficient operations. The various media units use different programme formats keeping in view the needs of the target audience.

The Ministry is assisted and supported in its activities through 14 Attached and Subordinate Offices, six Autonomous Organizations and two Public Sector Undertakings. The position in respect of Attached and Subordinate Offices, Autonomous Bodies, Public Sector Undertakings and various Plan Schemes has been summarized in the following paragraphs:

CENTRAL BOARD OF FILM CERTIFICATION

CBFC certifies films for public exhibition through its regional offices located across the country. As mandated by the self-disclosure norms of the Right to Information Act, 2005, CBFC has put all relevant data on their web-site www.cbfcindia.gov.in. It contains details of Budget allocation, salary drawn by employees of Central Board of Film Certification. It is bilingual as per the requirement of the Official Language Act, 1963.

The physical and financial progress in implementation of CBFC's Plan schemes is done by the Chief Executive Officer in consultation with the Regional Officers.

CHILDREN'S FILM SOCIETY, INDIA

The CFSI which was established in May, 1955 under the Societies Registration Act XXI of 1860 functions as an autonomous body under the Administrative control of the Ministry of Information & Broadcasting, Government of India receiving grant-in-aid for its Plan and Non-Plan activities. The Children's Film Society, India (CFSI), an organization which provides value-based entertainment for children, also fulfills their psychological and educational needs through the medium of films.

The Chairperson, who is an eminent personality in the field of Cinema, heads the Society. The Chairperson is also the head of the Executive Council and the General Body, members of which are nominated by the Government of India. The Chief Executive Officer, who has under him all heads of Department, handles day – to – day functions: Administration, Production, Marketing and Accounts department. The Headquarters of CFSI is located at Mumbai with Branch Offices at New Delhi and Chennai.

DIRECTORATE OF FIELD PUBLICITY

The main objective of Directorate of Field Publicity (DFP) is to disseminate information among the masses about the Government's policies and schemes and to generate awareness among the people about health, national integration and other social issues through interpersonal communication. DFP also takes feedback of the people to the government for further improvement and course corrections.

DFP uses equipment such as Multi Media Projectors, DVD players, Wireless Public Address Systems, Digital Cameras etc. for film shows and other publicity programmes. It also purchases CDs/DVDs/VHS cassettes from Films Division, NFDC, CFSI, etc. in different languages on various themes for publicity purpose. DFP also uses I.T. for faster, better and smoother communication with its 207 Field Publicity Units spread all over the country and 22 Regional Offices

The functioning of DFP is monitored on regular basis. Feedback Reports are obtained from all over India to know about the public reaction in respect of government's various schemes and policies from time to time. Expenditure statements and Quarterly Performance Reports are periodically called from Regional Offices to monitor the trend of expenditure. Similar reports are received about the number of programmes carried out by them during a month using different programme formats which are examined in relation to targets set for the period.

The website of DFP is updated from time to time and all relevant information is put on the site which can be easily accessed by general public.

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

Role of DAVP: The Directorate of Advertising and Visual Publicity (DAVP) is a nodal multi-media Advertising agency for publicizing the policies, programmes and achievements of Government of India. It executes publicity campaigns through Press Advertisements, TV Spots in Prasar Bharati, Cable & Satellite channels, Radio Spots/jingles, sponsored Radio/TV Programmes, Digital cinema, Exhibitions, Printed material and outdoor media on behalf of various Central Government Ministries and Departments, Autonomous bodies and Public Sector Undertakings. While funds are obtained from Ministries/Departments for sectoral publicity proposed by them, DAVP initiates and implements publicity out of its Plan/Non-Plan funds in areas where it perceives gaps, or where a holistic approach is needed.

Improved Funding for Plan Schemes: To strengthen the publicity of Flagship Programmes in a holistic manner, and to enable efficient discharge of its services, DAVP sought and obtained increased funding for two Plan Schemes namely (i) Developmental Publicity: “Conception & Dissemination” (Continuing Scheme) and (ii) “Modernization of DAVP”(New Scheme). The Expenditure Finance Committee has approved improved funding to DAVP for the last two years of the Five Year Plan, 2007-12.

Streamlining of Publicity: To streamline the various aspects of publicity and advertisement in Government and to bring about further transparency in this regard, Government has issued new Advertisement Policy for print media and also Audio-Visual policy with regard to advertisement / publicity through electronic media. Fresh Empanelment of Newspapers was carried out, while Rate Fixation of Audio-Visual Media is under process.

Electronic Payment Mode: DAVP has started releasing all its payments through the National Electronic File Transfer system, to improve the speed of payments, and to bring in transparency. Status of bills can be monitored on its website, www.davp.nic.in

Streamlining of Grievance Redressal and RTI: The RTI structure of DAVP has been decentralized, with each Director in-charge of a Wing being made the PIO. Further, DAVP has revised its Citizens’ Charter, to bring it in line with the SEVOTTAM system of Grievance Redressal, whereby time-bound services are provided to citizens.

Monitoring of Expenditure: The plan schemes/Non-Plan Expenditure of DAVP are regularly monitored through analysis of the financial and physical achievements vis-s-vis the targets set out during Annual Plan.

Modernisation of DAVP’s structure and Services: A Detailed Project Report to modernize DAVP and the delivery of its services is being carried out by an independent consultant. Implementation of the recommendations will be carried out as soon as the Report is submitted.

DIRECTORATE OF FILM FESTIVALS

Three Plan Schemes being executed through Directorate of Film Festivals (DFF) :

- (1) Export promotion through film Festivals in India and abroad.
- (2) Addition and Alteration to Siri Fort Cultural Complex
- (3) Upgradation of Print Unit

The aims and objectives of the Schemes are as follows :

- To promote good Indian Cinema within the country and to provide international exposure to outstanding Indian films.
- To bring to India quality works in World Cinema through International Film Festival of India, Mini Festivals and Retrospectives.

Directorate of Film Festivals was set up to organize International and National film festivals within the country. DFF facilitates India's participation in festivals abroad, arranges programmes of foreign films in India and Indian films abroad and holds the National Film Awards function.

As a vehicle of cultural exchange, DFF promotes international friendship, provides access to new trends in world cinema, generates healthy competition and helps to improve the standards of Indian films.

DFF handles the following major events :

1. International Film Festival of India
2. Selection of Indian Panorama
3. National Film Awards
4. Participation in foreign film festivals
5. Cultural exchange programmes

The information about these major events are disseminated to public through the following methods:

1. Regular press releases through PIB
2. Regular advertisements in newspapers through DAVP
3. Banners and posters are exhibited during the events through DAVP
4. Festival publications are released during the events
5. Information is released through Foreign Missions in India as Indian Missions Abroad
6. Through Website, viz., <http://www.dff.nic.in>, <http://www.iffi.nic.in>

FILMS DIVISION

Films Division was set up with the objective of producing and distributing documentaries, animation, short and cartoon films required by the Government of India for public information, education, motivation and for instructional and cultural purposes. Films Division helps Cinema Exhibitors to fulfil a statutory obligation requiring exhibition of 'approved films' under the provisions contained in the Cinematograph Act, 1952 and various State Laws. Films Division also gives a fillip to the growth of documentary film movement in India by getting films produced through independent producers, participating in national and international film festivals, organising the biennial Mumbai International Film Festival (MIFF), a competitive Film Festival for Documentary, Short and Animation Films. Films Division has an archive of over 8000 films, which are available to cinema lovers and as a source

of reference to all. It has digitalized most of its archival films from celluloid to video format in order to preserve it for posterity. However, Films Division is proposing to restore the films to its original picture and sound quality on celluloid.

Films Division with its Head Office at Mumbai and Regional Production Centres at Bangaluru, Kolkata and New Delhi, has state-of-the-art Pre and Post Production infrastructure. Its Distribution Network consists of 10 Branch Offices located across the length the breadth of the country which cater to the film buffs as also to the needs of the approximately 12,000 cinema theatres across the country by supplying 'approved' films to meet the provisions of their licensing under the Cinematograph Act, 1952.

Films Division is headed by the Director General.

PARTICIPATION IN FILM MARKETS IN INDIA AND ABROAD

With the objective of hand-holding the film industry in export of films and ensuring its presence in international market until the industry embarks upon its own export promotion council and to curb piracy and spread the film festival movement to different parts of the country, this Ministry had provided ₹ 1100 lakh during 11th Five Year Plan through its Main Secretariat Scheme viz. Participation in Foreign Festivals/Markets.

For the Plan Scheme "Participation in Film Festivals/Markets in India and abroad" ₹ 220 lakh has been earmarked for 2010-11. Under the Scheme the Ministry has participated in Cannes Film Festival, 2010 and Film Bazaar on the sidelines of International Film Festival of India 2010 (IFFI), Goa. The objective of the scheme is to provide the film makers a platform for marketing their films in overseas markets and promoting India as an investment and film shooting destination.

With a view to increasing exports of films and enhancing visibility of Indian films in global market, Ministry of Information and Broadcasting engaged an independent agency, viz. IIPA to evaluate the scheme and to suggest policy initiatives required to achieve the objectives. Some of the findings of the study are as under:-

- Export of films is showing upward trend since 2007.
- There has been an improvement in utilization of approved outlay for the scheme since 2004-05
- Although in recent years, under this scheme, markets have been organized in two or three leading film festivals, and India Pavilion has been able to attract increased foreign delegates, there is a scope for organizing these festivals in a more professional and focused manner.
- The number of participants and the range of activities in Film Bazaar organized by NFDC have improved in recent years.

In order to address the limitations of the Plan Scheme, IIPA has recommended that NFDC should be entrusted with the responsibility of administering the scheme. Accordingly, Ministry of Information and Broadcasting has entrusted the task of participation in international film markets in India and abroad to NFDC from the financial year 2011-12. NFDC would submit reports about the outcomes achieved in these international film festivals to the Ministry. The participation and achievement of NFDC would made available through press releases and on the website of the Ministry.

FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

The Film and Television Institute of India, a premier Institute undertaking the responsibility of imparting training in film and television production. FTII has also been conducting three-year Post-Graduate Diploma in Film and Television in various disciplines, namely Direction, Cinematography, Audiography and Editing, two-year Post-Graduate Diploma Course in Acting and Art Direction & Production Design, One-and-a-half year Certificate Course in Animation and Computer Graphics, One year Post-Graduate Certificate Courses in Television in the field of Direction, Electronic Cinematography, Video Editing and Audiography and Television Engineering and one year Post-Graduate Certificate Course in Feature Film Screenplay Writing. FTII runs various short courses for working professionals and those with related interests.

The working of the Institute is monitored by the Government from time to time, while releasing instalments of Grants-in-Aid and during meetings of the Governing Council, Standing Finance Committee etc. which inter-alia include Government representatives from Ministry of I&B.

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

The main objective of SRFTI is to provide trained & creative professionals for the Film & TV industry.

The Institute conducts Post-Graduate Diploma courses in Direction & Screenplay Writing, Motion Picture Photography, Editing & Sound Recording. Apart from the main stream courses the Institute conducts/proposes to conduct short-term courses on self-financing basis. Research and explorative studies in sociology, culture and technology of films and television is another area of focus at SRFTI.

The working of the Institute is monitored by the Government from time to time, while releasing instalments of Grants-in-aid, during meetings of the Governing Council, Standing Finance Committee etc., which inter-alia include Government representatives. The Annual Report and Audited Statement of Accounts of the Institute, is laid on the Table of the Parliament.

INDIAN INSTITUTE OF MASS COMMUNICATION

The Government of India established Indian Institute of Mass Communication (IIMC) in the year 1965. The Institute was registered as a Society under the Societies Registration Act (XXI) of 1860 on 18.8.1966.

The main objectives of IIMC are to organise training and research in the use and development of the media and mass communication, with special reference to the requirements of socio-economic growth in the country. The Institute is financed by Government of India, through the Ministry of I & B, in the form of net annual grant-in-aid.

The Post-Graduate diploma courses of IIMC are open for the general public and candidates are selected through written test/interviews. The Institute conducts two courses in Development Journalism in each academic year for working journalists and information officers from developing countries, in

collaboration with the Ministry of External Affairs. Foundation Courses for Probationers of the Indian Information Service (IIS), both Group 'A' and Group 'B' are also conducted. A number of other short-term courses are also arranged for officers of different Departments/Organizations of the Government of India, United Nations Organization, State Governments and NGOs. The Institute conducts research projects on various mass media related issues. Most of these studies are sponsored and financed by the sponsors. It publishes two journals: "Communicator" in English and "Sanchar Madhyam" in Hindi. It also publishes books and other publications on Journalism/Mass Communication from time to time.

The IIMC's website (www.iimc.gov.in) is in the public domain and the general public has access to its contents.

NATIONAL FILM ARCHIVE OF INDIA

During the 11th Plan (2007-2012) NFAI has the approved Plan Scheme with a total outlay of ₹ 30.00 crore: "Acquisition and exhibition of Archival films."

From the year 2010-11 a new plan scheme was introduced namely "National Film Heritage Mission" and the proposed outlay for the scheme for the year 2011-12 is ₹ 5.00 crore.

Progress of NFAI's Plan Schemes is monitored through monthly/quarterly/half yearly physical and financial progress statements which are sent to the Ministry regularly. Information about progress of the various activities undertaken by NFAI under various schemes/programmes is also available on NFAI's website. Control over the performance of the scheme is maintained within the sanctioned plan allocation.

NATIONAL FILM DEVELOPMENT CORPORATION LIMITED

National Film Development Corporation, a PSU under this Ministry, undertakes the following activities:

- i) Encouraging new talents by undertaking 100% production of the first feature film of a director;
- ii) Supporting development of new film scripts;
- iii) Co-production of commercially viable good quality films in partnership with Indian and foreign film makers;
- iv) Publicity campaigns of various Government Ministries and Departments.
- v) Restoration of films
- vi) Organizing Film Bazaar annually at Goa.

A budget of ₹ 46.00 crore has been set aside during 11th Plan period for "Film production in various regional languages" and restoration of 77 acclaimed NFDC films. An annual outlay of ₹ 6.50 crore was allocated under the Plan Scheme of "Film Production in various regional languages" during the year

2008-09 and the same was released in 2008-09 with which NFDC has produced 7 films ₹ 7.84 crore was provided in RE for 2009-10. In 2010-11, ₹ 5.00 crore has been released in favour of NFDC for production of films in regional languages and ₹ 5.00 crore has been released for restoration of films. Since these films do not always have a market value to the extent that the cost of investment in a film can be recovered the Corporation's role in this segment is necessarily developmental in nature and not guided entirely by profit motive.

PRESS INFORMATION BUREAU

Press Information Bureau, is the nodal agency of the Government of India for informing people about its policies, programmes and activities. As the Government's main channel of communication with the Media (Electronic and Print), Press Information Bureau puts out information on Government policies, programmes, activities of the Government and its information policy. It functions upon the basic premise that in a democracy, the Government has to ensure that its policies and programmes are properly presented and correctly interpreted through Press and other Media to the people on whose support and goodwill it holds office.

The officers of PIB (Hqrs.) are attached to the various Ministries/Departments for disseminating information to the media and provide feedback to their assigned Ministries/Department. They function as media advisers and coordinate the publicity.

PIB's Regional/Branch offices are connected through a computer network. The Bureau also has a homepage on internet and can be accessed on www.pib.nic.in. On this homepage publicity material is made available for national as well as international use. PIB releases are now transmitted through computers to local newspapers as well as to resident correspondents of important outstation newspapers besides its Regional/Branch offices. Features and graphics are also released through the PIB network in addition to being made available on internet.

The Bureau provides functional facilities to media representatives. For this purpose, it accredits Indian and Foreign Media representatives, news camerapersons and technicians. Till December, 2010, 1375 correspondents and 401 camerapersons are accredited with Bureau's headquarters besides 112 Technicians and 159 Editors/Media critics. In order to cater to the needs of Indian as well as foreign correspondents, the Bureau has a National Press Centre with modern communication facilities functioning at New Delhi.

To convey information to the media, the Bureau employs a variety of means – Press releases and features, press briefings, Press conferences and conducted tours.

Monitoring of output of PIB in terms of release, press conferences, features etc. is immediate and is reflected in the number of stories published in newspapers. The functioning of PIB is monitored like any other Media Unit under the Ministry of Information & Broadcasting.

Overall Performance

The approved outlay during the Annual Plan 2010-11 is ₹ 4650.00 lakh. The expenditure incurred during the year under Plan upto 31-12 2010 is ₹ 2608.20 lakh. The performance of the Press Information Bureau in financial terms during the year 2010-11 (upto December, 2010) is as follows:-

(₹ in lakh)

S. NO.		PLAN	NON-PLAN	TOTAL
1.	B.E. 2010-11	4650.00	3688.00	8338.00
2.	R.E. 2010-11	4600.00	3817.00	8417.00
3.	Actual Expenditure upto December, 2010	2608.20	2824.60	5432.80
4.	B.E. 2011-12	3525.00	4123.00	7648.00

PRESS COUNCIL OF INDIA

The Press Council of India was created by the Parliament as a unique entity in the country mandated as it was to regulate and function as a conscious keeper of the media yet invested with quasi judicial authority to carry out its tasks. The skepticism at the intriguing dichotomy between the principles of conscious and their regulation through judicial process did not turn out to be real and the Press Council through the past 45 years has well discharged its mandate as an Adjudicatory, Advisory and Regulatory Authority and can claim with satisfaction that there exists an environment today where the media is ready to accept its follies, have healthy debates and discussions thereon and envision a road map for the future.

During the year 2010-11 while the Council kept apace with its normal adjudicatory process whereby 225 matters were decided through inquiry and 801 without oral inquiry in matter affecting both the standards of the media and its freedom, the Council rendered its opinion on media related matters to agencies like RBI, SEBI, etc., different arms of the Government of India, Law Commission, Parliamentary Committees etc., worthy of special mention are the reports of the Council on the matter of paid news during the election process in the country and financial journalism. The recommendations of the Council on measures to curb the menace of paid news are before the Parliamentary Committee set up for the purpose and the Election Commission has also taken steps in furtherance of the proposals set forth.

The Indian Press Council has also been active at the international level through the WAPC which it happens to currently chair, promoting the principles of a free press and self regulation by the media. On being approached by its counter part, in Indonesia, the Press Councils of the two countries signed an MOU in the presence of the leaders of the two countries on the occasion of the Indian Republic Day this year to cooperate in actively promoting peace journalism and reporting in conflict areas. Also worthy of special mention are the awards won by the Council in promotion of Hindi language and the guidelines drawn up by the Council on their relevance today in the matter of HIV/AIDS reporting. All the above have been detailed while reviewing the performance.

In terms of the targets and outcome, the Council has in the past one year made all its adjudications rendered during the year available to the citizens on the website of the Council. A complete index of these adjudications since 1966 and also the index of Orders of Press & Registration of Appellate Board since 1982 have been uploaded for the benefit and reference of the citizens. Its prime targets for 2011-12 are:

1. Empowerment of the Press Council through amendment of the Press Council Act.
2. Building up of Code of Conduct for the guidance of the media and the authority.
3. Phased conversion into e-format of the archived Special Reports of the Council.
4. Action on implementation of the MOU signed with Indonesian Press Council.

The optimum performance of the Council in pursuance of its mandate is to a large extent dependent on vesting it with the authority to enforce

compliance with its directions for publication of its adjudications in the affected newspapers for its readers to know how the publication has been judged by its peers. The Council begets the attention of the Parliament on the issue this year.

PHOTO DIVISION

Photo Division, a media unit is responsible for visual documentation and preparation of photographs for internal and external publicity on behalf of the Government of India. Photo Division records photographically different aspects of development and historical events thereby providing a complete photographic documentation of the country. It promotes young talents through photo contests and workshops. The Division also supplies photographs on payment to the non-publicity organizations and general public through its Pricing Scheme. To keep pace with the trends in photographic industry, a Plan Scheme 'National Centre of Photography' has been taken up for implementation during 11th Five Year Plan for providing better quality services, and to meet the present demands of users/clients. Another Plan Scheme 'Special Drive for North East, Jammu and Kashmir, Andaman and Nicobar Islands and Lakshadweep' has also been taken up as part of special emphasis for the development of these areas.

PUBLICATIONS DIVISION

The Publications Division is one of the largest publishing houses in the country. The books and journals brought out by the Division in Hindi, English and other major Indian languages are designed to broaden the understanding of the people of this country.

2. The mandate for the Division is production, sale and distribution of popular books and journals. While doing so, the Division aims to achieve the following objectives:
 - (i) Publish books on subject of national importance, which are otherwise not covered by other publishing houses and make them available to general public at affordable price.
 - (ii) To strengthen and promote the concept and spirit of unity in diversity, communal harmony, national integration etc.
 - (iii) During 2011-12 we aim at publishing 20 journals and 90 books. The Publications Division is selling its books and journals through a network of Sales Emporia located in various parts of the country. To keep pace with the times, Publications Division proposes to modernise all its sales emporia in a phased manner because sales emporia are in clumsy and dilapidated conditions at present, unlike most of the competitors who are selling their books though well maintained showrooms in premier localities.
 - (iv) Sales Emporia are located at New Delhi, Mumbai, Hyderabad, Kolkata, Lucknow, Chennai, Patna and Thiruvananthapuram. The sales outlets are at Yojana Office at Bangalore, Guwahati and Ahmedabad.
 - (v) Budget Estimates for 2011-12 are ₹ 2223.00 lakh in respect of Non Plan and ₹ 20.00 lakh in respect of Plan

EMPLOYMENT NEWS/ROZGAR SAMACHAR

Employment News, a weekly, is published in English, Hindi and Urdu. It is the flagship publication of the Publications Division, Ministry of Information and Broadcasting, Government of India. The weekly publishes advertisements for jobs of Central and State Governments, Public Sector Undertakings, Autonomous Bodies, Universities, Foreign Institutions like Ford Foundation, the British Council, etc., admission notices for professional courses, examination notices and results of organizations like UPSC, SSC and other general recruitment bodies and mid-level career promotion opportunities (deputations).

The target of the weekly is basically the Civil Services aspirants, candidates appearing for competitive exams and interviews, young people on the threshold of taking a decision on careers and professions. The mandate of the weekly is to inform and educate the young people so that they can make a wise choice in their life and career.

The career weekly of the Government has an interactive career oriented website under the domain name *www.employmentnews.gov.in*. The website has been a tremendous success and has been very popular among the youngsters with the page hit of more than 3 lakh per day.

OFFICE OF THE REGISTRAR OF NEWSPAPERS FOR INDIA

The Registrar of Newspapers for India basically does administration of the Press and Registration of Books Act, 1867. Under the statutory function, RNI maintains statistical records of newspapers/periodicals being published in India, verification of titles for new newspapers; issue of Certificates of Registration; verification of circulation claim of publications, analysis of the Annual Statements submitted by the publishers and preparation/ compilation of an Annual Report on the state of the Print Media, titled "PRESS IN INDIA". Under the non-statutory functions, RNI issues eligibility certificates for import of newsprint, to actual users which are registered with RNI. Besides, RNI is also the sponsoring authority for issue of the Essentiality Certificate for import of printing machinery viz. Newspaper Page Transmission and Reception, Facsimile System or equipment, Telephoto Transmission and Reception System etc.

RESEARCH, REFERENCE AND TRAINING DIVISION

The Research, Reference and Training Division is a subordinate office of the Ministry of Information and Broadcasting. The role of this Division is to assist the Media Units of Ministry of Information and Broadcasting in collection, compilation and preparation of material involving research into published works etc., building up of a compendium of knowledge on important subjects and to prepare guidance and background notes on current and other topics for the use of the Media Units.

The Division does not directly deliver any service to the common people. Physical targets are generally drawn in the shape of annual budget plans and are being monitored by the Division. The administrative wing of the Ministry monitors its activities.

As regards public information system, the Website (*rrtd.gov.in*) of the Division is in the public domain and general public have access to it.

SONG AND DRAMA DIVISION

Song and Drama Division was set up in 1954 as a unit of All India Radio and was given the status of an Independent Media Unit in 1956 with the mandate of Development Communication. The objective for setting up the Division was to:

- create awareness and engender receptivity among general public regarding social, economic and democratic ideals which are conducive to the progress of the nation;
- create among the people in border areas, a sense of defence preparedness and cultural integrity with the rest of the country;
- keep the morale high of the Army Jawans posted in isolated forward areas through live entertainment media which includes both urban theatre forms and folk forms covering all the regions of the country.

The Division is the largest organization in the country using performing arts as a medium of communication. The Division uses a wide range of art forms such as drama, ballets, operas, dance-dramas, folk, traditional recitals and puppetry. The Division also organizes theatrical shows on national themes such as communal harmony, national integration, secularism, promotion of cultural heritage, health, environment, education, etc. through Sound and Light Programmes.

FM RADIO

Government had launched a policy on FM Radio Broadcasting through Private Agencies in 1999 and further expanded in 2005 under Phase-II. The policy made it mandatory to co-locate the transmission facilities at Prasar Bharati (PB) towers wherever available and in case of non-availability of PB towers, Government to construct new towers through M/s BECIL for the Private FM Broadcasters. Out of 91 cities identified under Phase-II, 84 cities have PB towers and for the remaining 7 cities viz., Delhi, Mumbai, Kolkata, Chennai, Hyderabad, Bangalore and Jaipur new towers were proposed.

M/o I&B under a Plan Scheme, namely “Private FM Radio” proposed to construct new towers in 7 cities with a total cost of ₹ 18.18 crore through M/s BECIL which was approved by the Planning Commission in 2006. The construction cost of the towers will be recovered from the Private FM Broadcasters through annual rentals as charged by Prasar Bharati in case of PB towers. Subsequently, Prasar Bharati towers became available in two cities viz. Mumbai and Bangalore. Meanwhile Government also decided to construct a new tower at Dehradun as there is no PB tower there. Thus, it is required to construct new towers in six cities, viz., Delhi, Kolkata, Chennai, Jaipur, Hyderabad and Dehradun. The Plan scheme was approved in 10th Plan for two years in 2005-06 and 2006-07. Since the ‘in-principle’ approval of Planning Commission received in January 2006 and the advance was released only in March 2006, the actual work was started from April 2006. Moreover, due to delay in handing over of site to BECIL, etc. the project could not be completed by March 2007 as envisaged. Construction of towers at five cities viz. Jaipur, Hyderabad, Chennai, Delhi and Dehradun has already been completed. Since the construction of towers for 2 cities has been dropped and one tower for Dehradun was included later on, the expected total cost of the project for the construction of towers in six cities comes to ₹ 1311.24 lakh. Till date ₹ 10.81 crore (approx.) had been released to BECIL (₹ 8.00 crore in 2005-06, ₹ 63.00 lakh in 2006-07, ₹ 1.0 crore in 2007-08, ₹ 10.00 lakh in 2008-09 and ₹ 108 lakh in 2009-10, against total revised outlay of ₹ 1311.24 lakh.

ELECTRONIC MEDIA MONITORING CENTRE (EMMC)

Electronic Media Monitoring Centre (EMMC) has been set up with the following objectives:

- (i) Monitoring of content of TV Channels downlinked in India w.r.t. violations of Programme and Advertisement Codes enshrined in Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder.
- (ii) Monitoring of private FM Radio channels w.r.t. license conditions and
- (iii) Any other such work relating to monitoring of content of Broadcasting Sector as assigned by the Government from time to time.

EMMC was commissioned on 9th January 2008, since then it is undertaking monitoring activity (24X7). Under Annual Plan 2011-12 there is an allocation of ₹ 2.18 crore under Plan and ₹ 4.50 crore under Non-Plan. The monitoring capacity of EMMC has been augmented from 150 TV Channels to 300 TV Channels w.e.f. 5th January 2011.

INTERNATIONAL CHANNEL

Emergence of India as a global power has made it imperative that the Indian position and view point on sensitive issues should be voiced in as many countries as possible and at the earliest possible. The main objective is to air the Indian position globally in the same way as channels such as Al-Jazeera, BBC, CNN, CCTV etc. This will involve introduction of International News and Programming through the existing DD News Channel with simulcasting on DD India, which has a footprint in a large number of countries.

IEC ACTIVITIES FOR COMMUNITY RADIO

Community Radio is an extraordinary and invisible medium to give voice to the voiceless. It provides an opportunity to the community to speak about issues concerning their lives. It can also facilitate development by disseminating information regarding rural development, agriculture, health, nutrition, education and Panchayati Raj issues, thus enabling Government to reach out to beneficiaries more effectively.

World over, Community Radio Stations (CRS) have played a crucial role in creating awareness and contributing to the development of the people. CRS has also helped communities during calamities and natural disasters like Tsunami, floods, earth quakes etc. There is a huge potential in India for establishing a large number of Community Radio Stations, given the vast landscape of this country, numerous languages, various cultures and diverse social stratification.

Ministry of I&B has been taking proactive steps to give a fillip to the Community Radio Movement in the country. Government has received 825 applications from educational institutions, NGOs, Agricultural Universities, Krishi Vigyan Kendras etc. So far 263 Letters of Intent have been issued and 126 Grant of Permission have been signed.

Presently 103 Community Radio Stations have been operationalised in various parts of the country. Out of 103 stations 71 are run by educational Institutions, 24 by community based organizations and 8 by Krishi Vigyan Kendra/State Agriculture Institutions.

Ministry of Information and Broadcasting proposes to create awareness amongst the masses about the policy by arranging a number of workshops and seminars in various parts of the country for establishing and running Community Radio Stations.

CONSTRUCTION OF SOOCHNA BHAWAN PHASE-V

The project relating to construction of Soचना Bhawan is one of the major projects of the Ministry of Information & Broadcasting. For want of sizeable accommodation to house media units of the Ministry, a decision was taken that the Ministry should construct its own building to accommodate at one place the offices of different media units (Except DG:AIR & DG: Doordarshan), which are scattered at various places. The Planning Commission approved the scheme and included it in the 5th Five Year Plan. Accordingly, the Ministry was allotted a piece of land at envelope No. 8 at Lodhi Road measuring 8364.3 sqm. area in 1981. However, the construction could only be started in 1985. Due to financial constraints, the work is being carried out in phases. The construction of this building is being taken up by the Civil Construction Wing: All India Radio. Till date Phases, I, II, III & IV have been completed. Under these four phases, only 38% area (27,259 Sqm) have been constructed. The construction work of Phase-V (Final Phase) of Soचना Bhawan is on progress wherein the balance 62% area (45,500 Sqm) will be constructed.

ECONOMIC ANALYSIS OF GROWTH INITIATIVES (NEW SCHEME)

The entertainment and media sector of the economy has high growth potential. In order to capture the growth momentum, different Schemes/Programmes are being implemented by the Ministry of Information and Broadcasting in respect of Film, Information and Broadcasting Sectors so as to achieve the defined goals/objectives. The Scheme “Economic Analysis of Growth Initiatives” is under implementation during XI Plan 2007-12 with the following objectives:-

- To develop Management Information System (MIS) in Film, Information and Broadcasting Sectors.
- To study and evaluate the impact of regulatory and development policies in respect of Film, Information and Broadcasting Sectors

TRAINING FOR HUMAN RESOURCE DEVELOPMENT

The 11th Plan proposal of Ministry of Information and Broadcasting includes a new scheme “Training for Human Resource Development in Institutions Located Abroad with In-Service Training for IIS Officers” with an allocation of ₹ 150.00 lakh for the year 2011-2012.

PRASAR BHARATI

The Prasar Bharati (the Broadcasting Corporation of India) is the Public Service Broadcaster in the country, with All India Radio and Doordarshan as its two constituents. It came into existence on 23rd November, 1997 with a mandate to organize public broadcasting service as well as to inform, educate and entertain the public and ensure a balanced development of broadcasting in the country.

Organizational Structure

General superintendence, direction and management of the affairs of the Corporation vest in the Prasar Bharati Board. The Prasar Bharati Board meets from time to time, deliberates on various policy issues, decides important policies and gives directions to the executive to implement the same. The Executive Member functions as the Chief Executive Officer (CEO) of the Corporation subject to the control and supervision of the Board. The CEO exercises such powers and discharges such functions of the Board as the latter may delegate to him. Prasar Bharati consists of two wings, namely- All India Radio and Doordarshan, each of which is headed by a Director General.

The Director General of All India Radio and Doordarshan function in close association with the Member (Finance), Member (Personnel) and the CEO in carrying out the policy directive of the Board and manage day-to-day affairs of respective Directorates. There are broadly four different wings responsible for distinct activities, viz., Programme, Engineering, Administration & Finance and News in both the Directorates.

ALL INDIA RADIO

All India Radio (AIR) continues to perform as per the mandate given in the Prasar Bharati Act, 1990. Starting with a modest beginning of 500 W Medium Wave transmitters, the AIR has grown over the years into a major broadcasting organization having 275 radio transmitters covering 91.82% of Indian territory and 99.16 % of the total population. AIR informs, educates and entertains people through its programmes broadcast from various stations. It keeps the people all over the country informed about government plans policies, programme and achievements through the medium of sound broadcasting of a variety of programmes relating to culture, education, science, health and hygiene, socio-economic issues, important news and current events of topical interest. It presents diverse point of views to ensure that programmes are balanced and unbiased through its broadcasts, promoting national integration.

The outlay proposed in the Annual Plan 2011-12 for AIR was ₹ 632.46 crore and capital component was ₹584.30 crore. This is mainly for Expansion of FM services, Expansion of FM services under North-East Special Package, Digitalisation of AIR network and Strengthening of AIR/DD coverage in border areas. An outlay of ₹ 48.16 crore has been proposed under Revenue Misc. and Revenue Software. The Capital Plan schemes are financed through loan provided by Government, while Revenue Plan schemes are provided as grants-in aid.

Various initiatives are taken by All India Radio on the basis of policy decisions for further development of the organization as the true public broadcaster through fulfilment of its obligations. These are executed keeping in view the needs of general public and special target groups such as welfare of SC/ST, empowerment of women and development of North-East region.

The approved outlay during the Annual Plan 2009-10 was ₹ 261.00 crore and expenditure was ₹ 33.67 crore. Similarly, the total outlay for Annual Plan 2010-11 is ₹ 183.48 crore.

Necessary utilization certificates in respect of grants received upto financial year 2009-10, have been furnished by Prasar Bharati (AIR) in accordance with the relevant rules and there is no pending UC.

Monitoring Mechanism

Performance of all the Plan schemes of AIR is monitored regularly through review at different levels and also through the monthly expenditure statement furnished by it at the time of release of funds to Prasar Bharati. Release of funds are processed on the basis of progress of expenditure and fulfillment of other conditions as laid down by the Ministry. Further, Half-Yearly Performance Report (HPR) is furnished in the format presented by Planning Commission, which reviews the progress of all the schemes in totality.

Scheme-wise details of financial performance of AIR are regularly monitored by CEO, Prasar Bharati as well as Plan Coordination Cell, through a monthly statement. A series of review meetings are held at the level of CEO, PB and Secretary (I&B) to monitor the progress in their financial and physical parameters.

DOORDARSHAN

Television came to India in September 1958 with the start of an experimental transmission in Delhi, which was later on upgraded to a regular service in 1965. Doordarshan functioned as part of All India Radio till April 1976, when it was bifurcated and separate department of Doordarshan headed by a Director General was formed. Colour TV and national networking were introduced in 1982. Since then, over the years, Doordarshan has grown tremendously to become one of the leading public broadcasters of the world. Doordarshan is presently operating 31 TV Channels besides free-to-air DTH Service and has a terrestrial network of 66 studios and 1416 transmitters installed throughout the length and breadth of the country. The 31 TV Channels are as under:

- | | | | |
|------|-------------------|---|-----------------------|
| i. | DD 1 | - | National Channel |
| ii. | DD News | - | News Channel |
| iii. | DD Bharati | - | Enrichment Channel |
| iv. | DD Sports | - | Sports Channel |
| v. | DD Rajya Sabha | - | Parliament Channel |
| vi. | DD Urdu | - | Urdu Language Channel |
| vii. | Regional Channels | - | 11 Nos. |

Malayalam (Keralam), Tamil (Podhigai), Oriya (Odiya), Telegu (Saptagiri), Bengali (Bangla), Kannada (Chandana), Marathi (Sahyadri) Gujrati (Girnar), Kashmiri (Kashir), North East, Punjabi

- | | | | |
|-------|---------------|---|---------|
| viii. | State network | - | 12 Nos. |
|-------|---------------|---|---------|

Rajasthan, Madhya Pradesh, Uttar Pradesh, Bihar, Himachal Pradesh, Jharkhand, Chhatisgarh, Haryana, Uttarakhand, Tripura, Mizoram, Meghalaya,

- | | | | |
|-----|--------------|---|-----------------------|
| ix. | DD India | - | International Channel |
| x. | Gyan Darshan | - | Educational Channel |

In the terrestrial mode, Doordarshan coverage is available to about 92% population of the country.

The mandate, goals and objectives, policy framework of All India Radio and Doordarshan have been given in Chapter-I.

The Financial Outlays, Projected Physical Outputs and Projected Outcomes for the year 2011-12 in respect of Doordarshan have been shown in Chapter-II, which are mainly under J&K,NE Special Package of continuing schemes and some new schemes also. The Direct Budgetary Support for the Annual Plan 2011-12 is ₹ 697.39 crore which includes ₹ 483.39 crore mainly for digitalization of transmitters, studios, HDTV etc. under the capital component and ₹ 214.00 crore under revenue plan for J&K and NE Special Package as well as software acquisition. No projection has been made for Commonwealth Games for the year 2011-12. The Capital Plan schemes are financed through loan provided by Government while Revenue Plan schemes are provided as grants-in-aid.

Doordarshan has taken up various initiatives on the basis of policy decisions related to the further development of the organization as the public broadcaster. These are executed keeping in view the needs of general public and special target groups such as welfare of SC/ST, empowerment of women and development of North-East region.

The approved Annual Plan 2009-10 outlay was ₹ 251.00 crore and expenditure was ₹ 125.53 crore. Similarly, total outlay in the Annual Plan 2010-11 is ₹ 157.00 crore.

In respect of Non-Plan, there is a provision of ₹ 1412.35 crore as Direct Budgetary Support and ₹ 1000.00 crore have been provided as complementary extra- budgetary resources/IEBR for Prasar Bharati. However, the total expenditure in 2010-11 would be about ₹ 3162 crore entailing a budget gap of ₹ 650 crore.

Prasar Bharati's review of Performance as Statutory and Autonomous Body is indicated in Chapter-VI.

Monitoring Mechanism

The planning, formulation and system design of Doordarshan schemes are carried out at the Doordarshan Directorate. Schemes are executed by the zonal offices located at Delhi, Mumbai, Kolkata and Chennai in respect of Kendras/Offices within their respective zones. A separate zone for North East with its headquarter at Guwahati has been created to look after the maintenance activities in the States of Assam, Arunachal Pradesh, Meghalaya, Manipur, Mizoram, Nagaland, Tripura and Sikkim. Civil works relating to the projects are executed by the Civil Construction Wing of AIR & Doordarshan. Major activities pertaining to the projects are monitored at Directorate level. Zonal Chief Engineers and Chief Engineer, CCW monitor various activities of projects, which are within their purview.

Every year, targets are fixed in respect of all major schemes of Doordarshan that are being closely monitored by the zonal offices as well as Directorate to ensure their timely completion as well as cost overruns. Zonal Chief Engineers hold regular meetings with CCW officers concerned to review the progress of civil works. Project review meetings are held regularly at E-in-C's level with Directorate officers, Zonal officers & CCW officers. Periodical reviews are also held at the level of DG:DD and CEO, Prasar Bharati. The Ministry of I & B also convenes review meetings from time to time to oversee implementation of DD schemes.

SETTING UP OF NATIONAL CENTRE OF EXCELLENCE FOR ANIMATION, GAMING AND VFX

A Human Resource study was got done for Plan Scheme “Setting up of National Centre of Excellence for Animation, Gaming and VFX”. The study recommended the setting up of this National Centre for Excellence. This Ministry had approached Planning Commission for according ‘in principle’ approval of the scheme. Planning Commission had requested this Ministry to submit an executable Feasibility Report (FR) and Detailed Project Report (DPR) for the same. The consultant appointed by the Ministry for the purpose has submitted the FR/DPR, which is under discussion in the Ministry.

CHAPTER I

MANDATE, GOALS AND OBJECTIVES, POLICY FRAMEWORK AND POLICY STATEMENT

CENTRAL BOARD OF FILM CERTIFICATION

The Central Board of Film Certification has been set up under the Cinematograph Act, 1952 (37 of 1952), for the purpose of certification of films for public exhibitions. The Board has its headquarters at Mumbai and Regional Offices at Mumbai, Kolkata, Chennai, Bengaluru, Thiruvananthapuram, Hyderabad, New Delhi, Cuttack and Guwahati. The functions of the Board are as follows:

- i) to certify films for unrestricted public exhibition (U Certificate);
- ii) to certify films for public exhibition restricted to adults (persons who have completed their 18 year of age) (A Certificate);
- iii) to certify films for unrestricted public exhibition with an endorsement of caution to the parents or guardian of children below the age of 12 years (UA Certificate); and
- iv) to certify films for public exhibitions restricted to members of any profession or any class of persons (S Certificate).

Further, the Board is competent under the provision of the Act to order deletions in respect of films before certifying them and to refuse certification. The Annual Plan 2011-2012 of CBFC includes the following schemes:

1. Establishment of Computerised Management System & Upgradation of Infrastructure in CBFC

The scheme envisages computerization of entire work of CBFC with the help of NIC. The Scheme also envisages upgradation of infrastructure in CBFC and providing technical equipments. The approved outlay for 2011-12 is ₹ 100.00 lakh.

2. Opening of Regional Offices of CBFC at New Delhi, Cuttack and Guwahati

CBFC offices in New Delhi, Cuttack and Guwahati are required for certifying films produced in these regions. These offices have been established for certifying the films produced in these regions. The infrastructure and manpower are being provided. Staff and infrastructure facilities have been provided to regional offices at New Delhi, Cuttack and Guwahati. The approved outlay for 2011-12 is ₹ 50.00 lakh.

3. Monitoring & Modernisation of Certification Process

Board meetings/workshops/seminars for Board and panel members are conducted at various regional offices for improving the certification process. Under this scheme, workshops, seminars and Board meetings are conducted for creating awareness of certification process and to familiarize the newly appointed members. The approved outlay for 2011-12 is ₹ 70.00 lakh.

CHILDREN'S FILM SOCIETY, INDIA

Activities of the Organisation

1. Production & Procurement

CFSI is engaged in the production of feature films, featurettes, animation, short films, puppet films and TV serials in film as well as video format for children and young people. The organization also procures exhibition rights of certain foreign films which were received well at International Film Festivals. Films produced by the Society and those whose rights are acquired are dubbed in various Indian languages.

2. Film Festivals

a. International Children's Film Festival

CFSI organizes competitive International Children's Film Festival once in every two years. It is accorded "A" category status by the International Centre of Films for Children & Young People (CIFEJ), an international body affiliated to UNESCO controlling international children's film festivals all over the world.

b. Participation in International Children's Film Festivals

CFSI's films participate in various International Film Festivals and have won awards. Such participation has helped to promote the children's films abroad.

3. Modernisation and Augmentation

CFSI has computerized its offices and is in the process of upgrading the existing hardware and software.

4. Animation and Film Making Workshops

CFSI organizes various types of workshops to demystify the whole process of filmmaking and animation and to educate children about the various aspects of filmmaking. These include Animation Workshops, Scriptwriting Workshops, Film Appreciation Workshop and Filmmaking Workshops.

5. Digitalisation & Webcasting of CFSI Films

To convert CFSI films into digital format for both general viewing and archival purpose and to make CFSI films in digital format (including produced, dubbed and subtitled) available on the Internet/Web.

6. Exhibition & Distribution of Films

a. Individual Shows

Many schools and individuals procure films for non-commercial screenings in theatres or in schools through 35MM/16MM projectors on payment of fixed rentals.

b. District & State Level Festivals

This activity is conducted in collaboration with the District Administrations. Various Districts in different states are identified and screening programmes are chalked out charging nominal admission rates. The school-going children are largely from Government /Municipal Schools/Zilla Parishad Schools. From the financial year 2007-08, it was decided that children would not be charged any amount, so CFSI films would be screened free of charge.

c. Non-theatrical Free Shows

In order to reach out to the rural and underprivileged children, CFSI conducts free shows for the Municipal and Tribal Children. Services of Non-Governmental organizations like Nehru Yuva Kendra Sanghathans and others are utilised for this activity. The expenditure involved in conducting the free shows is borne by CFSI out of grants-in-aid provided by the Government for the purpose. Under the Scheme, even children living in remand homes, orphanages etc. are covered.

d. Shows Through Distributors

CFSI engages distributors/organizers to conduct film shows in theatres and schools. They procure films by paying fixed monthly rentals and exhibit films in the allotted territory.

e. Screening of films on Television

CFSI films are shown on Doordarshan National Network and Regional channels of DDK and private channels; including satellite channels.

f. Activities in North East & J&K

CFSI promotes films in regional languages including North-East States through production, conduct of workshops and exhibitions.

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

DAVP is the nodal multi-media advertising agency of the Government of India. It conveys policies, programmes and achievements of various Ministries and their Departments to people at large through various media. It also caters to the publicity requirements of a number of autonomous bodies and public sector undertakings as well. The various media used for taking socially relevant messages to grass-root level are:

- (a) Newspaper advertisements;
- (b) Electronic Media Audio/Video Spots, Jingles etc;
- (c) Printed literature – booklets, brochures, posters etc;
- (d) Outdoor Media – Hoardings, Metro Rail Panels, Bus Panels, Kiosks, Public Utilities, etc;
- (e) Photo exhibitions on selected themes in rural and semi-urban areas at crowd points, including melas etc.

DAVP has been working as a catalyst of socio-economic changes and development over the years and is instrumental in creating awareness among the masses, seeking their participation in developmental activities and eradication of poverty and social evils. The print media publicity is guided by the Advertisement Policy, Electronic media by an Audio- Visual policy of the Government of India, issued by Ministry of I&B from time to time.

DAVP's Charter, available on its site, www.davp.nic.in is an attempt to deliver services in a quantifiable manner to its clients, citizens and customers. DAVP is at present gearing to become a customer-driven organization, with quality-consciousness being inculcated amongst its Officers and staff . Tools such as Information Technology, professionalization of services, and modernization of work processes and structures are being used for the purpose. Further, instead of being just a post-office for conveying the needs of Ministries/Departments to media outlets, DAVP is aiming to formulate and generate content which can perform an integrative role for governmental information and communicative needs.

DIRECTORATE OF FIELD PUBLICITY

The Directorate of Field Publicity with its 207 Field Publicity Units under the control and supervision of 22 Regional Offices are spread throughout the country. The aims and objectives focus on creating awareness on the policies, programmes and plans of the Central Government aimed at uplifting the people at large with emphasis on the under privileged. As such its activities are concentrated in rural, backward, border and tribal areas of the country through inter-personal communication. The dissemination of the messages is done through multi-media campaigns, film shows, photo exhibitions, group discussions and by holding, special interactive programmes which include seminar, symposia, rallies, rural sports, etc. Such programmes also bring people at the grass root level in direct contact with the functionaries of the Government for the redressal of their problems. DFP through its internal mechanism brings to the knowledge of the concerned authorities reactions of the people towards various plans and programmes implemented by the Government on fortnightly and monthly basis to facilitate and formulate their policies. Broadly, the aims and objectives of the Directorate are:

- (i) To project the policies and programmes of the Government by bringing its men and material face to face with the people and to inform them about the schemes and policies formulated for their benefit.
- (ii) To educate people about the fundamental national values of democracy, socialism and secularism and reinforce their faith in such values.
- (iii) To establish rapport with the people at the grass root level for their active participation in the developmental activities as also to mobilize public opinion in favour of implementation of welfare and developmental programmes.
- (iv) To gather people's feed back to the programmes and policies of the Government and their implementation down to the village level. The Directorate thus works as a two-way channel of communication between the Government and the people.

DIRECTORATE OF FILM FESTIVALS

The Directorate of Film Festivals(DFF) is vested with the responsibility of promoting good cinema and organizing International Film Festivals of India(IFFI), promoting Indian films both within the country and abroad, organization of film weeks, mini festivals and the National Film Awards.

The Directorate seeks to promote the best of Indian Cinema within India and abroad and to bring the best of world cinema to India. The festivals organized by DFF work as a platform for like-minded professionals from India and abroad to meet and exchange their views and perceptions.

The activities of the Directorate are carried out through the Scheme 'Export Promotion through Film Festivals in India and Abroad' which has the following components:

- (a) International Film Festival of India(IFFI)
- (b) Participation of Indian Panorama Films in film festivals in India and abroad.
- (c) Selection/striking of prints of Indian Panorama Films.

To effectively implement the above scheme, a new Scheme to provide the Directorate with a technically equipped print unit facilitating long term storage of prints has been approved in the 11th Five Year Plan.

The directorate is also responsible for its maintenance and upkeep of Siri Fort Film Festival Complex. Improvement of facilities/renovation of the complex is undertaken through the Plan Scheme –‘Film Festival Complex’- Additions and Alterations’.

FILMS DIVISION

Films Division is responsible for the production and distribution of documentaries, animation and short films required by the Government of India for public information, education, motivation and for instructional and cultural purposes. The Headquarters of the Films Division is at Mumbai. A sub-unit is located at New Delhi for production of documentary films on subjects sponsored by the Department of Family Welfare, Ministry of Defence and other Government Undertaking Organisations. In addition, two regional centres for production of Featurette/Video films based on rural stories with entertainment elements were set up one each at Bengaluru and Kolkata. Fourteen Chief Cameraman and two Assistant Cameraman are posted in various state capitals for wide coverage of important national events of special and cultural nature. Distribution of films is done through a network of ten Branch Offices. Films Division has been organizing the biennial International Film Festival in association with the Government of Maharashtra and other film bodies. The last festival was held from 3rd to 9th February, 2010. The 12th Mumbai International Film Festival will be held during 3rd to 9th February, 2012.

In order to promote and encourage the movement for production of documentary films in the country, Films Division has entered into MOU with PSBT, an NGO, for production of documentary through outside produce. It has also assigned production of 115 documentary films to outside producers and will assign 7 more films out of 122 film proposals selected from the film proposals received from the outside producers in response to invitation of such proposals. Films Division had also recently invited proposal from the outside producers through advertisement in response to which about 750 proposals have been received.

PARTICIPATION IN FILM MARKETS IN INDIA AND ABROAD

In the 11th Five year Plan, the Scheme “Export and Marketing of Films” has two sub-components. One Sub-component “Participation in Film markets in India and Abroad” is being implemented by the Film wing of the Ministry of Information and Broadcasting. The other component. “Export promotion through Film Festivals in India and Abroad” is being implemented by Directorate of Film Festivals.

The work of participation in international film markets in India and abroad has been entrusted to NFDC from the financial year 2011-12. This has been done with a view to ensuring the scheme is executed properly with prior planning. Since NFDC is the only national body with the specific domain knowledge and experience of promoting the film industry abroad, it has been chosen for the task.

FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

The Film Institute was set up in 1960, in Pune, as a premier Institute for imparting training in the art and technique of Film-making. Since 1974, it started training Doordarshan employees in Television Production also. The Institute was renamed as “Film and Television Institute of India”. The Film and Television Institute of India, is the prime Institute of its kind and has been undertaking the entire responsibility of imparting training in film production and television training.

ACADEMIC ACTIVITIES

Academic Courses run by the Institute

Sr. No.	Name of the Course(s)	Present strength of students
(A)	Three year Post-Graduate Diploma Courses in Film & Television	
1	Direction	50
2	Cinematography (Film & Television)	50
3	Editing (Film & Television)	47
4	Audiography (Film & Television)	36
(B)	Two year Post-Graduate Diploma Courses	
1	Acting	40
2	Art Direction & Production Design	24
(C)	1 ½ year Certificate Course in Animation & Computer Graphics	24
(D)	One year Post-Graduate Certificate Courses in Television	
1	Direction	11
2	Electronic Cinematography	11
3	Video Editing	11
4	Audiography & Television Engineering	09
(E)	One year Post-Graduate Certificate Course in Feature Film Screenplay Writing	13
	Total :	326

Short Courses

FTII runs various short courses for working professionals and for personnel with related interests.

PLAN SCHEMES

The basic purpose and objectives for which the outlay was utilised under the Plan was primarily for augmentation & modernisation of the training infrastructure and training methods with a view to increase output of trained manpower, developing the available facilities with proper infrastructure and making available facilities to outside producers to generate revenue for the Institute.

The following Two Schemes have been proposed in the Eleventh Five Year Plan:

(A) Continuing Scheme

Grant-in-Aid to FTII, Pune

1. Machinery and Equipment
2. Civil Construction and Electrical Works
3. Computerisation and Modernisation of FTII, Pune
4. Setting up of Community Radio
5. Setting up of Captive TV Channel
6. HRD aspects including scholarship and exchange programmes with foreign universities for students etc.

(B) New Scheme

Global Film School (New)

(A) Continuing Scheme

Grant-in-Aid to FTII, Pune

The intended outcome of the Scheme is to overcome the infrastructural shortages and upgrading the available training facilities to bring it in tune with the best practices in the industry. Students and trainees at the Institute are the direct beneficiaries of this scheme.

The plan relates to Human Resource Development, where some preliminary efforts have been made with outcomes in terms of enrichment benefits to the students and faculty members of the Institute. While some elements of this existing plan may require reconfiguring in order to optimise the benefits, it needs to be continued.

(B) New Scheme

Global Film School (New)

The concept and proposal for the Global Film School is to upgrade the existing infrastructure and curriculum of the FTII to reposition the existing Institute globally. The aims and objectives include preparing the students of the FTII to enhance their competency in the field of film and media to globally competitive level and also to attract the students from other countries to FTII as global center of excellence in the fields of film and media.

A detailed project report for upgradation of FTII to Global standards is being prepared and it will be submitted to the Ministry for approval in due course.

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

In order to provide trained manpower in various discipline of Film and TV productions, Satyajit Ray Film & Television Institute, Kolkata was established by the Government of India as an autonomous educational institution under the Ministry of Information and Broadcasting and was registered under West Bengal Societies Registration Act, 1961. The Institute at Kolkata was setup with the specific aim of imparting education in Film and Television production especially for the students of Eastern and North Eastern India. The primary objective of the Institute is to conduct various courses on Film and Television production with an expected annual output of 40 students.

The Satyajit Ray Film & Television Institute is the second national level Institute established by the Government of India. The Institute offers three years Post Graduate Diploma Courses in Direction and Screen Play Writing, Motion Picture Photography, Editing and Sound Recording with the intake capacity of ten students in each discipline. Apart from the basic diploma courses on areas related to Film and Television, research and explorative studies in the sociology, culture and technology of Film and Television are other areas of focus in SRFTI.

Department wise present students' strength is shown in the following table.

Batch	07-10	08-11	09-13	Total
Direction	9	10	9	28
MPP	10	10	10	30
Editing	10	10	10	30
Sound	8	9	7	24
	37	39	36	112

Apart from the basic diploma courses, Institute also organizes various short-term courses and undertakes various projects on demand of various organizations and the film industry.

PLAN SCHEMES

Initially, the infrastructure created in the Institute was meant to run only one batch. Gradually with the intake of further batches, not much infrastructure was added and as a result, the Institute is facing acute shortage of infrastructure and manpower to support three concurrent batches. Inadequacy of infrastructure and manpower resulted in delay in academic schedule and intermittent student unrest. The current Plan schemes are aimed at creating adequate infrastructure.

The Institute continues the schemes taken up during 10th Plan period and the ongoing 11th Five Year Plan period. The brief out come of each of the schemes are furnished below.

The following schemes have been proposed in the Eleventh Five Year Plan

S. N	Name of the schemes/ project
A.	Continuing Schemes
1.	Setting-up of Community Radio Station
2.	Setting-up of Captive TV Software Production Centre
3.	Training and Skill development w.r.t socially relevant Film Production
4.	Scholarship, student/ faculty exchange programme
5.	Computerization, Modernization with provision for infrastructure including manpower
B	New Schemes
1.	Department of Animation and Electronic Imaging
2.	Department of Production Management in Films and Television

CONTINUING SCHEMES

Community Radio Station

The concept of Community Radio Station (CRS) envisages establishment of a FM based radio station at the Institute with a view to facilitate a hands-on exposure in on-line broadcast for the students. The growing popularity of the FM channels indicates the existence of a fertile ground for operation of localized broadcasting systems as an effective media for mass education and entertainment, tailor-made to suit local interests and style. SRFTI with its existing ready infrastructure and young, energetic band of student resource is ideally suited to set up and operate a CRS and run it successfully. The project draws its strength from the following:

- Hands-on exposure in on-line broadcast operation.
- Practical training in the art of effective dissemination of information on pressing social issues.
- Development of a constructive off-line activity for the free time available with the students.
- Optimum utilization of infrastructure and equipment resources available.

The scheme essentially aims at value addition to the quality of training imparted in the Institute for enhancement of their scope of future employment and excellence in the field. However, once the project is consolidated, there is a possibility of getting sponsors to fully or partially offset production costs of the radio programmes produced from the relevant government departments, international bodies.

Setting-up of Captive TV Software Production Centre

The proposed Captive TV Software Production Centre is conceived to develop as a feeder base for the newly emerging captive television (narrow casting) concept introduced by Doordarshan to target specific audiences at local levels. The underlying objective of the project is to introduce the art and techniques of on-line telecast and the much-needed hand-on exposure to the students as a value addition to the training being imparted to them. It essentially

involves production of schedule- specific television software by the students & faculty for telecasting daily/weekly slots to be obtained from through Low Power/High Power transmitters (LPTs/HPTs). The programmes mainly relate to social issues of family welfare, health, education and entertainment specifically suited to the local flavour.

Training and Skill development w.r.t socially relevant Film Production

The Institute conducts a three-year PG Diploma Course in Film and television for 120 talented young aspirants in the field, selected through a nation-wide competitive examination. The project is essentially envisaged to infuse the much desired value addition in the training being imparted by the Institute to the young students in the fields of Film and Television. The proposed elements under the scheme will be supplementing the existing training activities of the Institute to help the young students of the Institute in preparing themselves to face the challenges of the industry

Scholarship, student/ faculty exchange programme

The scheme envisages instituting a support base for the deserving students of the Institute to attune themselves to the emerging technology and techniques of Film making through exposure in international Film festivals/forums and student-exchange programmes with reputed Film schools abroad. The scheme draws strength from the emerging need of exposure for our young Film professionals to adapt themselves to the fast changing audio-visual technology today.

The scheme will also help the faculty members to understand the changing trend in the areas of education and training in the Film and T.V and recent technological changes in the entertainment industry. The scheme includes scholarship to the meritorious students and exchange program with foreign industries and Film Institutes.

Computerization, Modernization and provision of infrastructure including manpower

The Institute is constantly endeavouring to upgrade its infrastructure with a view to meet the growing number of students. Efforts are also being made on computerization of different aspects of functioning of the Institute. Manpower requirement is also looked into.

NEW SCHEMES

Department of Animation and Electronic Imaging

There is a vibrant vast market and potential for web- related application and multimedia CD-ROMS/ Games development in addition to animation Films and there is therefore, a huge demand for trained manpower to support these activities.

In view of the changing trend and scarcity of specially trained manpower in the field it is essential to add a new branch of study in the Institute. Accordingly the Government of India has approved the introduction of a two-year postgraduate diploma course in 'Animation and Electronic Imaging' with an intake capacity of 10 students in each batch. Tentatively, the Course will commence from the fifth year of the 11th Plan period after creation of required infrastructure and recruitment of manpower. The construction of the building where the new department will be housed is going on full swing.

Department of Production Management in Films and Television

In view of the growing demand of specially trained manpower in 'Production Management in Films and Television', the Government. of India has approved to start two-year postgraduate diploma course in Production Management in Film & Television with an intake capacity of 10 students in each

batch. The new department will be housed in a new building which is under construction. The course is expected to take off from the fifth year of the 11th Plan period.

NON-PLAN

The basic objective of the Institute is to provide trained personnel for the Film & Television Industry. The Institute has been imparting hands-on training on Direction & Screenplay writing, Motion Picture Photography, Editing and Sound recording. The total in-house capacity of 120 students is spread in to three (03) concurrent batches. To run the curriculum, various students' projects like Continuity, Documentary, Workshops, Student Exercises etc. are organized as a matter of routine. In order to complement classroom teaching, various workshops by prominent Film personalities are conducted. Regular screenings of indigenous and foreign Films are also done as a mode to provide better exposure to modern trend and technique in Filmmaking. 37 students of final year batch will be completing their final project. 10 short Films (Diploma Films) of 30 minutes duration are to be produced during the projected period. The 1st year batch will be pursuing their courses of studies including project works, as per schedule. New admission of fresh batch of students will be undertaken during 2011. Non-plan expenditure of the Institute thus encompasses areas required to maintain the basic infrastructure of the Institute so as to facilitate fulfillment of the objectives of the Institute.

It is felt that the primary requirement in the present situation would be to up-grade the one year PG Diploma Courses currently offered by the Institute to 2 years Advanced PG Diploma courses and to have these declared equivalent to MA Degree courses. Additionally, the IIMC can add two more Advanced PG Diploma courses equivalent to MA Degree courses in the fields of Development Journalism and Media Management. Strengthening of the Department of Communication Research would also be an imperative need in the up-gradation of the present IIMC to the level of an International Media University. Doctoral programmes can also be commenced, after bringing an Act of Parliament to declare the IIMC an Institute of National Importance.

INDIAN INSTITUTE OF MASS COMMUNICATION

The Indian Institute of Mass Communication (IIMC) came into existence on August 17, 1965. The Institute inaugurated by the former Prime Minister of India and the then Minister of Information & Broadcasting, Smt. Indira Gandhi, was established with the objective of undertaking teaching, training and research in the area of mass communication.

Beginning with a modest staff strength including two consultants from UNESCO and organizing training courses mainly for Central Information Service Officers and undertaking research studies on a small scale, the Institute has, over the last 45 years, graduated into conducting a number of specialized courses for meeting the diverse and demanding requirements of the rapidly expanding and changing media and communications industry in modern times.

In recent times, mass communication has undergone a paradigm shift and has emerged as a major area of activity, greatly impacting the process of decision-making. The Information Technology revolution has contributed significantly to the expansion of mass media. It has also posed major challenges for students, teachers and practitioners of the discipline. The rapidly changing technology is transforming the very complexion of the discipline in a manner unknown to any other area of academic activity. The need of the hour undoubtedly is to effectively respond to the emerging challenges for maintaining and enhancing the effectiveness of the media and communication.

The Institute endeavors to contribute towards the creation and strengthening of an information structure suitable not only for Indian requirements but also those of other developing countries. It provides its expertise and consultancy services to other institutions/bodies, both within and outside India.

The Institute also provides training, research and consultancy services in response to requests received from departments/organisations of the Central/State Government/Public Sector Organizations, Universities and other Academic Institutions.

With the growing popularity of the Institute's training activities and with a view to meet the regional aspiration, the Institute opened a branch at Dhenkanal, Orissa in 1993 for catering to the demands of the eastern region. At present, the Branch conducts two Post-graduate Diplomas – Journalism (English) and Journalism (Oriya).

The financial support is made available to the Institute by the Government of India through the Ministry of Information & Broadcasting. The activities of the Institute are guided by its Executive Council, whose Chairman is the Secretary in the Ministry, who also is the President of the Institute (Society). The other members of the Council include, inter-alia, the Director of the Institute, representatives of the Institute's Faculty and eminent personalities from the world of media and communications.

Academic Programmes

The Institute's activities are centered around the three central areas of teaching, training and research. In its endeavor to fulfill these objectives, it conducts the following courses:

1. Orientation Course for Officers of Indian Information service (Group A and B);
2. Post-Graduate Diploma Course in Journalism (English) – New Delhi and Dhenkanal (Orissa);
3. Post-Graduate Diploma Course in Journalism (Hindi);
4. Post-Graduate Diploma Course in Advertising & Public Relations;
5. Post-Graduate Diploma Course in Radio and TV Journalism;
6. Post-Graduate Diploma Course in Journalism (Oriya) – Dhenkanal (Orissa); and
7. Diploma Course in Development Journalism for mid carrier working Journalists and Information officers from Asia, Africa, Latin America and Eastern Europe.

The course at Sl.No.7 is open to working journalists and Information Officers from developing countries and is highly sought after by middle level working journalists from Africa, Asia and Latin America and Eastern Europe. The average intake of participants for this course has been 20-25 per course. Presently two courses are conducted in each academic year. These courses are funded by the Ministry of External Affairs under ITEC/SCAAP Scheme.

The Institute has already implemented the last phase of OBC reservation in Diploma Courses open to Indian nationals.

Indian Information Service Foundation Course

IIMC is the nodal centre for the training of Officers of the Indian Information Service (IIS). The Institute provides a learning ground for this Service in communication techniques and orients them towards public information systems. The focus of the course is on information policies and strategies.

Short Courses, Workshops, Seminars and Conferences

The Institute has been organizing seminars and conferences on various themes related to media and communication with a view to contributing to better understanding of mass communication issues in the context of India and other developing countries.

The Institute runs regular, short-term academic programmes for personnel of different media units of the Ministry of I & B. A number of specialized short-courses of one week to three-month duration are also conducted to meet the professional training needs of Defense Officials and for the personnel working in various media/publicity organizations of the Central/State Governments, the Public Sector and international bodies.

Research & Publications

IIMC has been a leading centre of mass communication research. Over the years, the Institute has conducted major research studies for a number of international organizations, Government and non-government bodies. About 1500 dissertations have been produced at IIMC, besides more than 165 research and evaluation studies conducted by it in the past. Most of research studies conducted by it are financed by sponsors. The Institute also conducts research studies on various aspects of mass media related issues, as part of its Annual Plans.

The Institute publishes the journals “Communicator” in English and “Sanchar Madhyam” in Hindi. It also brings out other publications such as laboratory journals (by students of various diploma courses), An Annual Report on its activities and books on journalism/mass communication.

Schemes

1. Setting up four IIMC branches in four States i.e. J & K, Mizoram, Maharashtra (Vidarbha) and Kerala.
2. Upgradation of IIMC to International Standards.
3. From the academic year 2011-12 the PG Diploma Courses of IIMC are proposed to be for two year’s duration with a view to making them equivalent to a Masters Degree.

Research Studies

During the year 2010-11 the Institute has completed four ongoing studies. Besides completing these studies, it has undertaken a new sponsored study namely “Policy issues and News Operation of Foreign News Agencies in India” at the request of Ministry of I & B.

Some more studies are proposed to be undertaken during the remaining period of the current financial year.

NATIONAL FILM ARCHIVE OF INDIA

The need for preserving film as an art and historical document has been recognized all over the world. The task of preserving cinema in all its varied expressions and forms is entrusted to the National Film Archive of India, a national organization having adequate resources, a permanent set-up and the confidence of the film industry that was set up as an independent media unit under the Ministry of Information and Broadcasting in February, 1964.

The aim and objectives of National Film Archive of India are:

- i) To trace, acquire and preserve the heritage of national cinema and build up a representative collection of World Cinema;
- ii) To classify and document data related to films, undertake and encourage research on cinema and publish and distribute them;
- iii) To act as a centre for dissemination of film culture in the country and to ensure the cultural presence of Indian cinema abroad.

Name of Schemes/programmes under implementation:

(₹ in Cr ore)

Name of schemes/ Programmes	Approved 11th Plan Outlay 2007-12	S.B.G. 2009-10	R.E. 2009-10	Final Grant 2009-10	Actual Expenditure during 2009-10
Continuing Scheme Acquisition and exhibition of Archive films.	30.00	4.00	7.00	7.00	6.99
Total	30.00	4.00	7.00	7.00	6.99

Physical achievements

During the year 2009-10 NFAI acquired 505 Films, 434 DVDs, 366 Books, 3420 Stills, 1541 Wall Posters, 192 Song Booklets, 247 Pamphlets/film folders, 25 Disc records, digitized 148 films, Restored 48 films and Digitized 208539 ancillary material.

NATIONAL FILM DEVELOPMENT CORPORATION LIMITED

The National Film Development Corporation Ltd. (NFDC) is the central agency established by the Government of India to promote the growth of the Indian film industry and to foster excellence in cinema.

The films funded/produced by NFDC and the cast and crew associated with its productions have won several National and International awards in the past. NFDC [including the erstwhile Film Finance Corporation (FFC)] has so far produced / co-produced over 300 such films. The Indian film industry comprises cinemas in various Indian languages and NFDC has the distinction of being the only production house which has produced films in 18 different languages and has co-produced more than 17 films with international partners.

The Mission of NFDC is to aim at fostering excellence in cinema and to promote Indian culture through films made in various Indian languages.

NFDC now proposes to renew its commitment to promoting the Cinemas of India through new activities, in addition to its existing work, in the forthcoming years. A Plan Scheme of film production in various regional languages with an outlay of ₹ 36 crore during the 11th Plan period has been approved by the Government to assist NFDC to produce films in regional languages in pursuance of its developmental mandate. A provision of ₹ 10 crore has also been made under the aforesaid plan scheme for restoration of 77 acclaimed films of NFDC.

PRESS INFORMATION BUREAU

Press Information Bureau, is one of the Principal agencies of the Government of India whose main function is to disseminate information about policies, programmes and achievements of the Government in various fields. The Bureau has at present, a network of eight Regional Offices at Kolkata, Mumbai, Chennai, Bhopal, Chandigarh, Guwahati, Lucknow and Hyderabad, 27 Branch offices, 5 Office-cum-Information Centers and two Information centers spread all over the country. A considerable number of newspapers, journals and periodicals are being published from these places and a large number of pressmen visit these offices regularly. Some times VVIPs/Ministers/Secretaries and other senior officials have to hold press conferences to brief journalists/pressmen about the policies and programmes of the Government of India.

Over the years, two very major developments have occurred in the media scene the world over, one, the exponential growth of internet and two, the advent of 24 hours news channels. These developments have made the communication very fast, transgressed national boundaries and have brought immediacy to collection and dissemination of news to the people. Therefore, while the traditional media, especially the print media, remains important, PIB needs to cater to the needs of the emerging media and also make best use of emerging tools to serve the media and population at large.

Since information on all subjects is now readily available through internet and because of greater transparency and accessibility PIB's traditional tools of information dissemination need to be made more contemporary and suited to the needs of the modern media. The Bureau must, therefore, undertake innovative activities to present information in a more interesting and instantly usable way to its clients.

PIB is also responsible to provide genuine feedback from the media to the various government departments to enable the later to take necessary corrective actions or to shift focus to new directions.

To achieve these targets, following activities/schemes/projects have been proposed during the year 2011-12:

1. Setting up of National Press Centre at New Delhi: The Bureau is setting up a National Press Centre at New Delhi with a separate building of its own to provide media facilities to National & International journalists at one place which will have state of the art facilities including, Auditorium, Press Lounge, a briefing/conference room, Library and other modern equipment. Due to increase in project scope and cost escalation, the project cost has been revised from ₹ 35.00 crore to ₹ 60.00 crores, which has been approved by EFC on 15th September, 2009. A contract was signed between PIB and NBCC on 22-03-2010 in place of earlier MoU for construction of NPC. Amounts of ₹ 7.00 crore & ₹ 4.00 crore were paid to NBCC in March, 2006 & March, 2010 respectively. Funds of ₹ 10.00 crore have been allocated in B.E. 2010-2011 which will be utilized. Though the work is lagging behind schedule, the delay will be covered and project completed by due date of August 2012. The construction work has reached RCC slab of lower basement which has been completed by 31-12-2010. An amount of ₹ 35.00 crore were proposed for the next financial year 2011-12 whereas ₹ 20.50 crore have been allocated in B.E. 2011-12.

2. Media Outreach Programme: The aim of this scheme is to disseminate information about the flagship programmes of the Government by organising Public Information Campaigns, Media Interactive Sessions, Dissemination of Success Stories and conducting Press Tours. The Administrative approval to the tune of ₹ 49.00 crore during the 11th Plan were received on 16-11-2007. During the financial year 2010-2011 this Bureau has been allocated SBG amounting to ₹ 14.50 crore. The target has been increased to hold 150 PICs instead of 100 PICs. An expenditure of ₹ 6.14 crore has already been incurred upto 31-12-2010 on organizing 79 PICs and 79 success stories. The remaining funds will be fully utilized before the end of this financial year. Further the scope of this scheme is proposed to be expanded by adding Project Management Unit, Strengthening Regional Media Outreach and 24X7 Control Room. The proposed total requirement for 11th Plan will increase to ₹ 60.59 crore instead of ₹ 49.00 crore. Therefore, ₹ 21.37 crore were proposed for the next financial year 2011-12 whereas only ₹ 14.50 crore have been allocated in B.E. 2011-12.

3. Publicity for Special Events: This scheme comprises three components which are as under:

(a) International Film Festival of India: Media Centre is set up at the venue of the Festival and facilities extended to journalists like special accreditation hospitality arrangements, press conferences, press releases work room with computers and internet, telephones, newspapers, stationery, photocopier etc. During the financial year 2010-11, this Bureau has been allocated ₹ 8.00 lakh for organizing IFFI at Goa. The Film Festival has been held at Goa in Nov.-Dec., 2010. The funds of ₹ 6.09 lakh have been utilized upto Dec., 2010.

An amount of ₹ 8.00 lakh has been allocated for the Annual Plan 2011-2012 for organizing IFFI.

(b) Pravasi Bhartiya Diwas Samaroh: PIB deutes its officers for grant of special accreditation to journalists during Pravasi Bhartiya Diwas (PBD) Samaroh and hiring of computers for Media Centre to facilitate journalists. During the financial year 2010-11 ₹ 1.25 lakh was allocated. The PBD is due to be held on 07-09 Jan., 2011.

During the financial year 2011-2012, ₹ 1.25 lakh have been allocated for Pravasi Bhartiya Diwas to be held during January, 2012.

(c) Media Exchange Programme: The main aim of this scheme is to recognize the vital role that Media plays in the promotion of better understanding between countries and enhancing regional cooperation through greater interaction between media persons and for dissemination of information about each other. Also to recognize the critical role that media plays in the promotion of democratic values and tolerance in societies, the broad objective being to strengthen the friendly ties with different countries in the fields of information and print media, inspired by a common desire to establish and develop closer relations with other countries in the field of information and mass media. The components of this scheme are as under:-

- (a) Cultural Exchange Programmes (CEPs)
- (b) Joint Working Groups
- (c) Agreement on cooperation in the field of Information

The total budget allocation of this scheme in B.E. 2010-2011 is ₹ 15.75 lakh. The implementation of CEPs and Joint working Commissions is largely dependent on external factors such as the willingness of the counterpart countries for the exchange, their speed in responding to the request for implementation, the response of the Indian Embassies based in the concerned countries etc. Due to non-receipt of response from other countries, no expenditure could be incurred so far. During the financial year 2011-2012, ₹ 15.75 lakh have been allocated in B.E.

4. Main Press Centre and other Media Centres for Commonwealth Youth Games at Pune. 2008 and Commonwealth Games at Delhi 2010:

This Plan Scheme was included in 11th Five Year Plan. The administrative approval for this scheme was received on 03-11-2008 with an approved cost of ₹ 20.00 crore distributed in three financial years 2008-09 to 2010-2011. The main objective of this scheme is to generate the interest of various sections of media like print, radio and television, provide timely and accurate information to media through state of Art Media Centre, spread awareness amongst media about the Commonwealth Youth Games at Pune in 2008 and Commonwealth Games to be held in 2010. After detailed analysis of scope of work of PIB, the cost of establishing Main Press Centre (MPC) and managing MPC as well as Venue Media Centres (VMCs) for the CWG 2010 was increased to ₹ 31.75 crore. The approval for revised cost was received from Ministry of I&B on 20-01-2010.

The total budget allocation of this scheme in B.E. 2010-2011 is ₹ 21.75 crore. An amount of ₹ 19.87 crore have already been utilized upto December, 2010 which have been paid to BECIL. In respect of RE, the SBG figure has been enhanced upto ₹ 21.98 crore. With regard to enhancement of ₹ 23.00 lakh in RE, it may be mentioned that during the year 2009-2010, out of total allocation of ₹ 10.00 crore, ₹ 9.77 crore were utilized. As this scheme has been completed in Annual Plan 2010-11, no funds will be required in B.E. 2011-12.

PRESS COUNCIL OF INDIA

The Press Council of India was first set up in the year 1966 on the recommendations of the First Press Commission. In the discharge of its twin fold function of preserving the freedom of the press and maintaining and improving the standards of the press, the Council performs a multi-faceted role. It acts on the one hand as a quasi judicial authority with all powers of the civil court and on the other, in its advisory capacity, it guides the press as well as the authorities on any matter that may have a bearing on the freedom of the press and on its preservation.

The Press Council is headed by a Chairman who has by convention been a sitting/retired judge of the Supreme Court of India. Besides, the Council consists of 28 other members, of whom 20 represent the press, five are from the two Houses of Parliament and three represent the cultural, literary and legal fields and are nominated by the Sahitya Academy, University Grants Commission and the Bar Council of India.

The Council is funded by the revenue collected by it as fee levied on the registered newspapers in the country on the basis of their circulation, the deficit being made good by way of grant by the central government. Though to some extent the Council is dependent on the government for finances, yet in so far as functional autonomy is concerned, it has remained completely uninfluenced by any extraneous considerations in discharge of its function.

The quasi-judicial function of the Council are discharged following, the mandate and procedure of section 14 & 15 of the Press Council Act and the advisory and guiding functions are undertaken under various provisions of Section 13. In its efforts to promote gender equality and progress of women, the Council dedicated its Press Day 2008 to “Women & Media” when the country specially benefited from the advice of the Hon’ble President of India in the media contributing to the cause.

PHOTO DIVISION

The main function of the Photo Division is to document photographically the developmental programmes undertaken by the Government and social change that is taking place in the country as a result thereof. Photographs are supplied by the Division for internal and external publicity; to the press Information Bureau for distribution to the Newspapers in India and DAVP for its exhibition and XP Division for Publicity abroad.

In addition to the above, Photo Division also supplies photographs on payment to the Central/State Government Department, Public Sector Undertaking and to the Public under “Pricing Scheme” to cater to their needs. The main function of these photo units is to cover important events in the regions for providing photographic publicity material and also to prepare and preserve in its archives.

Keeping in view the present changing scenario of the technological developments, the Division in consultation with the competent authority has decided to recast its Plan Scheme.

PUBLICATIONS DIVISION

The Publications Division is one of the largest publishing houses in the country. The books and journals brought out by the Division in Hindi, English and other major Indian languages are designed to broaden the understanding of the people of this country. The publications aim at disseminating information on the variegated pattern of life and culture of the country including information on the Five Year Plans and progress registered in different sectors in

national economy. The important publications of the Division include the prestigious series of Collected Works of Mahatma Gandhi, speeches of national leaders and educative and informative books on subjects of national interest and literature for children and Employment News.

The mandate for the Division is production, sale and distribution of popular books, journals on matters of national importance for internal as well as external publicity, with a view to imparting to the general public at home and abroad up to date and correct information about India. While doing so, the Division aims to achieve the following objectives:

- (i) Publish books on subject of national importance, which are otherwise not covered by other publishing houses and make them available to general public at affordable price.
- (ii) To strengthen and promote the concept and spirit of unity in diversity, communal harmony, national integration etc.

List of books published during 2009-10 and 2010-11 are as under:

List of Titles Printed and Released from April 2009 to March 2010

ENGLISH

1.	Annual Report 2008-09 (M/o I&B)
2.	Outcome Budget 2009-10 (M/o I&B)
3.	Stem Cells, Hype and Hope
4.	Tribal Freedom Fighters of India (Rep.)
5.	Children in India – A Legal Perspective
6.	Badruddin Tyabji (BMI) (Rep.)
7.	Great Lives, Great Words (Rep.)
8.	Sir Chhotu Ram
9.	Press In India
10.	India-2010
11.	Gazetteer of India (Delx)
12.	Annual Report (I&B) 2009-10
13.	Outcome Budget 2010-11(M/o I&B)
14.	Indian Folk Tales (Rep.)
15.	Lost Mythological Cities of India
16.	India Reference Annual- 2010 (Rep.)
17.	Children's Mahabharata (Rep.)

18.	Dhondo keshav Karve (BMI)
19.	Abul Kalam Azad (BMI)
20.	Subhas Chandra Bose (BMI)
21.	Jagadish Chandra Bose (BMI)

HINDI

1.	Catalogue-2009 (Bilingual)
2.	Nataji Sampurna Vangmay (Vol-10)
3.	Dalit Devo Bhawa (Part-II)-Dlx
4.	Ashtchhap Ke Kavi – Chaturbhuj Das
5.	Dash Kumar Charit
6.	Thirukkural
7.	Purvottar ke Swatantrata Senani
8.	Lalu ka Mobile
9.	Outcome Budget 2009-10 (M/o I&B)
10.	Annual Report 2008-09 (M/o I&B)
11.	Hathi Dada Ki Choupal
12.	Prerana Deep (Rep.)
13.	1857 Ki Jan Kranti:Vivid Ayam
14.	Bhartiya Rail
15.	Guru Nanak (Rep.)
16.	Rozgar Ki Nai Dishayen
17.	Guru Nanak Se Guru Granth Sahib Tak (Rep.)
18.	Dr. K.B.Hedgewar (BMI)
19.	Vaigyaniko Ki Jivan Kathaien
20.	Netaji Vangmaya (Vol.I) (Rep.)

21.	Thaar Ki Dhandhi
22.	Choti Choti Chubhan
23.	Selected Speeches of PM (IV) (Delx.)
24.	Bharat 2010
25.	Ahilyabai Holkar (Rep.)
26.	Kala Aur Sahitya
27.	Tinnu Miyan Ka Kurta
28.	Varshik Report (I&B) 2009-10
29.	Anuvaad Aur Tatkal Bhashantaran
30.	Bharat Ke Gurudware
31.	Nirbhay Nirgun
32.	Khel Hai Ganit
33.	Outcome Budget 2010-11 (M/o I&B)
34.	Aur Ped Gunge Ho Gaye (Rep.)
35.	Tarazoo Ka Karishma(Rep.)
36.	Rani Laxmibai (Rep.)
37.	Unnisvi Shatabadi Ke Anvekshak
38.	Kashi Nagari Ek Roop Anek (Pop.)
39.	Kashi Nagari Ek Roop Anek (Del.)
40.	Bharat (Rep.) 2010
41.	Vishav Kavi Vidhyapati (Rep.)
42.	Bharatendu Harishchandra Puruskar 2007-08
43.	Ankahi Shaurya Kathain (Rep.)
44.	Do Sir Wala Daitya
45.	Bhartiya Pushp
46.	1857 Ka Itihas Aur Sanskriti

47.	San Sattavan Ke Bhule Bisare Saheed Part-I
48.	Masti Ki Pathshala
49.	Mere Adhikaron Ki Pehli Kitab
50.	Ayurved Ka Jwalant Prashn
51.	Sayukt Rashtra Bachoon Ke Liya
52.	Press in India
53.	Vaidik Kaal ki Kahaniyan
54.	Sant Gyaneshwar

REGIONAL LANGUAGES

1.	Jawaharlal Nehru (BMI)	(Tamil)
2.	Betal Katha	(Oriya)
3.	Sahasavanitha Durgabai Deshmukh	(Telgu)
4.	An Introduction to Indian Music	(Tamil)
5.	Jawahar Lal Nehru-A Pictorial Biography	(Malyalam)
6.	Sardar Vallabhbhai Patel (BMI)	(Bengali)
7.	Jahan-e-Rumi	(Urdu)
8.	Bhagat Singh – Amar Vidrohi	(Punjabi)
9.	Akbar	(Urdu)
11.	Vaarta Naamnu Nagar	(Gujarati)
	ENGLISH	- 21
	HINDI	- 54
	REGIONAL LANGUAGES	- <u>10</u>
	TOTAL	- 86

List of Titles Printed and Released from April 2010 to December 2010

ENGLISH

1.	Babu Jagjivan Ram (BMI)
2.	Jamshetji Tata (BMI)
3.	Rajender Prasad
4.	Children's Ramayana (Rep.)
5.	India-2010 (Rep.)
6.	C.N.Annadurai (BMI)
7.	Prime Minister Dr. Manmohan Singh Selected Speeches (Vol. V)
8.	Bhulabhai Desai (BMI)
9.	K. Kamaraj (BMI) (Rep)
10.	Muhammad Quli Qutab Shah- The founder of Hyderabad (Rep)
11.	Lajpat Rai- Life & Works (BMI)(Rep)
12.	President- APJ Abdul Kalam Selected Speeches (Vol-II) Delx
13.	Mass Media in India-2009
14.	Maulana Jalaluddin Rumi
15.	India in the Space Age (Rep.)
16.	Gitagovinda (Rep) Delx.

HINDI

1.	Lok Jeevan Ke Sadabhar Patra
2.	Paheliya
3.	Hamara Bharat
4.	Sanyukta Rastra Bachho Ke Liye

5.	Mere Adhikaron Ki Pahli Kitab
6.	Soochna Bharati
7.	Upbhokta Sanrakshan Adhinyam Aur Upbhokta Ke Adhikar (Rep.)
8.	Charles Darwin
9.	Bhartiya Hockey Tatha Rastramandal Khel
10.	Selected Speeches of P M Man Mohan Singh
11.	Bhartiya Bhojan Ki Pampara Aur Vividhta
12.	Ek Mahatma Ka Abhuday
13.	Thakkar Baapa (BMI) (Rep.)
14.	Prakash Bharati Vol. XIII

REGIONAL LANGUAGES

1.	All Are Equal In The Eyes Of God	(Urdu)
2.	Jatak Kathayein	(Tamil)
3.	C. Rajagopalachari (BMI) (Rep.)	(Tamil)
4.	National Park of India (Rep.)	(Tamil)
5.	Dr. S. Radhakrishnan (Rep.)	(Tamil)
6.	Our National Flag (Rep.)	(Tamil)
7.	Bishnupurer Terracotta Mandir	(Bengali)
8.	Science: Nature's Copycat	(Telugu)
ENGLISH		: 16
HINDI		: 14
REGIONAL LANGUAGES		: <u>08</u>
TOTAL		: 38

EMPLOYMENT NEWS/ROZGAR SAMACHAR

Employment News, a weekly, is published in English, Hindi and Urdu. It is the flagship publication of the Publications Division, Ministry of Information and Broadcasting, Government of India.

The weekly carries advertisement for jobs of Central and State Governments, Public Sector Undertakings, Autonomous Bodies, Universities, admission notices for professional courses, examination notices and results of organizations like UPSC, SSC and other general recruitment bodies and midlevel career promotion opportunities (deputations). In addition to this, there is also an Editorial segment, which carries one or two main articles related to career/admission oriented.

The target of the weekly is basically the Civil services aspirants, candidates appearing for competitive exams and interviews, young people on the threshold of taking a decision on careers and professions. The mandate of the weekly is to inform and educate the young people so that they can make a wise choice in their life and career.

Besides fulfilling its social obligation for which the journal was started, Employment News/Rozgar Samachar have been earning substantial revenue regularly. The journal, which has the distinction of being among the highest circulated weeklies in the government sector, is available throughout the length and breadth of the country on every Saturday.

The illustrated career weekly of the Government added another feather to its cap by launching an interactive career oriented website under the domain www.employmentnews.gov.in. The website has been a tremendous success and has been very popular among the youngsters with the page hit of more than 3 lakh per day. The online features offered through the website include career counselling, advance information about job vacancies in Government. section and availability of information direct to the e-mail of the readers.

REGISTRAR OF NEWSPAPERS FOR INDIA

The Office of the RNI, an attached office of the Ministry of Information and Broadcasting, came into being with effect from 1st July 1956, by an Act of Parliament amending the Press & Registration of Books Act, 1867. Its statutory functions under the Act are detailed below:

- i) Maintenance and compilation of a register containing particulars of newspapers/periodicals published in India;
- ii) Issuance of Certificates of Registration in respect of Newspapers/Periodicals after verification of availability of Titles as recommended by District Magistrates concerned;
- iii) Ensuring that the Newspapers/Periodicals are published in accordance with the provisions of the Press & Registrations of Books Act;
- iv) Verification of circulation claims made by the publishers;
- v) Preparation and submission to the Government Annual Report containing information and statistics about the Press in India and in particular, the trends in different categories of newspapers/periodicals.

In addition, RNI has to perform some functions, which are non-statutory in nature. These are:

- a) Issuance of Eligibility Certificates to enable the newspapers to import newsprint
- b) Assessing and certifying the essential requirements of newspaper establishments in regards to printing and allied machineries and materials.

RESEARCH, REFERENCE & TRAINING DIVISION

The role of Research Reference and Training Division is to assist the Media Units of this Ministry of Information and Broadcasting in collection, compilation and preparation of material involving research in published works, etc. building up of a compendium of knowledge on important subjects and to prepare guidance and background notes on current and other topics for the use of the Media Units. Set up in the year 1945, the Division functions as an information-serving unit for the Ministry of Information & Broadcasting and various Media Units under it. The Division studies trends in Mass Communication Media and maintains reference and documentation service on it. It provides background, reference and research materials for use of the Ministry, its media units and others engaged in mass communication.

The Division compiles two annual reference books, *India – A Reference Annual*, a compilation on development and progress made by Central Ministries/Departments, State/Union Territory Administrations and PSUs/Autonomous Bodies during the year and *Mass Media in India*, a comprehensive publication on mass communication in the country. *India* is simultaneously published in Hindi language under the title *Bharat*.

The Division has a regular service, *Diary of Events* brought out every fortnight which focuses on important national and international events for record and reference. The Division prepares a monthly report of subject-specific Specialty Magazines having a share of FDI and having been given permission for publication in India. The magazines are monitored as to whether they stick to the stipulations laid down by the Government.

Reference Librari y

The Division has a well-stocked library with a large collection of documents on various subjects, bound volumes of selected periodicals and various reports of the Ministries, Committees and Commissions. Its collection includes specialized books on subject pertaining to journalism, public relations, advertising and audio-visual media, prominent encyclopedia series, year books and contemporary articles. Besides the senior officers of I&B, the library facilities are also available to accredited Indian and foreign correspondents. Only 19 new titles were added to the library during the year 2010-11 (up to December 2010) because of space constraints.

The National Documentation Centre on Mass Communication

The National Documentation Centre on Mass Communication (NDCMC) was created in 1976 as a part of the Division on the recommendation of an Expert Committee set up by the Ministry for collecting, interpreting and disseminating information about the events and trends in Mass Media through its periodical services. The NDCMC documents major news items, articles and other information material available on mass media/communication. The current activities of the Centre range from collecting and documenting information, to dissemination, not only for the development of cross-country mass communication but also for participation in the international information flow.

The information collected is maintained and disseminated through services like *Current Awareness Service* – An annotated index of select articles on mass media published in newspapers and journals being subscribed by the Centre *Bibliography Service* – An annotated subject index of articles on mass media published during past one year in newspapers and journals being subscribed by the Centre: *Bulletin on Films* - An abstract of various developments in the film industry in India *Reference Information Service* – Background papers on subjects of topical interests in the field of mass media; *Who's Who in Mass Media* – Biographies of various media personalities in lime light; *Honours Conferred on Mass Communicators* – Highlights the various awards announced during the year to mass communicators including the national and international film awards; and *Media Update*. - It brings to focus major national and international media events for record and reference.

The NDCMC also compiles and edits a reference book Mass Media in India. The Annual contains articles on various aspects of the mass media, information on the status of media organizations in Central government, States and Union Territories. It also includes the general information on print and electronic media. The National Documentation Centre on Mass Communication (NDCMC) under RRTD has brought out 42 services on various aspects of Mass Media during the year 2010-11(till December 2010).

Highlights of the Year 2010-11

- The Research, Reference and Training Division successfully brought out 55th edition of Reference Annual India-2011, February 2011..
- The National Documentation Centre for Mass communication (NDCMC), a unit of RRTD has brought out 42 services on various aspects of Mass Media during the year 2010-11(till December 2010).

TRAINING FOR HUMAN RESOURCE DEVELOPMENT

It is proposed to impart training to the officers belonging to the Indian Information Service, Central Secretariat Service and Officers belonging to various other services, coming on deputation to the Ministry under the Central Staffing Scheme or otherwise at various reputed Institutes/Universities abroad as per the need of different Media Units. The expenditure involved in this Scheme is only Revenue expenditure. The training courses will be a judicious mix of short term and long term training programmes depending on the suitability of the course vis a vis the needs of the Ministry. Officers would also be nominated by the Ministry for selected courses in organizations/Universities of repute.

The objective is to expose officers to the changing horizons- political, economic, social, technological in which they are called upon to function as the key persons in mass communication and to sensitize them on the imperatives of human resource development essential for the promotion of growth and effectiveness of the organisation.

SONG AND DRAMA DIVISION

The Division was set up in 1954 as small experimental unit to tap the abundant folk and traditional forms for communication purposes. The 'live media' as it is popularly known now, proved very effective because of its inherent advantage of instantaneous rapport with the masses and flexibility to incorporate contemporary issues, ideas and methods with conviction. The Division's scope and size, therefore, was enlarged to give it greater reach, access and impact in its efforts to communicate at the grassroots level, including inaccessible hilly terrains, desert and border areas.

The main function of the Division, as elaborated on its official website, is to create awareness and emotional receptivity among the general public regarding social, economic and democratic ideals which are conducive to the progress of the nation, creating among the people in border areas a sense of defence preparedness and cultural integrity with the rest of the country and keeping up the morale of the Army Jawans posted in isolated forward areas through live entertainment media which includes both urban theatre forms and folk forms covering all the regions of the country.

To achieve its objectives, the Division utilizes a wide range of folk and traditional forms, such as, folk and traditional dramas, ballets, operas, dance dramas, folk and traditional recitals, puppetry and even the skills of hundreds of magicians with age old tradition. In addition, the Division utilizes sound and light spectacle with modern techniques and hundreds of artistes for presenting programmes on important national themes such as Communal Harmony, National Integration, Secularism, promotion of Cultural Heritage, Health, Environment, Education, etc.

By way of utilizing numerous folk and traditional forms available in different parts of the country, the Division on one hand has become a potent source of revival and sustenance to these forms and on the other hand is able to provide livelihood to thousands of performers by utilizing their skills in their own languages, idioms and dialects for purposeful communication.

The Division headed by Director functions at three levels viz.

- (i) Headquarters at Delhi
- (ii) Ten Regional Centres located at Bengaluru, Bhopal, Chandigarh, Chennai, Delhi, Guwahati, Kolkata, Lucknow, Pune, and Ranchi
- (iii) Seven Border Centres headed by Assistant Directors located at Darbhanga, Guwahati, Imphal, Jammu, Jodhpur, Nainital and Shimla and Six Departmental Drama Troupes headed by Managers located at Bhubaneswar, Delhi, Hyderabad, Patna, Pune and Srinagar(Jammu).

The various field units of the Division are responsible for preparation, presentation and monitoring of publicity oriented programmes. Beside these, the Division has nine troupes (eight at Delhi and one at Chennai) consisting of artistes under the AFEW scheme which is responsible for providing entertainment to Armed Forces in the far flung border and isolated areas.

FM RADIO

The Ministry of Information & Broadcasting through the mass communication media consisting of radio, television, films, the press publications, advertising and traditional modes of dance and drama, plays an effective role in helping the people to have access to free flow of information. The Ministry is involved in catering to the entertainment and intellectual needs of various age groups and focusing attention of the masses on issues of national integrity, environmental protection, health care, etc. with the help of four wings, i.e. Information Wing, Broadcasting, Wing, Films Wing and Integrated Finance Wing. The Plan Scheme “Private FM Radio” is for providing infrastructure to the Private FM Broadcasters which will enable them to locate their transmission facilities in a common place for effective utilization of spectrum.

ELECTRONIC MEDIA MONITORING CENTRE (EMMC)

Electronic Media Monitoring Centre (EMMC), a well equipped state-of-the-art facility has been set up to monitor the violations of the (i) Programme and Advertisement Codes enshrined in Cable Television Networks (Regulation) Act 1995 and rules framed there under, and (ii) license conditions for private FM radio etc. It has come into existence w.e.f. 9th June 2008, with monitoring facility of 100 TV Channels (24X7). The facility was augmented to 150 Channels during the 2008-09. It has further been augmented to 300 TV Channels (24X7) w.e.f. 5th January 2011. Setting up of the scheme is fully Government funded.

INTERNATIONAL CHANNEL

Emergence of India as a global power has made it imperative that the Indian position and view point on sensitive issues should be voiced in as many countries as possible and at the earliest possible. The main objective is to air the Indian position globally in the same way as channels such as Al-Jazeera, BBC, CNN, CCTV etc. This will involve introduction of International News and Programming through the existing DD News Channel with simulcasting on DD India, which has a footprint in a large number of countries.

IEC ACTIVITIES FOR COMMUNITY RADIO

The Government of India approved policy guidelines for grant of license to set up Community Radio Stations (CRS) in the year 2002. These Guidelines underwent a paradigm shift in the year 2006 when new Guidelines for Community Radio were approved by the Government. Earlier Guidelines allowed only Educational Institutions to operate CRS. New Guidelines broadened the eligibility criteria and allowed community based organizations including civil societies and voluntary organizations, State Agriculture Universities (SAUs), ICAR Institutions, Krishi Vigyan Kendras, Registered Societies/Autonomous Bodies/Public Trusts registered under the Societies Act to operate CRS subject to fulfillment of the eligibility conditions.

CONSTRUCTION OF SOOCHNA BHAWAN

The Expenditure incurred on the construction of Soचना Bhawan is met from the Plan Budget made available to the Ministry after the approval of Planning Commission. The available constructed space has been allotted to various media units such as Civil Construction Wing, Song & Drama Division, Photo Division, Film Division, Publications Division, Research Reference and Training Division, Press Council of India, Directorate of Advertising & Visual Publicity (partly) and National Film Development Corporation. After completion of phase-V of Soचना Bhawan, the available built up space will be utilized for accommodating the balance media units and the remaining portion, if any, will be leased out to other departments.

ECONOMIC ANALYSIS OF GROWTH INITIATIVES (NEW SCHEME)

The entertainment and media sector of the economy promises high growth potential during the 11th five year Plan 2007-2012. In order to capture the growth momentum, different schemes/programmes are being implemented by the Ministry of Information and Broadcasting in respect of Film, Information and Broadcasting Sectors so as to achieve the defined goals/objectives. The scheme provides for undertaking policy related studies and evaluation of existing Plan Schemes in the media sector. Study undertaken will help in policy designing, formulating and new schemes monitoring implementation of schemes.

PRASAR BHARATI

MANDATE

The Prasar Bharati (Broadcasting Corporation of India) Act, 1990 providing for the establishment of Broadcasting Corporation for India, came into effect on 15.9.97. This Act provides that it shall be the primary duty of the corporation to organize and conduct public service broadcasting to inform, educate and entertain the public i.e. to discharge the functions which used to be performed by Akashwani and Doordarshan. The general superintendence, direction and management of the affairs of the Corporation shall vest in the Prasar Bharati Board which may exercise all such powers and do all such acts and things as may be exercised or done by the corporation under this Act.

For the purpose of enabling the Corporation to discharge its functions efficiently, the Act provides that the Central Government may after the appropriation made by Parliament by law in this behalf, pay to the Corporation in each financial year such sums of money as is considered necessary by way of equity, grant –in-aid or loan. The corporation shall have its own Fund and all the receipts of the Corporation shall be credited to this Fund and all payments by the Corporation shall be made therefrom.

1. Subject to the provisions of this Act, it shall be primary duty of the Corporation to organize and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting on radio and television.

Explanation – for the removal of doubts it is hereby declared that the provisions of this section shall be in addition to, and not in derogation of the provisions of the Indian Telegraph Act, 1885.

2. The corporation shall, in the discharge of its functions, be guided by the following objectives, namely:
 - a. Upholding the unity and integrity of the country and the values enshrined in the Constitution;
 - b. safeguarding the citizen's right to be informed freely, truthfully and objectively on all matters of public interest, national or international, and presenting a fair and balanced flow of information including contrasting views without advocating any opinion or ideology of its own;
 - c. paying special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health and family welfare and science and technology;
 - d. providing adequate coverage to the diverse cultures and languages of the regions of the country by broadcasting appropriate programmes;
 - e. providing adequate coverage to sports and games so as to encourage healthy competition and the spirit of sportsmanship;
 - f. providing appropriate programmes keeping in view the special needs of the youth;
 - g. informing and stimulating the national consciousness in regard to the status and problems of women and paying special attention to the upliftment of women;
 - h. promoting social justice and combating exploitation, inequality and such evils as untouchability and advancing the welfare of the weaker sections of the society;
 - i. safeguarding the rights of the working classes and advancing their welfare;

- j. serving the rural and weaker sections of the people and those residing in border regions, backward or remote areas;
 - k. providing suitable programmes keeping in view the special needs of the minorities and tribal communities;
 - l. taking special steps to protect the interest of children, the blind, the aged, the handicapped and other vulnerable sections of the people;
 - m. promoting national integration by broadcasting in a manner that facilitates communication in the languages in India and facilitating the distribution of regional broadcasting services in every State in the languages of that State;
 - n. providing comprehensive broadcast coverage through the choice of appropriate technology and the best utilization of the broadcast frequencies available and ensuring high quality reception;
 - o. promoting research and development activities in order to ensure that radio and television broadcast technology are constantly updated; and
 - p. expanding broadcasting facilities by establishing additional channels of transmission at various levels;
- 3.** In particular, and without prejudice to the generality of the foregoing provisions, the Corporation may take such steps as it thinks fit:
- a. to ensure that broadcasting is conducted as a public service to provide and produce programmes;
 - b. to establish a system for the gathering of news for radio and television;
 - c. to negotiate for purchase of, or otherwise acquire, programmes and rights or privileges in respect of sports and other events, films serials, occasions, meetings, functions or incidents of public interest for broadcasting and to establish procedures for the allocation of such programmes rights or privileges to the services;
 - d. to establish and maintain a library or libraries of radio, television and other materials;
 - e. to conduct or commission, from time to time, programmes, audience research, market or technical service, which may be released to such persons and in such manner and subject to such terms and conditions as the Corporation may think fit; and
 - f. to provide such other services as may be specified by regulations.
- 4.** nothing in sub-sections (2) and (3) shall prevent the corporation from managing on behalf of the Central Government and in accordance with such terms and conditions as may be specified by that Government the broadcasting of External Services and monitoring of broadcast made by organizations outside India on the basis of arrangements made for reimbursement of expenses by the Central Government.
- 5.** for the purposes of ensuring that adequate time is made available for the promotion of the objectives set out in this section. The Central Government shall have the power to determine the maximum limit of broadcast time in respect of the advertisement.
- 6.** the Corporation shall be subject to no civil liability on the ground merely that it failed to comply with any of the provision of this section.
- 7.** the Corporation shall have power to determine and levy fees and other service charges for or in respect of the advertisements and such programmes as may be specified by regulations provided that the fees and other service charges levied and collected under this sub-section shall not exceed such limits as may be determined by the Central Government, from time to time.

Goals and objectives

Prasar Bharati through its two constituents i.e. All India Radio (AIR) and Doordarshan (DD) provides maximum coverage to the population and is one of the largest terrestrial networks in the world. In a country, where the illiteracy rate is high, this medium has a great potential to inform, educate and entertain people. The immense social responsibility of the Prasar Bharati is consonant with potential of the network as it reaches vast masses of the people throughout the country. As a public service broadcaster it has been engaged in multifarious activities. The future promises to be exciting and challenging with the move into digital age. Therefore, it would provide better service and programmes to an wider and more diverse community. The goal of Prasar Bharati is to make needed information available at doorstep of everyone with its appeal that is reliable, entertaining and informative. The objective is also to channelise the information and ideas that helps to improve communities socially, culturally and economically.

Policy statement

Prasar Bharati, as the public service broadcaster aims

- To create quality programming and
- to fulfill the objectives of providing information, education and entertainment to generate focused programming for women, children, the underprivileged, special linguistic groups, Scheduled Casts and Scheduled Tribes etc.

AIR under Prasar Bharati, aims to achieve the goals and objectives in carrying out the mandate of Prasar Bharati. A lot of new initiatives as Farm and Home broadcast-“Kisan Vani Programmes” from 86 selected AIR stations, programmes on environment, family welfare, programme on children with special focus on rural children and tiny tots, women programmes, educational broadcast (IGNOU/NCERT/CIET), programmes on social awareness like HIV/AIDS and other health programmes, in collaboration with IGNOU, National Science Magazine (Vigyan Bharati), Sesame Street programmes through M/o Finance have been taken up by AIR, besides the programmes on music and drama which are regularly broadcast. On the engineering side a lot of initiatives through special package programmes for J&K and North-East and Island territories, expansion of FM services, digitalization of production programmes and transmission facilities, introduction of new technologies etc. have been taken up. Various initiatives under News services Division as well as Research and Development activities have also been taken up. The priorities are for proper and timely implementation of all the initiatives into results.

Indian Classics scheme aimed at producing high quality programmes and preserving the rich cultural and literary heritage of the country. All programmes in the scheme are being produced in all Indian languages and these literary works are dubbed in other languages for the benefit of the viewers across the country.

In Doordarshan, the historic epic on Maharaja Ranjit Singh in 52 episodes has been commissioned and is under production. Special programmes on selected subjects “Forts of India”, ‘Institutions of Democracy’ ‘Common Worship Centres’ have been commissioned for which production is underway.

Doordarshan continued the production of documentaries on wide ranging subjects in collaboration with Public Service Broadcasting Trust. Four Documentaries produced under this initiative have received national awards this year.

DD-Urdu

DD Urdu came into existence on 15th August 2006 to cater to the needs of 52 million Urdu knowing population and to preserve their literary and cultural heritage. The Prime Minister’s 15-Point Programme aims at good quality content and multiple programmes for the welfare of the target audience of this channel. For this software had been acquired through acquisition scheme of DD and generated in-house too.

DD News

DD News is the first and the only terrestrial news channel in the country reaching approximately half of the population. The channel launched in November 2003, is a clear leader in terms of absolute viewership. DD News in its coverage of events has stuck to its basic motto of 'Satya, Sarvatra, Sampurna' (Complete truth, always) ensuring balanced depiction of news without sensationalizing it.

In the media scene today, where numerous 24 hour private News channel exists, there is a need for a strong and vibrant presence of a 24 Hour terrestrial/satellite National News Channel like DD News. This is essential to project Government's viewpoint particularly about development policies and programmes. DD News also is the only India News Channel which reaches to more than 50% of the country including the underprivileged and deprived sections of the society which are not connected through Cable/Satellite. In the events of national disasters, calamities, etc. the role of the public broadcaster becomes all the more important.

Audience Research Wing

Audience Research Wing plays a vital role in providing inputs for programme planning and feed back for improving the quality of the programmes on the channels through various methods of research and data collection. Audience Research conducted surveys throughout the country on DTH penetration and narrowcasting of agricultural programmes. Audience Research Wing also conducts DART Surveys in urban as well as rural areas through its 18 Audience Research Wings located in different parts of the country. During the current year a survey on the impact of the flagship programmes of the Government of India has been instituted through Centre for Media Studies.

Besides in-house surveys, Doordarshan will acquire rating data from TAM Media Research Pvt. Ltd. and baseline data from MRUC and providing the same to all the channel managers and marketing divisions located in different parts of the country.

DD-Bharati

DD-Bharati is a cultural heritage channel playing a crucial role in introduction, promotion and preservation of rich cultural heritage of India. The Channel focuses on music, dance, heritage, health, children with special emphasis on the Indian way of life and philosophy and art and culture. The Channel also telecast live a number of the live coverages like music and dance, festival, special events, mushairas, kavi sammelan etc. With the change of the fixed point chart, number of new programmes introduced to increase the viewership of the channel and fresh acquisition of the programmes has been taken up to improve the quality and the variety of the programmes. Further improvement of the programmes especially on cultural heritage, fresh commissioning is proposed.

Regional Telecasts

To cater to the specific area socio-cultural and linguistic diversity in the country, Doordarshan telecasts programme in regional languages and dialects for the benefit of people living in different regions of the country, especially those who speak major regional languages such as Tamil, Telugu, Malayalam, Kannada, Oriya, Bengali, Assamese, Punjabi, Gujarati, Marathi and Kashmiri. In addition to the primary language programmes there are 11 regional language satellite channels also telecasting programmes in Urdu, Sindhi, Sanskrit, Tulu, Konkani, Dogri, Himachali, Haryanvi, Nepali and all North-East languages and dialects.

The regional language programmes are primarily available on satellite with a terrestrial support of different HPTs and LPTs in the state concerned between 3.00 pm and 8.00 pm as regional window of DD-1 through ground transmitters, except in Tamil Nadu where the terrestrial support was extended up to 11.00 pm.

These regional language satellite channels offer a variety of programmes and formats produced in different regions even within the same State and feed and telecast from the capital Kendra of the respective State. The programme mix of these channels includes feature films, films songs, serials, classical/light/folk music, dance, News and current affairs and programmes on agricultural and rural development etc. catering to the needs of all segments of the society like women, children and youth with specific audience programmes.

State Networks

Doordarshan also has regional service telecast called state network for the people living in North India which comprised Delhi, UP, Bihar, Jharkhand, Chhattisgarh, MP, Rajasthan, Haryana and Himachal Pradesh. From 3.00 to 4.00 pm one-hour northern network serial based entertainment programmes from Monday to Saturday and on Sundays Hindi feature film are being relayed from DDK, Delhi by all these states network of HPTs and LPTs. Thereafter, programmes are beamed from the state capital of the State concerned between 4.00 pm and 8.00 pm and are relayed by all the ground transmitters of that State, to connect the local happenings in the local primary dialect of the region.

The main emphasis throughout the year remained on flagship programmes apart education, information & entertainment. Various regional Kendras irrespective of their capacity generated achievements in highlighting flagship programmes and public service programmes.

DD Archives

DD Archives is the custodian of media content created over 40 years. Future of any media organization depends on its media assets being managed effectively. As a broadcasting channel it will depend more and more on the file footage to contextualize the current events. Also the cultural content of DD Archives is very valuable as DD Archives is the only channel which recognizes its responsibility for conserving various cultural trends including classical music, classical dance, folk music and folk dance, tribal music and dance life style, theatre both traditional and modern, popular music and dance, literature ancient and modern so on and so forth. This valuable content represents the pulsating cultural life of a country which is hailed all over the world for its cultural legacy. DD Archives has taken up the mission of preserving its content which represents the past and present of our country for the future and posterity. In next 4 years DD Archives will evolve as one of the best broadcasting archives of the world.

Self Finance Commissioning (SFC)

Doordarshan formulated a new scheme for self finance commissioning to outsource quality entertainment content for its flagship channel DD-I from eminent producers in the country. Under the scheme the software produced by the veteran film makers and television producers would be marketed by Doordarshan. Under this scheme the content is owned by the Doordarshan can utilize for telecast on its other channels also and the scheme is earning a good revenue during the prime time of the Doordarshan.

DD is committed to occupy all the prime-time and mid-prime slots by SFC Programmes. Apart from these prime-time and mid-prime-time slot, there is a strategy under consideration to capture non-prime timeslots also for SFC Programmes. It is worth mentioning that every year the cost of production is increasing and to compete with other satellite channels in quality we have to increase episode price accordingly.

Programmes produced under this scheme are the sole property of Doordarshan. DD can use this property as and when required, without any additional cost, on any channel of Doordarshan. This right was not available to DD with sponsored programme as one time investment for multiple uses, without any recurring expenditure. Apart from the increase in revenue, DD has got rid of the problems of outstanding dues against marketing agencies/sponsors as DD is directly dealing with the clients. There is no scope for court cases/arbitration. During the current financial year, an experiment has been made to introduce a daily serial in the prime-time which is expected to improve the viewership as well as revenues of Doordarshan.

The Road-Map for 2011-12 is as follows

- Production of masterpieces among Urdu novels as multi-episode serials by eminent filmmakers of the country.
- Reproduction of Urdu theatre plays done by eminent theatre personalities of India.
- International Music Concerts involving artists from South Asian neighbourhood and Europe and America
- Production of Urdu Feature Films based on Urdu stories by filmmakers with flair and background of Urdu language and literature.

Commissioning of software

- In-house production activities through Kendras like Hyderabad, Lucknow, Mumbai, Patna, Jaipur, Srinagar, Jammu etc.
- Commissioned scheme announced during this year is under process, which will provide quality programmes in 2011-12 for the channel.

SETTING UP OF CENTRE OF EXCELLENCE FOR ANIMATION, GAMING AND VFX

Rapid technological development has pushed growth in the fields of animation, gaming and special visual effects. 2D cell animation and 3D animation techniques are used to develop animation contents in television programmes, movies and video games involving extensive use of animation software programmes. 3D motion capture animation techniques are used in low resolution games, internet characters, special effects, etc. Similarly, the gaming industry depends upon latest gaming software for game design, platform design and play characteristics. The Indian gaming industry is expected to capture opportunities in the mobile and online gaming segments. Animation, gaming and visual effects industry is both technology and technical/professional manpower intensive. The Indian industry is already facing a paradox. While India's share in these industries is currently small, it has a tremendous potential because of global demand and the comparative advantage of India in having a huge pool of IT professionals.

Visual Effects is a highly skilled activity and increasingly manifest in the audio-visual industry. In this connection films like 'Mission Impossible' and 'Matrix' from Hollywood and 'Dhoom 2' and 'Don' from India come to our mind. This skill development would be analogous to animation and gaming and has tremendous revenue potential.

However, the rapidly increasing animation, gaming and visual effects industry is already facing a severe manpower shortage of trained professionals. Different reports estimate the requirement to be around 10,000 animation professionals at present as against the availability of only around 3000. Similarly the gaming industry has around 6000 persons while the demand is large. The projected growth of the industry would increase the demand gap for skilled manpower exponentially. It is, therefore, imperative that India ensures enhancement of trained personnel for the animation, gaming and visual effect sector. In order to achieve the goal, an HR Plan for the sector would be required so that trained personnel increase rapidly. Thus, the need to establish a clear co-relation between the school curriculum and animation training in higher education. With the above objective, it has been envisaged that a specialised training and consultancy institute for the animation, gaming and visual effect sector be set up in public/private partnership to lay down and implement bench marks in terms of standards teaching and training in these sectors and provide leadership role to the whole sector.

The Institute would provide research opportunities in the sector too. This would enable further technological initiatives and software development. In long term perspective, research provides not only for creation of intellectual property but also increasing revenue generation and an acknowledgement of leadership in the sector concerned.

On the advice of the PMO/Planning Commission, this Ministry got a HR study conducted by M/s PwC for the assessment of skill gap in these sectors. M/s PwC has recommended to set up a National Centre of Excellence of Excellence for Animation, Gaming and Visual Effects.

When this Ministry had approached Planning Commission for according 'In-Principle' approval to this Plan Scheme, the Planning Commission had requested the Ministry for an executable detailed project report on the said plan scheme.

The work for preparation of DPR was awarded to Ms Pricewaterhouse Cooper. PwC completed the work of preparing DPR by June 2010. The final draft DPR was presented on 27-1-2011, where certain modifications were suggested.

CHAPTER II

FINANCIAL OUTLAY, PROJECTED PHYSICAL OUTPUTS AND PROJECTED OUTCOMES CENTRAL BOARD OF FILM CERTIFICATION

PLAN

(` in Lakh)

S. No.	Name of Scheme / Programme	Objective / Outcome	Outlay 2011-12			Quantifiable Deliverables / Physical Outputs	Projected Outcome	Process / Timelines	Remarks / Risk Factors
			4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra Budgetary Resources				
1	2	3	4			5	6	7	8
1)	Establishment of Computerised Management System and Upgradation of Infrastructure in CBFC (Capital)	For speedy transmission of data between the regional offices & CBFC Hqrs and the Ministry leased line connectivity is done.	—	100.00	—	The regional offices of CBFC and Hqrs and the Ministry would be connected through leased line connectivity (intranet). The details of certified films and cuts are being uploaded on the website for public viewing as well as for giving the references with reference to RTI Act.	Speedy dissemination of audio & video data leading to uniformity in certification across the length & breadth of the country.	Annual basis	Getting the job/work implemented by the various stakeholders.
2)	Opening of Regional Offices of CBFC at New Delhi, Cuttack and Guwahati (Revenue)	For certifying films in north-east regions	—	50.00	—	These offices have been established for certifying films produced in these regions. The infrastructure and manpower are being provided.	Facilitation of films produced in the North-Eastern Region, Himachal Pradesh, J&K, Punjab, Rajasthan, UP & UTs of Delhi & Chandigarh.	Annual basis	Ability of CBFC to absorb plan funds.
3)	Monitoring and Modernisation of Certification Process (Revenue)	For improving the certification process	—	70.00	—	Workshops, Seminars and Board Meetings would be conducted for CBFC & Advisory Panel members.	Improvement in the certification process on account of better understanding of certification guidelines.	Annual basis	To utilise annual budget allocation
TOTAL		—	—	220.00	—	—	—	—	—

NON-PLAN

(₹ in Lakh)

S. No.	Name of Scheme / Programme	Objective / Outcome	Outlay 2011-12			Quantifiable Deliverables / Physical Outputs	Projected Outcome	Process / Timelines	Remarks / Risk Factors
				4					
			4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Compleme- ntary Extra Budgetary Resources	N.A	N.A	N.A	N.A
1)	Salaries	N.A	400.00	N.A	N.A	N.A	N.A	Annual basis	To utilize annual budget allocation
2)	OTA	N.A	0.10	N.A	N.A	N.A	N.A	Annual basis	To utilize annual budget allocation
3)	Medical	N.A	4.00	N.A	N.A	N.A	N.A	Annual basis	To utilize annual budget allocation
4)	TE	N.A	25.00	N.A	N.A	N.A	N.A	Annual basis	To utilize annual budget allocation
5)	OE	N.A	70.00	N.A	N.A	N.A	N.A	Annual basis	To utilize annual budget allocation
6)	PPSS	N.A	150.00	N.A	N.A	N.A	N.A	Annual basis	To utilize annual budget allocation
7)	Grant-in-aid	N.A	0.10	N.A	N.A	N.A	N.A	Annual basis	To utilize annual budget allocation
8)	Minor Works	N.A.	10.00	N.A	N.A	N.A	N.A	Annual basis	To utilize annual budget allocation
9)	Foreign Travel		5.00						
	TOTAL		664.20						

CHILDREN'S FILM SOCIETY, INDIA

(₹ In Crore)

Name of Scheme/ Programme	Objective / Outcome	Outlay 2011-12			Quantifiable Deliverables / Physical Output (2010-11)	Projected Outcome	Processes / Timelines	Remarks/ Risk Factors
		3 (i) Non- Plan	3 (ii) Plan Budget	3 (iii) Compl- ementary Extra- Budgetary Resources				
CONTINUING SCHEMES								
1	2			3	4	5	6	7
Film Production & allied activities	1) Objective: To advance education and culture through the medium of films and develop among children an appreciation of films for healthy entertainment. 2) Outcome: Produce 12 Feature films and 2 short / animation films and to dub/subtitle them into major Indian languages.		5.15	Nil	3 feature films + 2 short films, 14 dubbings, 6 subtitled, 2 films to be purchased. Further, various stocks for VCD/DVD and other raw-stock will be purchased.	Children's films are made available in both national and international standards.	31.03.2012	To develop appreciation for the art of the children film and to reach a large audience through dubbing/subtitling in various Indian languages.
a) Digitization	1) Objective: All CFSI films (including produced, dubbed and subtitled) are to be converted into digital format for both archival purpose and general viewing. (170 hours would be digitized). 2) Outcome: To digitise 170 hours of children's films.	1.55	0.20	Nil	To digitise CFSI films in digital format for archival purpose.	Exposure to the technical aspects of filmmaking to children	31.03.2012	To familiarize the children with simple Techniques of film making & to develop appreciation of children's film.
b) Webcasting	1) Objective: Placing CFSI films (including produced, dubbed and Subtitled) in form of a digital library and making it available on the internet. 2) Outcome: To make children's films available online.				To webcast CFSI films in the form of library and also to make CFSI films available on internet/website.	To webcast CFSI films and to show them on CFSI website.	31.03.2012	Depends upon funds available.
Exhibition of Children's Films in Municipal	1) Objective: To reach out to children all over the country with the help of state and		0.65	Nil	To organise 5,000 shows benefiting nearly more than 25 lakh	To reach as many children as possible in remote areas	31.03.2012	Depends upon funds available.

<p>Schools</p>	<p>district administrations, Nehru Yuva Kendras, NGOs and exhibit our films in schools and other places. 2) Outcome: By arranging approximately 30,000 shows.</p>				<p>children.</p>	<p>of the country.</p>		
<p>Festivals</p>			<p>1.00</p>		<p>To exhibit children's films from all over the World for the benefit of Indian children</p>			
<p>a) Organisation of CFSP's ICFF</p>	<p>To provide a platform for exchange of ideas between Indian and foreign film markets</p>							
<p>b) Participation in ICFF</p>	<p>The purpose of participation in foreign film festivals is to create awareness about CFSI films and also to explore the possibility of marketing these films.</p>							
<p>NEW SCHEME Children's Film Complex</p>								

DIRECTORATE OF FIELD PUBLICITY

(₹ in lakh)

S.No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 201 1-12			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Process/ Timelines	Remarks
1	2	3	4			5	6	7	8
			4(i)	4(ii)	4(iii)				
			<i>Non-Plan Budget</i>	<i>Plan Budget (Approved)</i>	<i>Complementary Extra- Budgetary Resources</i>				
I	Revenue (New Scheme) Supplies and Material (i) Conducted Tours/ Skill Upgradation	Purpose of the scheme is to acquaint opinion leaders/resource persons including youth from rural areas with the development taking place in different states of the country. The group also includes social activists, NGOs, farmers, artisans, school teachers.	55.00			11(Eleven) Conducted Tours will be organised by the Regional Offices during 2011-12.	The tour members become the carriers of messages of the central government policies and plans. The members of the conducted tour become instrumental in convincing the local people about various welfare schemes in operation in their areas.	The conducted tour proposals are prepared by the ROs. The tours have to be completed within the Financial Year.	
II	Capital(New Scheme) Machinery and Equipment Scheme: (ii) Modernisation & Upgradation of Software & Hardware at Regional Offices and FPU's.	In order to implement the recently introduced Right to Information Act of the Government every citizen in the country whosoever want any kind of information regarding Government's various plans and policies will be benefitted or given required information.	321.00			Would procure 3 MMPs, 10 DVD Players, 15 Wireless PA Systems, 8 Digital Video Cameras, as many films as possible, engage 1 Programmer, 1 Asstt. Programmer and 100 DEOs, 25 Digital Cameras, 26 Replacement Vehicles.	The equipment would be used to disseminate information faster and more effectively among people and educate them on social issues.	Completion of tender process, placing of supply order and settlement of bills on receipt of the units. Subject to approvals, the activity would be completed during the year.	
Grand Total			376.00						

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

S. No.	Name of the shemes/ programme	Objective Outcome	Outlay 2011-12			Quantifiable/ Deliverables/ Physical Outputs	Projected Outcomes	Process/ Timelines	Remarks/ Risk factor
			4						
1	2	3	4			5	6	7	8
	Name of the plan Schemes		4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra Budgetary Resources				
1	Developmental Publicity Programme: Conception & Dissemination	1. Establishment 2. Exhibition 3. Display Classified 4. Radio Spot 5. Printed Publicity Printing Distribution 6. Outdoor Publicity	2766.00 185.00 3242.00 200.00 240.00 100.00	200.00 1550.00 2500.00 400.00 850.00		500 15000 4800 189 250	Publicity on communal harmony, National intergration, Socio-economic upliftment through various media Exhibition, Outdoor publicity ,Radio/TV, Newspapers and Posters/brochures, will create awareness, among the masses and encourage their participation in development.	The jobs are to be publicised within the stipulated timeframe requirement	
		Total (1)	6733.00	5500.00					
2	Modernisation of DAVP	1. Computerization and Digitalisation 2. Office Infrastructure 3. Human Resource Development		100.00			Computerization and digitalisation, Office Infrastructure & Human Resource Development.		
		Total (2)		100.00					
		Total (1&2)	6733.00	5600.00					

II- Financial Requirements

(₹ in lakh)

S. No	Activity-wise Classification	Actual 2009-2010			Budget Estimate 2010-201 1			Revised Estimate 2010-201 1			Budget Estimate 2011-12		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1	Exhibition	30.00	105.81	135.81	174.00	185.00	359.00	174.00	185.00	359.00	200.00	185.00	385.00
2	Display & Classified Advtg.	900.00	3530.93	4430.93	1305.00	3242.00	4547.00	1305.00	3242.00	4547.00	1550.00	3242.00	4792.00
3	Radio/TV Commercial	1940.00	166.57	2106.57	2175.00	200.00	2375.00	2175.00	200.00	2375.00	2500.00	200.00	2700.00
4	Printed Pub. including Distribution	35.00	223.11	258.11	348.00	240.00	588.00	348.00	240.00	588.00	400.00	240.00	640.00
5	Outdoor Publicity	603.00	100.00	703.00	348.00	100.00	448.00	348.00	100.00	448.00	850.00	100.00	950.00
6	Directions & General Admn.	180.00	2610.53	2790.53	100.00	2261.00	2361.00	100.00	2470.00	2570.00	100.00	2766.00	2866.00
	Total	3688.00	6736.95	10424.95	4450.00	6228.00	10678.00	4450.00	6437.00	10887.00	5600.00	6733.00	12333.00

DIRECTORATE OF FILM FESTIVALS

NON-PLAN

(₹ in Lakh)

S.No	Name of the Scheme	Objective/Outcome	Proposed Outlay 2011-12			Quantifiable deliverables/ physical outputs	Projected outcome	Processes/ timelines	Remarks/ Risk Factor
1	2	3		4		5	6	7	8
			4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Comple- mentary Extra Budgetary Resources				
1.	Establishment	Salaries, Wages, OE, DTE etc.	245.00	—	Nil				
2	Related expenditure Minor Works	Maintenance & upkeep of Siri Fort Cultural Complex	400.00	—	Nil	Well equipped presentable auditoria and hiring out of auditoria for performances in the field of art, culture and cinema	Higher earning expected through hiring out of auditoria.	One year	—
3.	Film Festival under Cultural Exchange Programmes	Spreading the rich and diverse Indian culture throughout the world and, increase the visibility of Indian Cinema abroad.	25.00	—	Nil	To Organize 12 Film Festivals under Cultural Exchange Programmes in India and Abroad.	Promotion of Indian cinema & strengthening ties with nations covered under Cultural Exchange Programme (CEP). Leveraging of India's soft power.	CEPs are organized throughout the year	—
4.	National Film Awards	Promotion of good cinema by institution of State awards for films produced in India. National level recognition for excellence in the field of cinema.	250.00	—	Nil	Conferring 58 th National Film Awards for the year 2010.	To recognize and encourage outstanding talent & to improve Indian art and culture resulting in betterment of Indian cinema.	One year	—
		Total	920.00						

DIRECTORATE OF FILM FESTIVALS

PLAN

(₹ In Lakh)

S.No.	Name of the Scheme	Objective./Outcome	Proposed Outlay 2011-12			Quantifiable deliverables/ physical outputs	Projected outcome	Processes/ time lines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Comple- mentary Extra Budgetary Resources				
1	Export Promotion through film festivals in India and abroad. [Plan Revenue] (a) International Film Festival of India (b) Participation in Foreign Film Festivals (c) Selection of Indian Panorama films	This scheme, introduced in 10 th Five Year Plan, seeks to promote good Indian Cinema by encouraging its export through participation in film festivals	-	740	Nil	(a) to organize an International Film Festival of India, 2011 — Participation by 50 countries in the festival and conduct of the IFFI duly implementing the recommendations of Expert Committee in a phased manner. (b) Participation of Indian Films in 50 film festivals, film weeks, etc. organized in India and abroad. (c) Selection of 26 feature & 21 Non-feature films under Indian Panorama, 2011	Promotion of good Indian cinema by encouraging its export through participation in film festivals. Spreading of rich and diverse Indian culture throughout the world through the medium of cinema. This will also increase the visibility of Indian Cinema abroad and encourage India's soft power through exports of films, thereby bringing tangible economic benefit. Bringing quality world cinema to India.	Will be implemented during the financial year 2011-12	—
2.	Film Festival Complex—Alterations & Additions – Major Works [Plan Capital]	Improvement of facilities and renovation of Sirifort Complex to ensure that the facilities in the complex are of international standards.	—	128	Nil	Equipping the Sirifort Auditoria with modern amenities, thereby generating higher revenue through hiring out of Auditoria for performances in the field of art, culture and cinema	By providing better facilities it is expected that the revenue being generated out of rentals will increase.	As above	—

3.	Upgradation of Print Unit in DFF [Plan Capital]	This new scheme seeks to provide the Directorate of Film Festivals with a technically well equipped print unit facilitating long term storage of prints and digitalization. This will also facilitate effective implementation of the scheme Export Promotion through Film Festivals in India and abroad.		100	Nil	Digitalization of Indian Panorama Films and purchase of equipments such as LT-04 player, etc.	Proper preservation of film prints under ideal temperature and humidity as well as digitalization. Enhanced export of good Indian cinema through participation of Indian films in Indian and foreign film festivals thereby promoting rich Indian culture.	Will be implemented during the financial year 2011-12	—
		Total	—	968	Nil				

FILMS DIVISION

(₹ In lakh)

S. No.	Name of Scheme/ Programme	Objective/Outcome	Outlay 2011-12 (Plan Budget)	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/Timelines	Remarks/ Risk Factors
1	International Documentary, Short and Animation Film Festival	The main objective is to hold bi-annual International Film Festival of Documentary, Short & Animation Film in Mumbai. The Outcome being 3 film festival in the 11th plan period.	250.00	To organise 12th MIFF' 2010 being organised during 3-9 Feb., 2012 Quantifiable Deliverables Promotion of documentary film movement in country; Projection of positive image of India across the global community through dynamic medium of films. The residual work of the 11th M.I.F.F., 2010 has been completed. Preparatory work of the 12th M.I.F.F., 2012 to be organised during 3-9 Feb., 2012 has been taken up.	This will help to promote & motivate the movement of documentary production world over & encourage the documentary filmmakers.	MIFF is a biennial film festival in which application/entries are invited from filmmakers across the globe and on the basis of recommendations of the renowned juries, the entrants are awarded with prizes worth ₹ 28.50 lakh. Dr. V. Shantaram Award for the lifetime achievements in the field of documentary and short films is also awarded during the M.I.F.F.	No specifiable risk facts.
2	Webcasting and Digitalisation of Films Division films	The Objective being the exposure of Documentary, Short & Animation Films of Films Division to the world through the medium of Internet. For this purpose films are digitally transferred to DVD's through the medium of High Definition Technology. The outcome being the availability of FD Films in its official website www.filmsdivision.org	200.00	To webcast the films of Films Division for global access to audio-visual encyclopaedia of post independence India and to transfer the film of Films Division in digital format for preservation thereof. Quantifiable Deliverables Continuous replacement of filmic contents of the website and transfer of films on DVDs. Almost 7443 films have been digitilised through H.D. telecine and restored in HD Tapes/SD Tapes. There are 688 films yet to be transferred.	This will allow easy access to the people to the films of Films Division through internet.	Film are encoded for streaming on the website through outside agency. Tender are called for transfer of films into DVDs. Webcasting is a continuous process. Digitalisation of films will be completed during 11 th Plan period.	No risk factors .
3	Production of documentary films	Keeping in view the need of the hour to bring the estranged masses as well as film makers of the North	700.00	Production of the documentary films for the people of the region enlisting the active participation of them towards nation building	Production of the documentary films for the people of the region enlisting the active	Production of the documentary films for the people of the region enlisting the active	No risk factors .

		East & J&K to the mainstream, it is proposed to produce documentary films for them through Outside Producers in which social issues and problems along with their solutions will be reflected.		efforts of the government. Quantifiable Deliverables This is a new Plan Scheme included in the 11th Five Year Plan. As per the directions of the Ministry, Films Division has signed a MOU with PSBT for production of documentary films.	participation of them towards nation building efforts of the government.	participation of them towards nation building efforts of the government.	
4	Setting up of Museum of Moving Images alternatively named “National Museum of Indian Cinema” (NMIC)	The Objective being to establish a permanent museum for artefacts connected with the film making, exhibiting the work of noted directors, producers, institutions etc. for the benefits of visitors/film enthusiasts. Further to arrange seminars workshops for film makers and film students	6251.00	To establish a Museum at Films Division, Mumbai which will depict the history of Indian Cinema through audio-visual presentation and display of important artefacts related to the history of Indian Cinema Quantifiable Deliverables To establish the Museum called NMIC at Films Division, Mumbai on the basis of Project Report prepared by. Ministry is directly controlling the physical and financial progress under the Plan Scheme. EFC proposal was approved for ₹116.40 and Agreement has been signed between Films Division and NBCC. Work for construction of the Museum has commenced.	To establish the Museum called NMIC at Films Division, Mumbai on the basis of Project Report prepared by NBCC as per the directives of the Ministry.	Project will be completed by the end of 2011-12.	Time overrun is risk factor as the progress under the Plan Scheme is directly proportionate to the Project Report prepared by the NBCC and awarding of contracts by them.

(Non-Plan)

S. No.	Name of Scheme/ Programme	Objective/Outcome	Financial Outlay (2011-12)	Physical Outputs / Quantifiable Deliverables	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4	5	6	7	8
1.	Production	The main objective of production is to produce documentaries, animation and short films required by the Govt. of India for public information, education, motivation and for instructional and cultural purposes. The outcome being the documentaries, animation and short films ready for distribution and sale as stock shots apart from sale of films in VCD formats for the needy people and organisations across the country.	1378.08	36	This will add to the information, education & motivation of the people towards Government plans and progress & important issues, events etc.	01.04.11 to 31.03.2012	Theatrical and non theatrical release of documentaries. It is expected to produce more documentaries as there is reduction in the production of the News Magazines.
2.	Distribution of documentaries to theatres	Distribution of documentary films is done through a network of ten Branch Offices. The outcome being the collection of rentals from exhibitors, revenue in the form of sale of stock shots VCDs etc. The sale of stock shots is done only through Head of Office in Mumbai.	1952.28	A proposal for waiver of 1% rental is under consideration. Hence it is likely that there may be no rental. However, more number of cinema theatres are likely to accept & receive the approved films from Films Division and screen the same in theatres.	-do-	01.04.11 to 31.03.2012	Theatrical release documentaries.
3.	Administration	The main objective of Administration is to monitor production & distribution wings. Through the manpower resulting in execution of various projects and production programmes.	497.64	Efficient production & distribution of films in the country.	-	01.04.11 to 31.03.2012	Expenditure related to Administration.
	Total		3828.00				

* Expenditure of Non-Plan Apportioned

Production 36%

Distribution 51%

Administration 13%

PARTICIPATION IN FILM MARKETS IN INDIA AND ABROAD

(MAIN SECTT. SCHEMES OF FILM WING)

(₹ in crore)

Name of Scheme/ Programme	Objective/Outcome	Outlay (2011-12)			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
2	3	4			5	6	7	8
		4(i)	4(ii)	4(iii)				
Participation in Foreign Film Festivals/Markets	Promoting the export of Indian films and providing a fillip to films as an industry with a view to expanding the market for Indian films.	-	4.20	-	The task of participation in international film markets and abroad has been entrusted to NFDC. NFDC proposes to participate in the following international market to promote Indian films globally: <ol style="list-style-type: none"> i. Cannes International Film Festival & Market, France (May, 2011) ii. Sunny Side of the Doc. France (Documentary Market) – June 2011 iii. MIPCOM, France (October, 2011) iv. EFM, Berlin, Germany (Feb., 2011) v. Hong Kong Film Mart (March, 2012) 	More visibility for Indian films in the Global Market and boosting the export of Indian films. Increased revenues promoting India as a film shooting destination	The task of participation in international film markets and abroad has been entrusted to NFDC. <ol style="list-style-type: none"> i) For this purpose, the budgetary allocation provided for annually to the Ministry of I&B under the head “Participation in the Films Markets in India and Abroad” should be placed at the disposal of NFDC. ii) The international film festivals such as American Film Market, Berlin, Cannes, Toronto, etc. where the Ministry of 	In addition to the deliverables quantified in col.5, there may be expenditure to support other initiatives to raise their visibility.

							<p>I&B has to participate shall be decided, well in advance, every year and shall be communicated to NFDC so that they could make necessary arrangements accordingly.</p> <p>iii) NFDC would submit reports about the outcome achieved in these international film festivals to the Ministry.</p>	
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FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

Statement of Outlays and Outcomes/Targets (2011-12) (As per the Outcome Budget 2011-12) and Actual Achievement

(₹ in Crore)

S. No.	Name of Scheme/ Programme	Objective/Outcome	Outlay (2011-12)	Quantifiable/Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4	5	6	7	8
(A)	Existing Scheme						
1	Grant-in-Aid to FTII, Pune						
(i)	Machinery & Equipment	I) Augmentation of the resources and replacement of the old/obsolete equipments to match the current trends and technological advancement, both in Film and TV Industry. ii) Introduction of the new technologies such as High Definition TV, Advanced Computer Animation, Digital Film Recording etc. 'iii) Additional requirement is for infrastructural development and conducting events during Golden Jubilee year celebration of FTII.	4.50	Items are procured and works are executed as per the approval of the SFC of the Ministry. Quarterly Physical and Financial Targets are fixed well in advance before the commencement of financial year and their achievement is closely monitored through departmental meetings, monthly expenditure reports and Half Yearly Performance to the Ministry.	Making available the most advanced training facility in adequate number for the students. Imparting training in modern technologies in the field.	Processes: (1) Receipt of indents from user Departments (2) Calling for quotations publishing tenders in Newspapers wherever necessary (3) Opening and scrutiny of quotations/tenders after the specified period.(4) Obtaining financial sanction (5) Placing supply/purchase/execution order.(6) Inspection of material/goods by the user department. (7) Report on inspection of goods for quantity Quality etc./ performance of equipment and other conditions specified in purchase order. Timelines- Discussions are held in the departmental meetings and dates are stipulated in the respective action plans for ensuing the Half yearly physical and financial targets.	Achievements depends on availability of funds and any other factor beyond the control of the Institute.
(ii)	Civil Construction Works	There is shortage of space in the present campus of FTII for students' accommodation and programmes. The current plan proposes the completion of	2.81	Work of construction of hostel with 100 rooms is in progress.	Augmentation of the infrastructure to meet the growing number of students as well as to make		Achievements depends on availability of funds, approval from civil au-

		construction of hostel of 100 rooms as approved by Ministry as well as vertical expansion of some parts of buildings of FTII wherever feasible. An advanced resource and knowledge center is also being planned so as to integrate all resources such as Library, e-library, Internet, Viewing Students' Center, Discussion Room for faculty and Video Conferencing Center. Additional funds are required for special repairs to be carried out for infrastructural changes to accommodate new machinery and equipments, and also renovation work of buildings for Golden Jubilee year celebration.			their stay in the Institute comfortable and productive.		thorities and any other factor beyond the control of the Institute.
iii)	Computerisation & Modernisation		0.15		Optimum utilisation of available resources including manpower through computerisation and modernisation.		
iv)	Setting up of Community Radio	This is a scheme having objective of providing research and training in the areas of radio programming, audience and innovation to the students.	0.46	The radio programmes are regularly being transmitted with the 10th Plan nearing completion. Provision has been made for production relay of the programmes' and maintenance of transmission system.	The schemes aims at outcome in terms of value addition to the quality of training in the Institute for enhancement of their scope of future employment and excellence in the field.		
v)	Setting up of Captive TV Channel	This is also continuous scheme being executed since 10th Plan with a sole objective to provide a scope for students' research, innovation and experiments in the area of programming and broadcasting. The basic idea is to provide close and direct interaction with the targetted audience.	0.40	Programmes have been shot and arrangement is being made for additional shooting of programmes and telecast thereof.	The schemes aims at outcome in terms of value addition to the quality of training in the Institute for enhancement of their scope of future employment and excellence in the field.		

vi)	HRD aspects including scholarship and exchange programmes with foreign universities for students etc.	1) Expansion of the activities of FTII beyond its own walls. Study of relevant field activities at international level by the faculties as well as students under HRD Scheme of exchange programme. 2) An additional funds are required to conduct high level international seminars, conferences, workshop, research and fellowships under celebration of Golden Jubilee Year of FTII.	1.00	The Exchange programme activities envisages students to interact with the films schools outside the country and to exchange film making ideas, to get acquainted with the advanced technology in the international environment. FTII plans to collaborate with other Universities and film schools in India as well as in other countries to expand its activities. It also includes training of Faculty/Staff, Publication of Lensight magazines and research related periodicals like Lensight etc., conducting Seminars, lectures, cultural programmes and related aspects, purchase of books related to HRD and acquiring of DVDs for Library especially documentaries. To conduct high level international seminars, conferences, workshops, research and fellowships under celebration of Golden Jubilee Year of FTII.	The schemes aims at value addition to the students skills and exposure to the best practices available in the industry.		
		Total : (A)	9.32				
B)	New Schemes						
1	Global Film School (New)	I) FTII is looking forward to reap benefits of Internet technology, wired as well as through satellite, so as to connect to its counterparts within and outside the country and thus become a part of Global Film School.	2.00	This is new scheme. The projected expenditure is for Machinery & Equipment for Cinematography and TV Engineering Department, Master Plan of FTII, Pune includes the Auditorium, Class Room Theatre, Internal Road Parking Shed Pedestrian areas and also for building construction works which includes Administrative Building, Studio Floor, Auditorium Preview Theatre, Hostels and Staff Quarters..	Upgrading the infrastructure thereby making the Institute Comparable to the best institutions in world in terms of quality.	The concept and proposal for the Global Film School is to upgrade the existing infrastructure and curriculum of the FTII to reposition the existing Institute globally. The aims and objectives include preparing the students of the FTII to enhance their competency in the field of film and media to globally competitive level and also to attract the students from other countries of FTII as global excellence center in the fields of film and media. DPR for upgradation of FTII up to global standards is being prepared and it will be submitted to the Ministry for approval in due course.	
		Total (B) :	2.00				
		Total : (A+B)	11.32				

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKA TA

Outcomes / Targets in the Outcome Budget for 2011-12 (Plan)

(₹ in Crores)

S. No.	Name of Scheme	Objective/ Outcome	Outlay for 2011-12	Physical output	Projected outcome	Process /Timelines	Remarks / Risk Factors
1.	Captive TV Channel Scheme in SRFTI, Kolkata	The Scheme envisaged for development of "a feeder Television software base" in SRFTI, Kolkata.	0.01	The scheme will serve as an avenue for training in the field of online Television for the students to meet the needs of the newly emerging local Television networks with the target for society and community development.	The scheme essentially aims at yield in terms of value addition to the quality of training imparted to students in the institute for enhancement of their scope of future employment and excellence in the field.	Equipment have been procured from BECIL. Setting up to the studio and content development will be taken up to initialize the project.	Risk factors 1. Achievement of targets of the scheme depends on availability of fund. 2. Receipt of Governmental clearance for license etc. 3. Any other factors beyond control of the Institute.
2.	Community Radio Station in SRFTI, Kolkata	The main objective of the scheme is to impart on-line training for the students in the field of radio.	0.08	The scheme of CRS envisaged for mass awareness like family welfare, health, education and various type of local interest specific entertainment programmes.	The scheme essentially aims at yield in terms of value addition to the quality of training imparted in the institute for enhancement of their scope of future employment and excellence in the field. Once the project is consolidated, there is a possibility of getting sponsorship from government departments, international bodies to offset fully or partially the production costs of the radio programmes produced	Commissioning of the project has been completed by BECIL & broadcasting licenses obtained. CRS inaugurated successfully on 24 th May 2008 and launched the broadcasting at the frequency 90.4 M.Hz. Programmes are being broadcast on regular basis since May 2008. Renewal process of licenses will be taken up, diversification in content of the programme will be made, efforts will be made to increase the broadcasting time from the present 3 hrs (morn.) + 2 hrs repeat (eve.)	Risk factors 1. Achievement of targets of the scheme depends on availability of funds. 2. Renewal of operating license and frequency license. 3. Any other factors beyond control of the Institute.
3.	HRD Aspects, including Scholarship and Exchange	The scheme envisaged for continuous students / faculty – exchange with reputed Film schools abroad with a mutual sharing of	0.25	<ul style="list-style-type: none"> • Conducting of student exchange programme • Grant of scholarship • Organizing participation in National & International film Festivals 	The scheme essentially aims at yield in terms of value addition to the quality of training imparted in the institute for enhancement of their scope of future employment and excellence in	Next phase of student exchange programme will be taken up. Scholarship / Internship programmes will continue. Student	Risk factors 1. Achievement of targets of the scheme depends on availability of fund. 2. Receipt of clearance from the Government for foreign tour.

	Programme in SRFTI, Kolkata	knowledge on emerging trends and technology in film making			the field.	exchange programme will be organized with leading international film schools.	3. Any other factors beyond control of the Institute.
4.	Training and skill development w.r.t production of socially relevant film production.	The project is essentially envisaged to infuse the much desired value addition in the training being imparted by the Institute to the young students in the field of film and television. The proposed elements under the scheme will be supplementing the existing training activities of the Institute to help the young students of the Institute in preparing themselves to face the challenges of the industry	1.00	<ol style="list-style-type: none"> 1. Organising training programmes for acquaintance with modern technological development in the fields of film & TV 2. Production of socially relevant films 3. Publication of Newsletter 	<p>The scheme will help the faculty members to be acquainted with the modern technological changes in the field of cinema and television.</p> <p>This will help in exchange ideas and thoughts with the renowned national and international Creative Artist. Students will be benefited for getting opportunity to interact at various levels.</p> <p>The provision of film productions will afford the students the much-needed hands-on exposure in the film and television production, which will help them to face the challenges of their future professional career. Besides, the possibility of showcasing these films in public forums and television will make available an opportunity to assess the quality of their learning as students of the Institute.</p> <p>Out of the scheme, a student film festival 'Clapstick' and 'Docedge' (documentary pitching session) will be organized to disseminate film awareness among young students and film practitioner. A quality News letter will also be published under the scheme to highlight the academic activities and programmes of the Institute.</p>	<ol style="list-style-type: none"> 1. Faculty will undertake on rotation short courses on various aspects of filmmaking and related streams to develop a critical and technological understanding of recent trends in filmmaking. They will be encouraged to visit different national and international institutes, seminars, festivals etc. 2. There will be International and National Artist in Residence programmes where renowned creative artist will be invited and both faculty and students will have the opportunity to interact on various levels. 3. There will be provision for the faculty of the Institute for making full length fiction films and full length documentaries during the planning years with student participation. 4. Institute will organize Clapstick (student film festival) and Docedge (documentary pitching session) to disseminate film awareness amongst young students and 	<p>Risk factors</p> <ol style="list-style-type: none"> 1. Achievement of targets of the scheme depends on availability of fund. 3. Any other factors beyond control of the Institute.

						practitioner. 5. The Institute will bring out bi-annual News Letter (TAKE ONE) highlighting its academic and other activities.	
5.	Computerization Modernization & Provision of Infrastructure, with provision for Manpower.	The project essentially envisages generating the desired level of infrastructure (equipment base) and adequate manpower support in a film institute for imparting professional training input in the field of film and television to three batches of students studying simultaneously. The existing facilities are not adequate to handle the pressure of three batches of 120 students.	3.35	1. Construction of new Film Studio & Film Archive 2. Construction of new permanent / semi-permanent sets. 3. Procurement of equipment, computers & software ; implementation of ERP 4. Recruitment of manpower to attain self sufficiency	The objective of setting up of the Institute will be fulfilled and will become self-reliant. The Student Community will be benefited and be able to complete their courses in time. On systemization of regular activities, institute can further develop and diversify its activities to improve upon the overall quality of Indian Media.	Construction & Conversion works will be undertaken by engaging CCW, AIR. Procurement of equipment will be done by in house Purchase department. Recruitment of manpower as approved by the Ministry will be done as per the Recruitment Rules approved by the Ministry for this purpose.	Risk factors 1. Achievement of targets of the scheme depends on availability of fund. 2. Any other factors beyond control of the Institute.
6	Department of Animation & Electronic Imaging.	There is a huge demand for trained manpower in the field of animation, web-related applications, multi-media CD-ROMS and Games development. To support these activities, it is high time to start this course on Animation & Electronic Imaging to keep pace with the changing environment of audio-visual art. In view of the changing trend and scarcity of specially trained manpower in the field it is the need of the hour to add a new branch of	1.24	1. Construction of new Academic Block 2. Procurement of computers and softwares for animation and digital imaging 3. Recruitment of manpower	The objective of setting up of the Institute will be fulfilled and the student community will be benefited and will get scope to study a new course. Scope of employment will be generated in a newly emerging field. The institute can diversify its activities to improve upon the overall quality of Indian media and will also be able to support the industry by providing trained manpower in the field.	Construction work of the new building already undertaken by CCW and in progress will be completed during the Plan Period of 2011-12 Procurement of equipment and software will be done by in house Purchase department. Recruitment of manpower as approved by the Ministry will be done as per the Recruitment Rules approved by the Ministry for this purpose.	Risk factors 1. Achievement of targets of the scheme depends on availability of fund. 2. Obtaining of local body clearance for construction of building 3. Any other factors beyond control of the Institute.

		study in the Institute. Thus Institute proposes to start two-year Post-Graduate diploma course in 'Animation and Electronic Imaging' with an intake capacity of 10 students in each batch.					
7	Department of Production Management in Films & TV.	In view of the growing demand of specially trained manpower in Production Management in Films and Television', The Institute proposes to start two-year postgraduate diploma course in Production Management in Film & Television with an intake capacity of 10 students in each batch commencing from the academic year 2011-12.	1.07	1. Construction of new Academic Block 2. Procurement of equipments for production 3. Recruitment of manpower	The objective of setting up of the Institute will be fulfilled and the student community will be benefited and will get scope to study a new course. The institute can diversify its activities to improve upon the overall quality of Indian media also to meet the growing need of trained manpower in the Industry.	Construction work of the new building already undertaken by CCW and in progress will be completed during the Plan Period of 2011-12 Procurement of equipment and software will be done by in house Purchase department. Recruitment of manpower as approved by the Ministry will be done as per the Recruitment Rules approved by the Ministry for this purpose.	Risk factors 1. Achievement of targets of the scheme depends on availability of fund. 2. Obtaining of local body clearance for construction of building 3. Any other factors beyond control of the Institute.
	Total		7.00				

INDIAN INSTITUTE OF MASS COMMUNICATION

(₹ in crore)

S.No.	Name of the Scheme	Objective./Outcome	Outlay 2011-12			Quantifiable deliverables/ Physical Outputs	Projected outcomes	Processes/ Time lines	Remarks/ Risk factors
				4					
1	2	3	4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Comple- mentary Extra Budgetary Resources	5	6	7	8
1.	i) Research & training in Mass Communication: Indian Institute of Mass communication	Research studies and training courses organized by IIMC, in the area of Journalism/Mass Communication are useful to keep pace with the socio-economic growth in the country.	1117.00	—	400.00	To conduct P.G. Diploma Courses in : Journalism (English) at New Delhi and Dhenkanal; Journalism (Hindi) at New Delhi, Radio & TV Journalism, Advertising & Public Relations at New Delhi and Oriya Journalism at Dhenkanal (325); Diploma courses in Development Journalism 40-45); In-service courses for Group A and Group B officers of IIS (as per requirement of Ministry); Short-term training courses (600-700) Conduct research studies on various aspects of mass communication (3-4 studies) and Bring out two Half	To conduct PG Diploma courses in: - Journalism (Hindi)(62) - Journalism (English) 124 (62+62) - Journalism (Oriya)(23) - Advertising and Public Relations (70) - Radio & TV Journalism (46) - Two Diploma Courses in Development Journalism (40-45) Short-term Programmes - Short term courses/work-shops (600-700) - Completion of continuing in-service courses for IIS Officers. - Research studies (4 to 5 Studies). Publications: - To bring out journals “Communicator (in English) and “Sanchar Madhyam” (in Hindi) , Lab Journals of students and Annual Report. - Implementation of 3 rd	Admission process (through entrance examinations on all India basis) for all the 2-year Diploma courses will be completed by July 2011 and these courses will be started immediately thereafter. Journals will be brought out. Research studies will be conducted from time to time.	Seats in some of the reserved categories like NRI., physically handicapped and SC & ST may not be filled 100% or some of the students may drop out after admission due to their being admitted in P.G courses run by other Institutions/ Universities or other personal problems of candidates.

	ii) Upgradation of IIMC to International Standards	Establishment of "International Standards will be unique for providing quality and advanced education in Mass Communication. It will produce quality professionals for global placement in the Media Industry. The proposed upgradation includes opening of 4 new centres of IIMC. Institute will provide a) 27% reservation to O B C candidates alongwith extent general seats b) opportunities to the participants for advance training and research in Mass Media related issues. c) Removal of imbalances for study of Mass course in various regions of the country, Scheme has got approval of Planning Commission, S F C and Min. of I & B for the total outlay of ₹ 62.00 crores with Govt. grant of ₹ 51.50 crores. The scheme will be implemented over 3 years time i.e. by the end March 2013.	—	22.10	2.10	yearly journals (Communicator in English and Sanchar Madhyam in Hindi). -100% construction of additional floor on the existing building at IIMC Campus Delhi. - Commencement of construction of addl. bldg. at IIMC New Delhi and Dhenkanal Campus - Procurement of teaching-aids and equipments. - Admission to advanced P G Diploma Courses -Opening of 2 Regional Centres of IIMC in the States of Mizoram and Maharashtra (Vidarbha).	and final phase of OBC reservation quota in Diploma Courses. Will be completed by July 2011. Will be completed by March 2012. Will be completed by March 2012. Will be completed by July 2011. Will be completed by July 2011.	The process as per provisions of GFR for construction of building is completed and construction of addl. floor at IIMC Delhi will begin in 2010-11 and will be completed by July 2011. Construction of new building at IIMC Delhi and Dhenkanal will be undertaken by March 2012. Consultants for Project management, Engineering, structural drawing and contractor will be appointed by March 2011.	It is subject to construction of addl. floor by July 2011. It is subject to providing of accommodation for classrooms, studies, office and hostel for the students etc. by the respective 2 State Govts. by March 2011.
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Note: Figures within brackets indicate the number of students to be admitted.

NATIONAL FILM ARCHIVE OF INDIA

(₹ in crore)

S.No.	Name of the Scheme	Objective./Outcome	Outlay 2011-12			Quantifiable deliverables/ Physical outputs	Projected outcome	Processes/ Timelines	Remarks/ Risk Factors
				4					
			4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Comple- mentary Extra Budgetary Resources				
1)	Acquisition & exhibition of Archival films.	Acquisition of Films & dissemination of film culture.	4.68	20.00	-Nil-	To acquire 600 Films/ DVDs. To Digitize 400 films and to digitally restore 100 films and ancillary material like scripts etc.	Acquisition, Preservation & conservation of films & dissemination of film culture.	Annual Basis	Subject to budget allocation
		Total	4.68	20.00	-Nil-				

NATIONAL FILM DEVELOPMENT CORPORATION LIMITED

(₹ In Lakh)

S.No	Name of Scheme/ Programme	Objective/Outcome	Financial Outlay (BE 2011-12)	Physical Outputs/ Quantifiable Deliverables	Projected Outcome	Process/ Timelines	Remarks/Risk Factors
1	2	3	4	5	6	7	8
1	Film Production in various regional langauges	To promote the cinema of India, and new talent in film making	1583.00	8 films	This will increase viewership of films in regional languages and cinema of India and encourage new talent in this area.	The films would be produced in about one year	Response of the viewer to a film is highly elastic and is unpredictable.
2	Restoration and Digitilisation of Films	To conserve the old films of India	500.00	39 films	This will help in conserving the heritage of India for a long time	The films will be restored in about one year	

PRESS INFORMATION BUREAU

PLAN

(₹ in crore)

S. No.	Name of the scheme/ Programme	Objective/ Outcome	Approved Outlay 2011-12	Quantifiable Deliverables	Process Timelines	Remarks
1	2	3	4	5	6	7
1	Setting up of National Press Centre at New Delhi.	Construction of National Press Centre at New Delhi for PIB offices.	20.50	Balance work of RCC and Plaster work upto mummy and machine room slab. Brick and plaster work in 2 nd , 3 rd and 4 th floor. Flooring in 1 st and 2 nd floor. Start of HVAC. Terracing/flooring in machine room. Balance work of internal electrical work, Sanitary and water supply, Fire alarm/fire fighting system. Lift work, interior and furnishing work, installation of audio visual and other electronic items. Start of external development/ landscaping works.	<p>1st Qtr.– Balance work of RCC upto mummy and machine room slab and brick work in 2nd, 3rd and 4th floor. Plaster work in 2nd and 3rd floor. Flooring in 1st and 2nd floor. Start of HVAC work.</p> <p>2nd Qtr.– Brick work in 4th floor, mummy and machine room. Plaster work in 4th floor mummy and machine room. Terracing/ flooring in machine room. Balance work of internal electrical work, Sanitary and water supply, Fire alarm/fire fighting system. Start of lift work, interior and furnishing work, installation of audio visual and other electronic items.</p> <p>3rd Qtr. & 4th Qtr.–Balance work of lift work, HVAC work, interior and furnishing work, installation of audio visual and other electronic items. Start of external development/landscaping works.</p>	
2	Media Outreach Programme	To disseminate information about the flagship programmes of the Central Government by organising Public Information Campaigns, Media Interactive Sessions, Dissemination of Success Stories and conducting Press Tours.	14.50	To hold 150 Public Information Campaigns, 4 Media Interactive Sessions, Dissemination of 100 success stories, conduct 10 press tours. Project Management Unit (PMU), Content Management for Media Outreach and 24X7 Control Room.	<p>1st Qtr.– 24 PICs, 1 Media Interactive Session, dissemination of 25 success stories and conducting 1 press tours.</p> <p>2nd Qtr– 36 PICs, 1 Media Interactive Sessions, dissemination of 25 success stories and conducting 3 press tours.</p> <p>3rd Qtr– 45 PICs, 1 Media Interactive Session, dissemination of 25 success stories and</p>	The target has been increased to organize 150 PICs instead of 100 PIC. The scope of this scheme is proposed to be increased by including Project Management Unit, Content Management for Media Outreach, 24X7 Control Room. Accordingly, the proposed requirement of funds for the 11 th Plan Period will be increased upto ₹ 60.59 cr. against earlier

					conducting 3 press tours. 4th Qtr - 45 PICs, 1 Media Interactive Sessions, dissemination of 25 success stories and conducting 3 press tours.	approved cost of ₹ 49.00 crores. It may be mentioned that out of total outlay of ₹ 49.00 crores, ₹ 39.22 crores have been utilized upto 2010-11. Hence, the balance funds available for the Annual Plan 2011-12 will be rs. 9.78 (49.00-39.22). As the proposed requirement will be ₹ 60.59 crores, a revised SFC for enhancing the budget of ₹ 11.59 crores for this scheme is being proposed. Hence, an amount of ₹ 21.37 cr. were proposed for the next financial year 2011-12 whereas ₹ 14.50 crores have been allocated in B.E. 2011-12.
3	Publicity for Special Events. This scheme consist of three components;		0.25 (total)			
i.	International Film Festival of India.	Setting up of MMC at the venue of the festival and extend facilities to journalists like special accreditation hospitality arrangements, press conferences, press releases work room with computers and internet, telephones, newspapers, stationery.	0.08	Setting up of Media Centre at the venue of the festival and extend facilities to journalists like special accreditation hospitality arrangements, press conferences, press releases work room with computers and internet, telephones, newspapers, stationery, photocopier etc.	3rd Quarter - All activities mentioned in col. 5 will be undertaken during 3 rd Quarter as Film festival is held in Goa during Nov-Dec. every year.	
ii.	Pravasi Bhartiya Diwas Samaroh.	PIB deutes its officers for grant of special accreditation to journalists during Pravasi Bhartiya Diwas Samaroh and hiring of computers for Media Centre	0.0125	PIB deutes its officers for grant of special accreditation to journalists during Pravasi Bhartiya Diwas Samaroh and hiring of computers for Media Centre to facilitate journalists.	4th Quarter - All activities mentioned in col. 5 will be undertaken during 4 th Quarter as Pravasi Bhartiya Diwas Samaroh is held in New Delhi during January every year.	
iii.	Media Exchange Programme	Cultural Exchange Programmes and Joint working Commission/ Agreement in the filed	0.1575	6 Cultural Exchange Programme and 3 Joint Working Commission/ Agreements in the field of	1st Qtr .- 2 CEP- (1 incoming and 1 outgoing delegation). 2nd Qtr .- 2 CEP- (1 incoming and 1 outgoing delegation)	

		of information & Mass Media.		information & Mass Media.	3rd Qtr. - 1 CEP (1 outgoing delegation) and 1 Joint working Commission (incoming delegation) 4th Qtr. - 1 CEP (1 outgoing delegation) and 1 Joint working Commission outgoing delegation	
	TOTAL		35.25			

PRESS INFORMATION BUREAU

NON-PLAN

(₹ in lakh)

S. No.	Name of the scheme/ Programme	Objective/ Outcome	Approved Outlay 2011-12	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Process/ Timelines	Remarks/ Risk Factors
1	2	3	4	5	6	7	8
1.	<p>Sub-Head of Non-Plan</p> <p>Salaries, OTA, Medical expenses, Domestic Travel Expenses, Office Expenses, Publications, Other Administrative Expenses, Advertising and Publicity, Professional Services etc.</p>	<p>Press Information Bureau (PIB), is the nodal agency of the Government of India for informing people about its policies, programmes and activities. As the Government's main channel of communication with the Media (Electronic and Print), Press Information Bureau puts out information on Government policies, programmes, activities of the Government on its information policy. It functions upon the basic premise that in a democracy, the Government has to ensure that its policies and programmes are properly presented and correctly interpreted through Press and other Media to the people on whose support and goodwill it holds office.</p>	4123.00	<p>Expenditure incurred on Salaries, LTC leave encashment, payment of OTA, traveling allowances.</p> <p>Expenditure incurred on purchase and repairs of computers / typewriters / duplicators.</p> <p>Expenditure incurred on printing of office codes, manual and other documents.</p> <p>Expenditure incurred on hospitality/entertainment expenses.</p> <p>Payment for professional and special services charges for legal services, consultancy fees etc.</p>	<p>This activity of PIB takes care of the Human Resources and infrastructural aspects of its employees and the office which helps in proper dissemination of information about policies, programmes and achievements of the Government in various fields.</p> <p>It also aims to promote better facilities to the journalists and the media representatives.</p>	As per prescribed time limits.	N.A.

PRESS COUNCIL OF INDIA

(₹ in lakh)

S. No.	Name of the Scheme	Objective./Outcome	Outlay 2011-12			Quantifiable Deliverables/ Physical Outputs	Projected outcomes	Processes/ Timelines	Remarks/ Risk Factors
				4					
			4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra Budgetary Resources				
1.	The Council is not dealing with any Scheme as it is quasi judicial body	Preserving the freedom of the Press and maintaining and improving the standards of Newspapers and News agencies of India.	₹ 532.00	N.A. because No proposal for Plan Budget is made	The Council collects levy of fee from Registered News papers/periodicals and News agencies under Section 16 the Press Council Act 1978 and earns interest on funds deposits. In year 2010-11 Council aims to collect ₹ 40.60 as levy fee & other receipts to complement the grant received by the Government of India	Since the functions of the Press Council are of quasi-judicial nature and it regulates the press with ethical standards physical outputs and the results can not be quantified.	The utilization of outlay aims to meet the objective of the Council to preserve the freedom of the Press and to maintain the standards of the newspapers and news agencies.	It depends on fulfilling of the requirements by the litigates and completion of Inquiry performance by the Council	No Risk is involved in disposal of Complaint Cases.

PHOTO DIVISION

(₹ in Lakh)

S.No.	Name of the Schemes	B.E. 2010-11	Name of the Schemes	R.E.2010-11
1	National Centre of Photography a) Outsourcing support b) Outsourcing of images & Digital management c) Provision of Temperature control unit d) Provision of reference material of international level e) Special exhibition from the important archival images f) Workshop on the digital management of the photographic images. g) Introduction of the National Photo Award h) The moving exhibition to the major cities of the country i) Two more such exhibition on other subject j) Coffee table books. k) Special exhibition on the images of the first & eighth Asian Games, SAARC Games, Commonwealth Youth Games l) Coffee Table Book on Queen's Baton Relay Commonwealth Games 2010 m) SAARC level photo contest n) Outsourcing of ten photographers for 15 days, hiring of transport of carry equipment on assignments, acquirement of DVD, moveable storage misc. items etc.	15.00 10.00 20.00 10.00 20.00 10.00 20.00 30.00 17.00 20.00 20.00 25.00 25.00 6.00	National Centre of Photography 1.a) Outsourcing support b) Outsourcing of images & Digital management c) Provision of Temperature control unit d) Provision of reference material of international level e) Special exhibition from the important archival images f) Introduction of the National Photo Award g) Digitalisation of images h) Acquiring of Backup Server i) Outsourcing of ten photographers for 15 days, hiring of transport of carry equipment on assignments, acquirement of DVD, moveable storage misc. items etc.	15.00 10.00 25.00 20.00 25.00 30.00 30.00 12.00 6.00
	Total A	248.00	Total A	173.00
2	Special Drive for J&K, North East, J&K, A&N Island Lakshdweep	5.00 253.00	2.Special Drive for J&K, North East, J&K, A&N Island Lakshdweep	5.00 178.00

S. No.	Name of the Schemes	Annual Plan 2011-12
1	National Centre of Photography a) Outsourcing support b) Outsourcing of images & Digital management c) Designing of Space d) Provision of reference material of international level e) Outsourcing of Photographs to enrich the Archives with the images of Archival value from different parts of the country f) Engaging experts and Research students for identifying images g) Continuing with the National Photo Awards h) Exhibition (exhibition of the Award winning photos of the National Photo Awards promoting exhibitions to promote photography) i) Digitalisation of images j) Special Drive management of the photographs	30.00 20.00 30.00 05.00 20.00 10.00 25.00 15.00 40.00 10.00
	Total	205.00
2	Special Drive for J&K, North East, J&K, A&N Island, Lakshadweep	5.00
	G. Total	210.00

(₹ in Lakh)

Name of the Sub-head	Actual Expenditure 2009-10			Budget Estimates 2010-11			Revised Estimates 2010-11			Budget Estimates 2011-12		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
A)Revenue Section												
1. Salaries		220.14	220.14		200.00	200.00		200.00	200.00		230.00	230.00
2. Medical reimbursement		5.16	5.16		3.00	3.00		3.00	3.00		6.00	6.00
3. Wages		0.85	0.85		2.00	2.00		2.00	2.00		2.00	2.00
4. Overtime Allowance		2.21	2.21		2.50	2.50		2.500	2.50		2.50	2.50
5. Dom. Travel Exp.		4.25	4.25		4.50	4.50		4.50	4.50		5.00	5.00
6. Office Exp.	209.47	90.99	300.46	253.00	58.00	313.00	178.00	58.00	236.00	210.00	60.50	240.50
7. Rents, Rates and Taxes		0	0		35.00	35.00		36.00	36.00	0	40.00	40.00
8. Supplies & Material		35.98	35.98		40.00	40.00		40.00	40.00		40.00	40.00
9. Minor Works		9.40	9.40		10.00	10.00		10.00	10.00		10.00	10.00
Total A	209.47	368.98	578.45	253.00	355.00	610.00	178.00	356.00	534.00	210.00	396.00	576.00
B) Capital Section												
Acquisition of equipment for PHOTO DIVISION	-	-	-	-	-	-	-	-	-	-	-	-
Total B	-	-	-	-	-	-	-	-	-	-	-	-
Grand Total A+B	209.47	368.98	578.45	253.00	355.00	610.00	178.00	356.00	534.00	210.00	396.00	576.00

Establishment expenditure = 232.61

Non-Establishment expenditure = 146.49

Expenditure on procurement = 199.35

578.45

PHOTO DIVISION

Annexure-II

NON-PLAN

(₹ in Lakh)

S. No.	Name of the scheme/ Programme	Objective/Outcome	Outlay 2011-12	Quantifiable Deliverables/ Physical outputs	Projected Outcomes	Process/ Timelines	Remarks/ Risk Factors
1	2	3	4	5	6	7	8
1.	Documentation, publicity and cross referencing, dissemination of Govt. development programmes through visual images	Archiving and Publicity of Political, financial and social changes.	<u>Non-Plan</u> 396.00	Continuous Photo documentations will be the visual report of the changes of the period to be recorded for posterity. These are supposed to be most valuable document to be used time & again as required.	Creating these documentations would help the country to access the true history and through the cross referencing		

PLAN

S. No.	Name of the scheme/ Programme	Objective/ Outcome	Outlay 2011-12	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Process/ Timelines	Remarks/ Risk Factors
1	2	3	4	5	6	7	8
1	National Centre of Photography a) Outsourcing Support	a) Outsourcing support (engagement of programmer, data entry operator, librarian, library assistants for uploading and managing the images to the high capacity server)	30.00	a) To streamline photo archives for on-line usage through official website of the Division.	a) A proper photo library helps users to retrieve images easily.		
	b) Outsourcing of images & Digital management	b) Outsourcing of images & Digital management (procurement of images)	25.00	b) To enrich photo archives with a variety of images of national interest.	b) Quality pictures be made available to masses.		
	c) Designing of space	c) Designing of space	30.00	c) Designing of the places of the loading space and other important areas to have a modern look.	c) For an effective working spaces		
	d) Provision of reference material of international level	d) Acquiring of Books & related study material setting up a reference library.	05.00	d) Library has a very important role to co-relate the materials of the archive and this professional supporting naturally will go hand in hand and support providing internationally accepted materials.	d) Help in quality production.		
	e) Outsourcing of Photographs etc.	e) Outsourcing of Photographs to enrich the Archives with the images of Archival value from different parts of the country	20.00	e) As the Division doesn't have any manpower in different places beside New Delhi and there are many time demands to have some important images this project will help in getting the current affairs' material through outsourcing by means of either engaging photographers or collecting the required materials to enrich the photo archives with current developments.	e) With the help of outside photographer Division would be able to get some emergency and important images which is not in the routine working periphery of the Division'.		
	f) Engaging experts and Research students for identifying images	f) While working on the conversion of images in digital form during last plan programme, it was detected that many of the important materials doesn't have the proper data's to place in the digital archives for retrieval	10.00	f) Engaging of experts and Research students for identifying images will help in placing many important images on line for cross referencing and for the retrieval of the image.	f) Proper and authentic action on getting the metadata for the images in the archives.		

	g) National Photo Award.	and so the research persons are very important. g) Continuing with the National Photo Award with additional components for Professional and Amateurs	25.00	g) Today photography is one of the most important documents and to encourage the persons in the field, Government decided to honour the contribution of the professionals as in the field will give a much comprehensive support for their commitment and development in the field.	g) Creating a base to understand the importance of the medium in today's context		
	h)Exhibitions	h) Exhibition (exhibition of the Award winning photos of the National Photo Awards promoting exhibitions to an extent being organized by reputed organizations/ associations to promote photography)	15.00	h) this will help to general people know the present trend in the field of photography which will create a momentum and enthusiasm aware people to know the medium	h) This will give a special impetus to the profession.		
	i) Digitalization of images	i) Division took initiative for the complete Digitalization of images during last plan period which was not continued. In order to complete the project and the concern of the Government, Division has modified its plan scheme to complete the process by this plan year	35.00	i) This will help in placing most of the images in the website which will help in cross referencing of the people from any part of the globe and to use the same in acquiring of the same materials with the e-commerce channel.	i) This will help in cross referencing of the materials throughout the globe.		
	j) Special Drive management of the Photographs	j) Special Drive management of the Photographs	10.00	j) Special management is must for not only the maintenance and protection particularly so far as the use through IT sect.	j) Protection of the entire system.		
2	Special Drive for North East, J&K, A&N Island Lakshdweep	Identification & execution of documentation of the identified development projects, Life & environment in North Eastern states, Jammu & Kashmir, Andaman & Nicobar Islands Lakshdweep.	5.00	Special Drive of N.E. and J&K etc. At least two developmental activities would be covered.	To highlight the areas of development which is unexposed so far.		
		Total	210.00				

PUBLICATIONS DIVISION

Annexure-II

NON-PLAN

(₹ in lakh)

S. No.	Name of the Scheme/ Programme	Objectives/Outcomes	Outlay 201 1-12		Quantifiable deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3		4	5	6	7	8
			4 (i) Non-Plan Budget	(ii) Complimentary Extra-Budgetary Resources				
1.	—	Bringing out Journals & Books	2223.00		Bringing out :- 20 Journals, More than 90 Books, 150 Book Exhibitions/ Fairs will be organised at Delhi and outside Delhi.	The Division aims to achieve the following outcomes:- (i) Publish books on subject of national importance, which are otherwise not covered by other publishing houses and make them available to general public at affordable price. (ii) To strengthen and promote the concept and spirit of unity in diversity, communal harmony, national integration, etc.	Annual Basis	

PLAN

Sl. No.	Name of the Scheme/ Programme	Objectives / Outcomes	Outlay 201 1-12		Quantifiable deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4		5	6	7	8
			4 (i) Non-Plan Budget	(ii) Complimentary Extra-Budgetary Resources				
1.	Modernisation of Publication Division							
2.	Modernisation of Sales Emporia	Provide mobile Book Van in each Sales Emporia	16.00	—	Purchase of one (1) mobile book van.	Deployment of sales promotion purposes	Annual basis	
3.	Modernisation of Stock, Inventory and Sales Management System	To tide over the staff crunch To enable quick and effective decision making regarding printing/ reprinting of books To enable efficient accounting.	78.10		The benefits accruable from the project are not quantifiable in respect of tangible benefits.	To tide over the staff crunch To enable quick and effective decision making regarding printing/ reprinting of books To enable efficient accounting.		
4.	A professional study of the Division's working	Possible changes/ improvements that it can bring into its contents, format, marketing structure etc. and how it can best leverage technology to meet its objectives.	25.00		The benefits accruable from the project are not quantifiable in respect of tangible benefits.	The final outcome of the development is to strengthen the capabilities of the organisation in face of the rising competition in the Sector.		
		Total	119.10					

* SFC approval awaited.

EMPLOYMENT NEWS / ROZGAR SAMACHAR

(₹ in lakh)

PLAN

S. No.	Name of the Scheme Programme	Objective/Outcome	Outlay 201 1-12			Quantifiable deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
			4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Comple- mentary Extra Budgetary Resources				
1	2	3	4			5	6	7	8
1.	Modernisation, automation and upgradation	Annexure 'B'		5.00	-	(a) Renovation of sections. (b) Purchase of air conditioner (c) Services of casual Website Operators/Training of staff (d) Dissemination of information regarding job opportunities through the dedicated website of Employment News in English and Hindi languages.	(a) Renovation of one section (b) Provision of state of the art working environment	8-12 months	Work of renovation/ acquisition of computer and peripherals has to be carried out without disturbing the existing works and ensuring a smooth transition to automated working atmosphere.

NON-PLAN

(₹ in Lakh)

S. No.	Name of the Scheme Programme	Objective/Outcome	Outlay 201 1-12		Quantifiable deliverables/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4		5	6	7	8
			4 (i) Non-Plan Budget	(ii) Complimentary Extra-Budgetary Resources				
1		Publication Employment News/ Rozgar Samachar to disseminate information about job opportunities to the un- employed youth and public at large	2729.00	Nil	Bringing out 52 weekly issues of Employment News/ Rozgar Samachar in English, Hindi & Urdu	By publishing Employment News, the Unit aims to achieve the following outcomes. i) Give information on vacancies of Central & State Governments, PSUs admission Notices/ examination notices and results of organizations like UPSC, SSC, Nationalized Banks, Railway recruitment Board and recognized universities and Institutes. ii) Disseminating information on the Employment prospects by giving a series of articles on self entrepreneurship and career in various emerging fields and conventional fields. iii) Through the website of Employment News, information about job vacancies in Govt. sector is being disseminated :- advanced value added services such as online career counselling and information direct to e-mails of readers is being provided through the website.	Annual Basis	

REGISTRAR OF NEWSPAPERS FOR INDIA

NON-PLAN

(₹ In Crore)

S. No.	Name of the Scheme Programme	Objective/Outcome	Outlay 201 1-12		Quantifiable deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4		5	6	7	8
			4 (i) Non-Plan Budget	(ii) Complimentary Extra-Budgetary Resources				
1	Salary, OTA, Medical Expenses, Domestic Travelling Expenses, Office Expenses, Publications.	To achieve various activities of this Office viz. title clearance, Issue of Registration Certificates, Eligibility Certificate for import of newsprint, Essentiality Certificate for import of printing machinery on concessional duties, Publication of Press In India an annual report on growth of print media etc.	4.35	NIL	Title verification* Registration cases* No Newspaper Certificates* Eligibility Certificates to be issued to the publications for import of printing machinery* Essentiality certificates to be issued to the publications for import of printing machinery* Circulation checks claims* * Depending upon the application/Requests received from the publishers.	These activities would ensure the effective implementation of the provisions contained in the PRB Act 1867. Further, the media scenario and its impact can be assessed. On the basis of certificates issued by RNI after assessing the circulation claims. Government advertisements will be released by DAVP to these publications. This will be helpful to spread the Government policies and programmes through print media.	As per prescribed time limits	N.A.

PLAN

(₹ in Crore)

S. No.	Name of the Scheme Programme	Objective/Outcome	Outlay 201 1-12		Quantifiable deliverables/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4		5	6	7	8
			4 (i) Non-Plan Budget	(ii) Complimentary Extra-Budgetary Resources				
1	Strengthening of RNI	With a view to providing prompt, efficient and transparent service to the newspapers and ensuring effective implementation of the PRB Act and evolving and enforcing a strict circulation check, it is proposed to open two new Regional Offices at Guwahati in North Eastern Region and Bhopal in Central Region during 11 th Plan Period 2007-12.	0.170	NIL	The Regional Offices of RNI at Guwahati and Bhopal made functional.	The end user i.e. the public who deals with RNI would be immensely benefited as they can approach the Regional Offices on all matters relating to title verification, registration of titles, verification of circulation claims etc. without visiting RNI's Headquarter at New Delhi.	As per the norms fixed in the citizen charter	N.A.

RESEARCH, REFERENCE AND TRAINING DIVISION

ANNEXURE

(₹ in lakh)

S. No.	Name of the Scheme Programme	Objective/Outcome	Outlay 201 1-12			Quantifiable Deliverables/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra Budgetary Resources				
	NON-PLAN		217.00	-	-				
1	a) Bringing out Documentation Services relating to diverse aspect of mass media	Collection interpretation and dissemination of Information about the event and trends in Mass Media through its periodical services	No specific budget. The expenditure met generally from office Expenses (₹ 28.00)	-	-	Under the scheme the division has targeted to bring out 56 documentation services during 2011-12 (Details given in Chapter-I)	The documentation services published will benefit the stake holder viz. Media Units etc. in getting the diversified information	As per periodicity	No specific risk
	b) Compilation and editing of Mass Media in India- An Annual Publication	Mass Media in India serves as a valuable source of Information for media practitioners, media policy makers, teachers and students of journalism	-do-	-	-	To bring out 'Mass Media in India -23 rd edition	-do-	As per periodicity Annual	-do-
	c) Compilation and Editing of 'India- A Reference Annual'	To serve as a valuable source of information on diverse aspects of the country, its geography and demography features, policy, economy, society and culture.	-do-	-	-	To bring out 'India A Reference Annual-2012	-do-	-do-	-do-
	d) Preparation of Diary of Events a fortnightly service.	To keep the Ministry and its Media Units abreast of day to day important National and International developments.	-do-	-	-	Under this scheme the office has targeted to maintain. 24 'Diary of Events' fortnightly	-do-	As per the schedule	

S. No.	Name of the Scheme	Objective./Outcome	Outlay 201 1-12			Quantifiable Qeliverables/ Physical Outputs	Projected outcome	Processes/ Timelines	Remarks/ Risk Factors
				4					
			4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra Budgetary Resources				
	PLAN			25.00					
1	Research Units- Research in Mass Media	To conduct research get feedback and public opinion on specific media related issues that would help in policy formulation and implementation by the M/O I&B and its media units at national and regional levels		20.00		During 2011-12 the 5th year of this Scheme under XI Five Year Plan it is targeted to undertake two research projects on the topic/subjects of national regional and local importance	The documents published will benefit the stake holder viz. Media Units etc. in getting the diversified information	It is new Scheme Many things depend upon the outside institutions, research students and eminent personalities. Hence, a close monitoring needs to be ensured	No specific risk
2	A) Reference Unit-Up gradation of Library	The proposed National Media Library under this Scheme would serve as a Central Media Reference Library. Besides serving the M/O I&B and its media units, this library would also be accessible to senior media personalities, research scholars and eminent personalities. The Scheme also envisages linking this National Media Library with world libraries within India and covering this Library into a virtual Library in the fourth and fifth years of the Plan Scheme under XI Five Year Plan.		5.00		During the year 2011-12 the Division has made an action plan to purchase 500 Books/e-Books-periodicals and AMC for the IT equipment purchase in the preceding year	Upgradation of library will benefit the stake holder viz. Media units, senior media personalities, research scholars and eminent personalities etc.	NA	Space Crunch
3	Reference Unit- National Media Awards	To remind media to fulfill its social commitment. To harness the power of media for public good. To promote public and private partnership,				Under this scheme the Division proposes to institute up to 30 awards in English and	Morale of Journalist will be boosted up	As per proposed schedule in Guidelines	No specific risk

		Media, to help government in its social welfare responsibility. To promote a model journalistic character called for emulation. To work for consensus on issues of national importance. To persuade Private Media for an effective role and involvement by allotting time slots for Public Service Broadcasting.				all languages in 8th schedule of the constitution in ten different categories			
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SONG AND DRAMA DIVISION

(I) Targets and achievements for the year 2009-10

Statement of outlays & outcomes/targets (2009-10) (as per the outcome Budget 2009-10) and actual achievement (Plan and Non-Plan)

(₹ in lakh)

FINANCIAL

Budget Estimate- 2009-10			Actual	Expenditure	2009-10
Plan	Non-Plan	Total	Plan	Non-Plan	Total
450.00	2316.50	2766.50	437.76	2284.33	2722.09

*Inclusive of ₹ 45.00 lakh for North East Region.

Physical performance of Annual Plan 2009-10 is as under:

(₹ in lakh)

S. no.	Name of scheme/ programme	Objective/ outcome	Outlay 2009-10	Quantifiable deliverable	Achievements w.r.t. Col(5) as on 31.3.10	Remarks
1	2	3	4	5	7	8
	Live Art & Culture	Publicity programmes	450.00	5980.00	9615.00	437.76
	ICT activities in Hilly/ Tribal/ Desert/ Sensitive & Border areas & Impact assessment & modernization of S&DD					
	COMPONENT WISE BREAK-UP					
	(A) ICT activities in Hilly/ Tribal/ Desert/ Sensitive & Border areas	-do-	245.00	4000.00	6663.00	225.33
	(B) Activities in identified 76 districts	-do-	42.00	840.00	1261.00	41.56
	(C) Publicity on Common Minimum Programmes	-do-	37.00	570.00	879.00	36.60
	(D) Special activities in J&K and North East	-do-	46.00	520.00	774.00	55.85
	(E) Presentation of theatrical shows on national/ social themes	-do-	50.00	50.00	38.00	61.24
	(F) Research Div. & Training.	-do-	21.00			12.89
	(G) Impact Assessment By IIMC	-do-	04.00			Nil
	(G) Modernisation of S&DD (CAPITAL)	-do-	05.00			4.29
	TOTAL :		450.00	5980.00	9615.00	437.76

PLAN/NON-PLAN/OTHER MINISTRIES/DEPARTMENT

Physical Targets and achievements during 2009-10 are given below:

S. No.	Particulars	Targets pr ogs.	Achievements pr ogs.	Remarks
	A (programmes for I&B Ministry)			
1.	Non plan	5100.00	6265.00	
2.	Plan	5980.00	9615.00	
	B (programmes for other Ministries/Departments)			
3.	(i) H&FW (Trade Fair New Delhi)			
	(ii) H&FW	162.00	162.00	
4.	Iodine Salt	1700.00	786.00	
5.	H1N1	3481.00	8571.00	
6.	NFSM	2060.00	2097.00	
8.	Others		904.00	

(II) Budget allocation for the year 2010-11 (R.E)

Plan	Non-Plan	Total (₹ In lakh)
627.00	2024.00	2651.00

Physical performance –Plan

Statement of outlays & outcomes/targets (2010-11) (as per the outcome Budget 2010-11) and actual achievement:

(₹ in lakh)

S. No	Name of scheme/ programme	Objective/ outcome	Out-lay 2010-11	Quantifiable deliverable of pr ogs.	Process/ timelines	Achievements w.r.t. Col. (4) & (5) as on 31.12.10	Remarks
1	2	3	4	5	6	7	8
1.	Live Art & Culture ICT activities in Hilly/ Tribal/ Desert/ Sensitive & Border areas & Impact assessment & modernization of S&DD	Publicity programmes	627.00	8685.00	2010-11	349.00	

(B) PLAN/NON-PAN/OTHER MINISTRIES/DEPARTMENTS (2010-11)(up to Dec.10)

S.No.	Particulars	Targets progs.	Achievements progs.
1.	Non plan	5100	3803
2.	Plan	5980	9459
3.	Population Stabilization	1993	2639
4.	Iodised salt(National IDD)	3015	953
5.	Vatsalya Mela(W&CD)	856	18
6.	IITF		82

(III) Target for the financial year 2010-11**R.E.**

Plan	Non-Plan	Total (` In lakh)
627.00*	2124.00	2751.00

*Inclusive of ` 150.00 lakh for NE areas

(B) PLAN/NON-PAN/OTHER MINISTRIES/DEPARTMENTS (2010-11)

(RE)

S. No.	Particulars	Financial (` in lakh)
1.	Non plan	2124.00
2.	Plan	627.00
3.	Population Stabilization	122.68
4.	Vatsalya Mela(W&CD)	50.00
4.	IITF	6.95
5.	Iodine Salt	195.00

Annual Plan 2011-12***DESCRIPTION OF PLAN SCHEMES*****New scheme**

Live Art and culture for Rural India (restructured from ICT scheme)

- (i) ICT activities in Hilly, Tribal, Desert, Sensitive and Border areas & evaluation assessment

Special publicity is undertaken by the Division in sensitive and inner line areas such as Jammu & Kashmir, Punjab and North-Eastern Region with a view to counter the propaganda from across the border and to bring the people of these areas into the national mainstream. All the Border Centres undertake special publicity campaigns in the respective areas with the help of Departmental Troupes, Private Registered Troupes and Empanelled Casual Artists and hired vehicles in close coordination with Special Service Bureau (SSB), Border Security Force (BSF) and other Defence agencies.

The Division also presents programmes in Tribal, Hilly and Desert areas with the view to create awareness among the isolated tribes living in the hilly and desert areas regarding the developmental activities initiated for their welfare. These programmes aim at promoting amongst them a sense of belonging to the country and to encourage them to participate in the on going developmental activities around them by devising programmes which are intelligible to them. Performing troupes are created from amongst the local artistes who in turn perform programmes for their local people in their respective dialects and idioms and forms.

The Division proposes to present 4200 programmes with specific programmes package during the year 2010-11. The said amount is inclusive of expenditure to be incurred for monitoring, mobility, liaisoning, assessment/evaluation and other logistic arrangements at the Unit Hqrs. as well as in the field.

(ii) Presentation of theatrical shows on national/social themes

The Sound and Light programmes of Song and Drama Division are a mobile system which is taken from place to place for a fixed lot of performances. The programme has a component of 25 to 30 technicians also belonging to various disciplines of theatrical productions as also hired vehicles. This medium is used to educate the masses in general and youth in particular regarding cultural heritage of the country, lives, teachings and philosophy of great personalities and imparting knowledge regarding major historical events through this extremely effective visual medium. Involvement of local artistes and technicians ranging from 100 to 120 is one of the most significant aspects of this activity. The Division proposes to organize 65 such performances through two of its sound and light units at Delhi and Bengaluru.

(iii) Modernisation of Song & Drama Division

The Division proposes to fully computerize both its Bengaluru and Delhi Sound and Light Units within a reasonable period of time during the 10th plan period. Similarly the new centres already opened/proposed to be opened during 11th Five Year Plan to further strengthen activities of the Division also need to be equipped with sophisticated and latest technical equipments along with other existing field units. The Division, therefore, proposes procurement of such equipments/technology with a provision of ₹ 5.00 lakh.

(IV) Activities in 76 Identified Districts

The Planning Commission has provided a sum of ₹ 42 lakh to continue the coverage in 76 identified districts to organize 880 live shows. National Integration, Communal Harmony, Anti Terrorism and Patriotism shall be the central themes of live programmes.

(V) Publicity on Common Minimum Programme

Under plan scheme Publicity on Common Minimum Programme this Division will present 620 programmes during 2010-11. The Division proposes to focus on core issues such as health, family welfare, education, rural development and employment under NCMP. An allocation of ₹ 27.00 lakh has been made for this purpose.

(VI) Special activities in J&K and North east regions

The Division proposes to organize a total number of 2920 programmes during 2010-11 under this component with an allocation of ₹ 156.00 lakh (₹ 150.00 lakh exclusively for North-east Region) as per the Government directives).

Annual Plan 201 1-12

(₹ in lakh)

S. No.	Name of schemes/ programme	Objective/ Outcome	Annual plan 201 1-12	Quantifiable Programmes	Process/ Timelines	Remarks
1	2	3	4	5	6	7
	Live Art and Culture for Rural India COMPONENT WISE BREAK-UP	Publicity programmes	600.00	8365	2011-12	
	(A) ICT activities in Hilly/ Tribal/ Desert/ Sensitive & Border areas(including DTE & OE)	-do-	277.00	4400	2011-12	
	(B) Activities in identified 76 districts	-do-	46.00	920	2011-12	
	(C) Publicity on Common Minimum programmes	-do-	43.00	670	2011-12	
	(D) Special activities in J&K and North East	-do-	115.00	2310	2011-12	
	(E) Presentation of theatrical shows on national/ social themes	-do-	100.00	65	2011-12	
	(F) CAPITAL(Modernization of S&DD)	-do-	05.00			
	(G) Research Dev/ & training	-do-	10.00	-		
	(H)Impact assessment by IIMC	-do-	04.00			

PLAN

Annexure III

S. No.	Name of the Scheme	Objective/Outcome	Outlay 201 1-12			Quantifiable Deliverables/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
				4					
1	2	3		4		5	6	7	8
			4(i) Non-Plan Budget	4(ii) Plan Budget Budgetary Resources	4(iii) Comple- mentary Extra				
1	Live Art and cluture for Rural India Component wise break-up (a) ICT activities in Hilly/ Tribal/ Desert/ Sensitive & Border areas/ impact assessment(ncl.DTE & OE) (b) Activities in identified 75 districts (c) Publicity on Common Minimum programmes (d) Special activities in J&K and North East (e) Presentation of theatrical shows on national/ social themes (f) Research Dev/ & training (g) Impact assessment by IIMC (h) Modernisation of S&DD (CAPITAL)	Publicity programmes -do- -do- -do- -do- -do-	- - - - - -	600.00 277.00 46.00 43.00 115.00 100.00 10.00 4.00 5.00	- - - - - - - - -	8365 4400 920 670 2310 65	8365 4400 920 670 2310 65	2011-12 2011-12 2011-12 2011-12 2011-12 2011-12 2011-12	
2	PSS(NP)	Prog by Dept/pvt/ empanelled artiste	280.00		-			2011-12	
3	MS(Np)		33.00	-	-			2011-12	
	Total		313.00	600.00					

PROJECTED OUTCOMES

ANNEXURE

1. 63,100 man days of employment would be generated
Message/information will reach 31,55, 000 people

2. (a) 42,000 man days of employment would be generated
Message/information will reach 21,00,000 people
- (b) 8800 man days of employment would be generated.
Message/information will reach 4, 40,000 people
- (c) 6200 man days of employment would be generated
Message/information will reach 3, 10,000 people
- (d) 5600 man days of employment would be generated
Message/information will reach 2,80,000 people
- (e) 10,000 man days of employment would be generated
Message/information will reach 1,50,000 people
- (f&g) Quality of the programmes will improve manifold times

F.M. RADIO (PRIVATE)

M/s Broadcast Engineering Consultants India Ltd. (BECIL) is executing the project 'Private FM Radio' for the establishment of FM tower in 6 cities on behalf of this Ministry. The fund for the project is provided by this Ministry.

S.No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 201 1-12			Quantifiable deliverable/ Physical Outputs	Projected Outcome	Processes/ Timeline	Remarks/ Risk Factors
				4					
1	2	3	4(i) Non Plan Budget	4 (ii) Plan Budget	4 (III) Complementary Extra-budgetary Resources	5	6	7	8
1.	Private FM Radio (setting up of new tower in 6 cities namely, Delhi, Chennai, Jaipur, Hyderabad, Kolkata, and Dehradun.	Erection of new transmission towers for co-location of transmission equipments for the private FM broadcasters	—	0.01	—	Erection of five towers in Delhi, Chennai, Jaipur, Hyderabad and Dehradun is complete. Erection of tower in Kolkata is yet to be started as hindrance free site is not available.	NIL	N. A	

ELECTRONIC MEDIA MONITORING CENTRE

(₹ in Crore)

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 201 1-12			Quantifiable deliverable/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
			4(i)	4(ii)	4(iii)				
1	2	3	4			5	6	7	8
			Non-Plan Budget	Plan Budget	Complimentary Extra-Budgetary Resources				
1	Setting Up of Electronic Media Monitoring Centre (EMMC)	Content monitoring of private/foreign TV Channels to ensure compliance with Programme and Advertising Codes prescribed in Cable Television Networks (Regulations) Act 1995 and Rules framed there under.	4.50	2.18	Nil	Since it is a monitoring facility, the yield cannot be quantified. Physical Output: after commissioning on 9th June 2008 its monitoring capacity has been augmented to 300 TV Channels. Necessary machinery and equipments has been installed.	EMMC initially started content Monitoring of 100 TV Channels (24X7) w.e.f. 9.06.2008 which was subsequently augmented to 150 TV Channels during 2008-09. It has further been augmented to 300 TV Channels w.e.f. 5 th January 2011. Necessary steps are being taken towards utilization of Plan allocation.	Monitoring capacity of EMMC has already been enhanced to 300 TV Channels. Content monitoring mechanism for private FM Channels is under process and is expected to be in place before 31 st March 2012.	Presently, EMMC is monitoring content of 300 TV Channels. Monitoring mechanism for private FM Channels is under process and is expected to be in place before 31 st March 2012 subject to availability of funds.

INTERNATIONAL CHANNEL

As the scheme is in the initial stage, a provision of ₹ 1.0 lakh has been kept in the Budget for the year 2010-11 for the purpose

S. No.	Name of the Scheme	Objective/Outcome	Outlay 201 1-12			Quantifiable / Deliverables Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
			4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra Budgetary Resources				
1	2	3	4			5	6	7	8
1.	International Channel	The main objective is to air the Indian position globally in the same way as channels such as Al-Jazeera, BBC, CNN, CCTV etc.	-	1.00	-	This will involve introduction of International News and Programming through the existing DD News Channel with simulcasting on DD India, which has a footprint in a large number of countries.	To voice the Indian position and view point on sensitive issues in as many countries as possible and at the earliest possible.	Proposal is at the formulation stage.	-

IEC ACTIVITIES FOR COMMUNITY RADIO

Ministry of Information & Broadcasting proposes to create awareness amongst the masses about the policy. For this purpose it has been decided to organize a number of workshops and seminars etc. in various parts of the country to provide information, educate the Civil Society & Voluntary organizations to develop communication skills for establishing and running the Community Radio Stations. In addition, capacity building of the letter of intent holders & existing community radio operators is equally essential. The Outcome Budget (2011-12) of the scheme “**IEC activities for Community Radio**” is enclosed as Annexure-I.

(₹ in lakh)

S. No.	Name of the Scheme	Objective/Outcome	Outlay 2011-12			Quantifiable Deliverables/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
			4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Comple- mentary Extra Budgetary Resources				
1	2	3	4			5	6	7	8
1.	“IEC activities for Community Radio”	Grant of permission for Community Radio Broadcasting		80.00	-	Create awareness amongst the NGOs/CSOs about the policy and capacity building of letter of intent holders & existing Community radio station operators	Community development through education, health & environment awareness, cultural & social homogeneity of the society.	Organising Workshops/ consultations and Publicity in various parts of the country.	—

CONSTRUCTION OF SOOCHNA BHAWAN

(₹ in crore)

S. No.	Name of the Scheme	Objective/Outcome	Outlay 2011-12			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
			4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Comple- mentary Extra Budgetary Resources				
1	2	3	4			5	6	7	8
1	Construction of Soochna Bhawan, Phase-V at CGO Complex, Lodhi Road, New Delhi.	Execution of civil as well as electrical works	-	36.22 (BE Stage)	-	<p>1. Execution of foundations as well as superstructure work</p> <p>2. Electrical works simultaneously with civil progress.</p> <p>3. Brick work, flooring, finishing & other misc. items of wood steel, W/S & sanitary.</p>	<p>Electrical Works:</p> <p>1. Fire fighting & fire alarm</p> <p>2. Lifts</p> <p>3. Sub-Station</p> <p>4. Misc. electrical items.</p> <p>Civil Works:</p> <p>1. Execution of Remaining pile caps and basement work</p> <p>2. Superstructure work in pockets</p> <p>3. Brick work, flooring, wood, steel, W/S, sanitary & finishing items.</p>	As per flow chart	<p>(a) If desired/ projected fund is not allotted then work cannot be completed within current five years plan.</p> <p>(b) If any additional works desired beyond sanctioned scope of work the work will spill over to next five years plan.</p> <p>(c) All the structural/ architectural drawings/details need to be issued in time.</p>

ECONOMIC ANALYSIS OF GROWTH INITIATIVES (NEW SCHEME)

(₹ in crore)

Sl. No.	Name of the Scheme/ Programme	Objectives / Outcomes	Outlay 2011-12		Quantifiable Deliverables/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factor
1	2	3	4	4	5	6	7	8
		I.	4 (i) Non-Plan Budget	(ii) Complimentary Extra-Budgetary Resources				
1	Economic Analysis of Growth Initiatives	<p>- To develop Management Information System (MIS) in film, information and broadcasting sector;</p> <p>- To study and evaluate the impact of regulatory and development policies in respect of film, information and broadcasting sector;</p>	0.50	-	<p>- MIS Development</p> <p>- Studies to be conducted</p>	<p>i) It will add to the existing knowledge base about the media and the entertainment sectors – its functioning, its constraints to development, its contribution to Growth etc.</p> <p>ii) It will help strengthen policy making at Ministry level.</p> <p>iii) Dissemination of information for Public domain.</p>		

TRAINING FOR HUMAN RESOURCE DEVELOPMENT

The approved Annual Plan outlay for the year 2011-12 for this scheme is ₹ 150.00 lakh. Being specific for training of officers of the Ministry & IIS officers, this scheme has no specific component on i) Gender budget, ii) SC/ST budget and iii) Budget for North East. However, participation of women, SC/ST officers and North-Eastern representation etc are kept in mind while nominating officers to training courses.

(₹ in lakh)

S. No.	Name of the Scheme/ Programme	Objectives / Outcomes	Outlay 2011-12	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4	5	6	7	8
1.	'Training for Human Resource Development in Institutions Located Abroad with In-Service Training for IIS Officers'	1. Human Resource Development in respect of officers of the Ministry by enhancing their working skills. 2. To train officers of the Ministry in institutions located abroad in different fields relating to various aspects of the Media/Administration. 3. To impart a global outlook and an international perspective through participation in various training programmes being conducted by institutions abroad, such as BBC, Thomson Foundation, UK, Radio Netherlands, Harvard University and various other reputed institute etc. 4. To put in place a structured programme for in-service Training of IIS Officers to ensure their continuous career development and also to prepare them to meet the future functional challenges of various media units.	₹ 150.00	During 2011-12, the 5 th year of this Scheme under XI th Five Year Plan it is targeted; <ul style="list-style-type: none"> • to give training to 40-50 officers of this Ministry and its Media Units. • to put in place a structured training programme for mid-career training. • to train 120-140 IIS officers. 	Skill up gradation / improvement which will improve the effectiveness of the organization.	Will be spread throughout the year as per the Calendar of various institutions/ organizations.	No specific risk.

PRASAR BHARTI

ALL INDIA RADIO - ANNUAL PLAN (2011-12)

(₹ in crore)

S. No	Name of Scheme/ Programme	Objective / Outcome	Outlay 2011-12	Quantifiable Deliverables/ Physical Outputs	Processes/ Timeliness (Orly Targets)	Remarks
1	2	3	4	5	6	8
1	<p>Continuing schemes Capital Revenue J&K special package (Ph-I & II)</p> <p>Capital Revenue</p>	For expansion of radio coverage in J&K State.	<p>2.50</p> <p>0.50 2.00</p>	J&K Package Phase-I-Completed. J&K Package Phase-II- DG sets & UPS included in the scheme procured. Minor pending works will be completed in 2011-12	Q1- Completion of pending installation works .	
2	Expansion of MW services	Upgradation of transmitters to strengthen the primary coverage area.	0.40	Completed	Completed	
3	Expansion of FM services		20.52	<p>Completion of installation of 41 nos. of 10 KW FM Trs.</p> <p>Procurement of 20 KW FM Trs. (4 nos.) 3. Completion of civil works at Amritsar (20 KW FM Tr.)</p> <p>Acquisition of sites at Haldwani, Rae Bareilly & Champawat.</p> <p>Completion of civil works at Bardhaman, Dhanbad & Darjeeling.</p>	<p>Q1-Receipt of Transmitters at site, Q2- Start of installation, Q3-Completion of installation, Q4-Testing & measurements</p> <p>Q i- Start of civil works. Q 2-Civil works to continue. Q 3- Completion of transmitter building. Q 4- Installation of transmitter. Q 1- Taking over of site at Haldwani & Champawat. Payment for Raibareli site if demand note is received. Q 3- Taking over of site at Raibareli. Q i- Start of civil works. Q 2-Civil works to continue. Q 3- Completion of transmitter building.</p>	<p>O&M staff sanction will be required to commission the new stations & additional channels.</p> <p>FM tr. building at Amritsar will start after the 300 M TV tower is completed which is expected by March 11.</p> <p>Demand notes for Chmawat & Haldwani Sites are under process. Site identified at Raebareli is yet to be allotted by the State Government.</p> <p>The estimates for transmitter building are under process & work is likely to be awarded by March 11.</p>

				<p>Completion of installation of Bagheshwar 5 KW FM Tr., Karimnagar 5 KW FM Tr., Ujjain 5 KW FM Tr.,</p> <p>Completion of installation of Srikakulan 1 KW FM Tr., New Tehri 1 KW FM Tr. & Gairsan 1 KW FM Tr.</p>	<p>Q 4- Installation of transmitter. Q 1-Start of installation of Tr. Q 2- Completion of Installation. Q 3- Testing & measurements.</p> <p>Q 1-Start of installation of Tr. Q 2-Completion of Installation. Q 3-Testing & measurements.</p>	<p>Order for Tr. at Bagheshwar & Ujjain placed & likely to be received by March 11. Karimnagar Tr. diverted earlier to Hyderabad is to be brought back after installation of 10 KW FM Tr. there. O&M staff sanction is required to commission the stations.</p> <p>Srikakulam Transmitter is to be brought back from Vijayawada after installation of 10 KW FM Tr. there. Civil work at Srikakulam is complete & at Gairsan & New Tehri will be completed by March 2011. O&M staff sanction is required to commission the stations.</p>
				<p>Completion of installation of 10 KW FM Trs. at Coochbehar & Balurghat and progress of installation at Bardhaman, Dhanbad & Darjeeling.</p>	<p>Q 1- Receipt of Transmitters. Q 2- Start of installation of Tr. at Coochbehar & Balurghat. Q 3-Completion of Installation at Coochbehar & Balurghat. Q 4- Start of installation at Bardhaman.</p>	<p>Tenders for transmitters are under process O&M staff sanction is required to commission the stations.</p>
4	Digitalisation of production facilities	To enhance the technical quality of content	0.18	<p>Completion of installation of Transmission (16) & Recording (17) consoles</p>	<p>Q1-Consoles expected to be received at sites. Q2- Installation of consoles expected to be in progress. Q3- Installation works to be completed.</p>	
5	Automation of Studio Facilities & Misc. Schemes		5.00	<p>Completion of installation of 1000 KW MW Tr. at Rajkot</p>	<p>Q 1- Installation in progress. Q 2- Completion of installation. Q 3- Testing & measurements. Q 4- Commissioning of Tr.</p>	<p>Pre-dispatch inspection of Tr. is complete.</p>

				<p>Completion of installation of High end servers at 48 stations.</p> <p>Completion of installation of Captive Earth Stations at Silchar & Dehradun.</p>	<p>Q 1- Receipt of equipment at some of the stations & start of SITC works.</p> <p>Q 2- Receipt of equipment of remaining stations, Completion of SITC work at stations where equipment was receive Q1 & progress of work at remaining stations.</p> <p>Q 3- Completion of SITC work.</p> <p>Q 4- Testing & measurements</p> <p>Q 2-Start of installtion works.</p> <p>Q 4- Completion of installtion works.</p>	<p>Purchase proposal for High end Servers is under process.</p> <p>Technical evaluation of tenders is in progress. Advance A/T is expected to be placed.</p>
6	North-East Special Package	To boost radio coverage in North-East Region.	45.00	Taking over of 3 pending sites for 19 nos. of 1 KW FM Trs. at Anini (Arunachal), Tamenglong & Ukhrul (Manipur).	Sites are yet to be allotted by the State Governments . Matter is being pursued.	Details of alternate site being offered at Anini are awaited from the State Government. At Tamenglong and Ukhrul Zonal office team will visit the site as soon as law & order situation improves. Matter is being pursued..
	Capital		45.00	Completion of civil works at the 16 sites which have been finalised.	<p>Q1-Completion of civil works at Champhai, Lumding, Khonsa & Changlang, start of civil works at Karimganj, Cherrapunjee, Bomdila, Phek & Wokha and award of Civil work at Zunehboto</p> <p>Q2.- Civil works to continue at Karimganj, Cherrapunjee, Bomdila, Phek & Wokha and start of Civil work at Zunehboto.</p> <p>Q3-Completion of Tr. building at Karimganj, Cherrapunjee, Bomdila, Phek & Wokha. Civil work to contnue at Zunehboto.</p> <p>Q4- Completion of civil work at Zunehboto</p>	<p>Transmitter building is ready at 6 places at Tuipang, Nutan Bazar , Udaypur, Goalpara, Daporijo & Kolasib. Civil works in progress at 4 places at Champhai, Lumding , Khonsa & Changlang. The estimates for building works for 5 places at Karimganj, Cherrapunjee, Bomdila, Phek & Wokha are under process and works are likely to be awarded by March,11. Site at Zunehboto is expected to be taken over shortly.</p> <p>The concerned State Governments have to construct approach road to AIR sites at Champhai, Phek, Goalpara , Kolasib, Changlang, Khonsa & Daporijo. Matter is being pursued.</p>

	Revenue		0.00	<p>Completion of installation of 1 KW FM Trs. works at 6 places.</p> <p>2. Silchar-5 KW FM Tr. - Completion of installation</p> <p>3 Gangtok-10 KW FM T r. - Completion of installation</p> <p>4.Chinsura –1000 KW MW Tr.- Completion of installation</p> <p>5. Kavaratti- 10 KW MW Tr. Completion of installation .</p> <p>6. DSNG systems (3 Nos.)- Procurement of equipment & deployment</p>	<p>Q1 Start of installation of Transmitter Q2-Start of installation works at Champhai, Lumding, Khonsa & Changlang. Q3.-Completion of installation at Champhai, Lumding, Khonsa & Changlang and start at Karimganj & Cherrapunjee, Bomdila, Phek & Wokha Q4- Completion of installation at Karimganj & Cherrapunjee and to continue at Bomdila, Phek & Wokha. Q 1-Start of installation of Tr. Q 2- Completion of Installation. Q 3- Testing & measurements.</p> <p>Q1-Receipt of Transmitters at site, Q2- Start of installation, Q3-Completion of installation, Q4-Testing & measurements.</p> <p>Q 1-Start of installation of Tr. Q 2- Completion of Installation. Q 3- Testing & measurements.</p> <p>Q 1-Start of installation of Tr. Q 2- Completion of Installation. Q 3- Testing & measurements.</p> <p>Q 1.- Approval of purchase proposal & placement of Advance A/T Q2- Obtaining Performance Bank Guarantee from the firm & placement of Formal A/T Q 3- Receipt of Equipment Q 4- Deployment of equipment.</p>	<p>O&M staff sanction is required to commission the stations.</p> <p>Order placed for Tr. and is expected to be received by March 11. O&M staff sanction is required to commission the additional channel. Order placed for Tr. and is expected to be received by March 11. O&M staff sanction is required to commission the additional channel. Order placed for Tr. and is expected to be received by March 11. O&M staff sanction is required to commission the additional channel. Order placed for Tr. and is expected to be received by March 11. Tenders for DSNG systems (Digital Satellite News Gathering) are under evaluation</p>
7	Accommodation for Staff (Metro S/Q)	To construct S/Q at Metro centres for Prasar Bharati staff.	1.00	<p>Delhi-Completion of Phase II (203 Qrs) at Delhi.</p> <p>Mumbai- Completion of 68 Qrs. at Mumbai.</p>	<p>Q2- Phase-II Construction likely to be completed.</p> <p>Q1- Award of works, Q2- Work to continue Q3- Work to continue Q4- Completion of work</p>	<p>Tenders for superstructure are under process.</p>

				<p>Chennai- Award of works of 52 Qrs. at Chennai.</p> <p>Kolkata- Award of works of 61 Qrs. at Kolkata.</p>		<p>Matter of Clearance of plans is being pursued with CMDA</p> <p>A writ petition has been filed against the unilateral withdrawal of land by KMDA (Kolkata Metro Development Authority) in Kolkata High Court. Court has granted stay & matter is subjudice.</p>
2	New Schemes					
2.1	<p>Digitalisation of transmitters, studios, connectivity and DTH channel</p> <p>MW DRM Transmitters</p>	<p>SW DRM Tr. for nationwide coverage in digital mode. FM Expansion, Studio digitalization & Connectivity</p>	133.77			
1	<p>Replacement of 31 old MW Transmitters by new DRM MW Transmitter at Existing Stations</p> <ul style="list-style-type: none"> • 20 KW -5 Nos. [Delhi VB, Barmer & Bikaner (Raj), Chennai (TN) VB],Guwahati'B' • 50 KW- 1 No.[Mumbai 'C' (Mah)] • 100 KW -10 Nos. [Vijayawada(AP), Patna(Bihar), Panaji (Goa), Ranchi (Bihar), Mumbai' A' (Mah), Mumbai' B'(Mah), Pune(Mah), Tiruchirapalli(TN), Varanasi(UP), Kolkata' A'(WB)] 			<p>1. Completion of civil works, Procurement & installation of Equipment.</p> <p>1. Completion of civil works, Procurement & installation of Equipment.</p> <p>1. Completion of civil works, Procurement & installation of Equipment.</p>	<p>Q1- Sanction of Preliminary Estimates for civil works. Q2- Award of civil works. Q3- Completion of civil works. Receipt of Equipment . Q4- Installation of Equipment. Q1- Sanction of Preliminary Estimates for civil works. Q2- Award of civil works. Q3- Completion of civil works. Receipt of Equipment . Q4- Installation of Equipment. Q1- Sanction of Preliminary Estimates for civil works. Placement of order for eqpt. Q2- Award of civil works. Q3- Completion of civil works. Receipt of Equipment would be in progress. Q4- Completion of receipt of equipment and Installation of Equipment would be in progress.</p>	<p>Tenders are under Technical Evaluation completed for 100 KW-10 Nos and TE for 200 KW-9 Nos., 50 KW-1 No. , 300 KW-6 Nos. and 20 KW-6 Nos.</p> <p>Tenders are under Technical Evaluation</p> <p>Technical Evaluation completed for 100 KW-10 Nos and price bids opened. Purchase proposal is under process.</p>

	<p>•200 KW -9 Nos.[Delhi A', Ahemdabad (Guj), Bengaluru & Dharwad (Kar), Jabalpur(MP), Ajmer (Raj), Chennai'A' (TN), Siliguri & Kolkata'B'(WB)]</p>			<p>1. Completion of civil works, Procurement & installation of Equipment.</p>	<p>Q1-Receipt & Sanction of Preliminary Estimates for Civil works for some of the places. Placement of order for Equipment. Q2-Sanction of Preliminary Estimates for rest of the places. Award of building works at places where Preliminary Estimate was sanctioned in the preveous quarter. Q3-Award of building works for the remaining places. Completion of building works at places where work was awarded in Q2. Q4-Completion of building works at remaining places. Start of Receipt of equipment. Progress of Departmental works at places where building work get completed in Q3.</p>	<p>Tenders are under Technical Evaluation for 200 KW-9 Nos.</p>
	<p>• 300 KW -6 Nos.[Dibrugarh (Assam), Rajkot(Guj), Jammu (J&K), Jallandar (Punjab), Suratgarh (Raj), Lucknow(UP)]</p>			<p>1. Completion of civil works, Procurement & installation of Equipment.</p>	<p>Q1-Receipt & Sanction of Preliminary Estimates for Civil works for some of the places. Placement of order for Equipment. Q2-Sanction of Preliminary Estimates for rest of the places. Award of building works at places where Preliminary Estimate was sanctioned in the previous quarter. Q3-Award of building works for the remaining places. Completion of building works at places where work was awarded in Q2. Q4-Completion of building works at remaining places. Start of Receipt of equipment. Progress of Departmental works at places where building work get completed in Q3.</p>	<p>Tenders are under Technical Evaluation for 300 KW-6 Nos.</p>
2	<p>Upgradation of 3 MW DRM Tr. With Captive Power Plant at Arunachal-China Border Passighat-100 KW (Replacement of 10 KW)</p>			<p>1. Completion of civil works. 2. Procurement of equipment. 3. Installation of Equipment</p>	<p>Q1-Start of civil works. Q2- Completion of civil works & start of departmental works</p>	<p>Tenders are under Technical Evaluation for equipment.The estimates for civil works at</p>

	Itanagar 200 KW (Replacement of 100 KW)			1. Completion of civil works. 2. Procurement of equipment. 3. Installation of Equipment.	Q3- Receipt & start of installation of equipment. Q4- Completion of installation Q1-Award of Civil works. Placement of order for Equipment. Q2- Civil works continued. Q3-Completion of building works & start of departmental works. Receipt of equipment. Q4- Progress of installation & departmental works Q1-Award of civil works. Placement of order for equipment Q2- Completion of civil works. Q3- Receipt of Equipment . Q4- Installation of Equipment.	Passighat have been sanc- tioned. Tenders are under Technical Evaluation for equipment.The estimates for civil works at Itanagar have been sanctioned.
	Tawang-20 KW (Replacement of 10 KW)			1. Completion of civil works. 2. Procurement of equipment. 3. Installation of Equipment.	Q1-Award of civil works. Placement of order for equipment Q2- Completion of civil works. Q3- Receipt of Equipment . Q4- Installation of Equipment.	Tenders are under Technical Evaluation for equipment.The estimates for civil works at Tawang have been sanctioned.
3	Replacement of 6 Nos. 10 KW MW Mobile by MW DRM Transmitters			Completion of minor pending works.		Pre-dispatch inspection of Trs. completed & likely to be re- ceived.
4	Conversion of 36 Existing DRM compatible MW Tr. to DRM			1. Receipt of DRM Equipment Completion of installation work.	Q1- Start of Receipt of major DRM Equipment Q2- Start of installation Q3- Completion of installation of equipment Q4- Testing & measurements	PAC (Proprietary Acceptance Certificate) proposal sent to Ministry for approval. Clarification sought by the Ministry are being replied .
	FM Digital compatible Transmitters					
5	FM Expansion at existing 24 AIR/ TV sites & 100 Watt FM Trs. at existing 100 LPTs of DD/AIR			1. 1. Completion of civil works. 2. Procurement of equipment. 3. Completion of Installation of Equipment:1 KW (12 Nos.) & 5 KW (12 Nos.). 1. Procurement of equipment. 2. Completion of Installation of Equipment: (100 Nos.).	Q1-Completion of civil works at some of the places. Q2- Completion of civil works at remaining places. Start of receipt & installation of equipment. Q3- Completion of receipt of equipment and completion of installation at some places. Q4-Completion of installation at remaining places. Q1-Completion of civil modification works. Q2- Start of receipt of equipment at zonal offices and completion of installation at about 35 places. Q3- Completion of receipt of equipment, completion of	Technical evaluation of ten- ders completed for equipment & commercial bids opened. Zonal office is procuring associated eqpt. like programme input rack, audio processor & audio analyser etc. Purchase proposal for Trs. is under process.

					installation at 35 places. Q4-Completion of installation at remaining places.	
6	Replacement of FM/MW Transmitters by higher power at 40 Existing Stations			<ol style="list-style-type: none"> 1. Completion of civil works. 2. Procurement of 27 Nos. of 6 KW FM Trs. & 13 Nos. of 10 KW FM Trs. 3. Completion of installation 	<p>Q1- Award & start of civil modification works.</p> <p>Q2- Completion of civil modification works & start of departmental works. Start of delivery of equipment.</p> <p>Q3- Departmental works & installation works to continue.</p> <p>Q4- Completion of installation works</p>	Technical evaluation of tenders completed for equipment. Civil requirements are under finalization. Zonal office is procuring associated eqpt like Programme input rack, audio processor & audio analyser etc.
7	SW DRM Trs. Replacement of 5 SW Transmitters (Delhi-2 Nos., Aligarh-2 Nos., Bengaluru-1 No.)			<ol style="list-style-type: none"> 1. Procurement of Delhi (Kingsway) 100 KW SW (2 Nos.) Trs. 2. Procurement of Aligarh (UP)-250 KW SW Trs.(2 Nos.) Trs. 3. Procurement of Bengaluru (VB) (Kar)-500 KW SW 	<p>Q1- Sanction of the estimates for civil works at Delhi (Kingsway) & Aligarh. Placement of order for 100 KW & 250 KW SW Trs. Processing of Purchase proposal for 500 KW SW Tr.</p> <p>Q2- Award of civil works at Delhi (Kingsway) & Aligarh and sanction of estimates for civil works at Bengaluru. Placement of order for 500 KW SW Tr..</p> <p>Q3- Progress of civil works.</p> <p>Q4- Completion of civil works at Aligarh & Delhi (Kingsway) and start of delivery of equipment.</p>	Technical evaluation of ten tenders completed for 100 KW & 250 KW SW Trs. and is in progress for 500 KW SW Tr.
	Studios					
8	Digitalisation of 98 studios and Networking of studios			<ol style="list-style-type: none"> 1. Refurbishing of 11 studios 2. Procurement & installation of miscellaneous equipment like AC plants, DG sets etc. 2. Completion of Digitalisation of 48 studio centers. 	<p>Q1. Start of Delivery of major equipment like Phone-in-Consoles, Portable Digital Recorders, Digital work stations & Digital Consoles etc. Start of departmental works</p> <p>Q2. Delivery of equipment to continue. Completion of installation of misc. equipment, Start of installation work of Refurbishing of 11 studios.</p> <p>Q3- Completion of delivery of eqpt.Completion of Installation & commissioning</p>	NIT issued for Studio equipment like Phone-in-Console, Portable Digital Recorders, Digital work stations, Digital Consoles & Digital Cabling. Technical evaluation of Phone-in-Console & Portable Digital Recorders is complete. Zonal offices have already initiated action for procurement of UPS, DG sets, AC plants etc.

				Studio networking- SITC work of Servers with Centralised Storage & System Software	work of Refurbishing of 11 studios & miscellaneous eqpt. Q4- Digital cabling & complete digitalization of 48 studios Q1- Placement of order for equipment. Q3- Receipt of equipment & start of installation Q4- Completion of receipt of equipment. and installation.	For Studio networking, tenders opened on 21.10.2010 for SITC work of Servers with Centralised Storage & System Software and are under scrutiny.
9	Augmentation of Archival facility at Delhi & creation of Archival facility at Chennai, Mumbai, Kolkata & Hyderabad			Procurement of equipment & progress of SITC (Supply , Installation, Testing & Commissioning) work	Q1- Award of civil works. Clearance of purchase proposal by internal finance. Q2- Civil works in progress. Sanction & order for SITC work. Q3- Completion of civil works & start of departmental & installation works. Q4- Receipt of equipment & start of SITC work	Tenders for SITC work opened on 26.10.2010.
10	Automation of 44 existing News units & Creation of 7 New Regional News Units at Jodhpur (Raj), Rajkot (Guj), Vishakhapatnam (Andhra P), Darbhanga (Bihar), Sambalpur (Orissa), Kargil (J&K) and Passighat (Arunachal).			1. Completion of Digitalisation of existing 44 Regional News Units. 2 Completion of Digitalisation of 7 New Regional News Units. 3. Up- gradation of News- on- Phone Service at 13 places and introduction of this service from 16 new places (29 nos.)	Q1- Start of SITC work of Servers, Workstations & System Software for existing RNUs. Q2- SITC work to continue. Q3- Completion of SITC work Q1- Start of civil works. Q2- Completion of civil works & start of SITC works Q3- SITC work to continue. Q4- Completion of SITC work Q1-Clearance of purchase proposal by internal finance. Q2- Sanction of purchase proposal & placement of order for equipment Q3- Start of delivery of equipment & installation work at sites.	Tenders have been opened on 28.10.2010 and are under scrutiny for SITC work of Servers, Workstations & System Software for RNUs. Tenders for Portable Digital recorders have been technically evaluated. Zonal offices have initiated action for other items like V-SAT, ISDN connectivity, UPS, TV set, Radio set, Printer, PDWA etc. Specification for equipment are under issue.

					Q4- Completion of installation work.	
	Digital Connectivity					
11	Replacement of STL connectivity			Procurement & Completion of Digitalisation of existing STL at 80 places.	Q1. Start of receipt of equipment at sites. Q2- Start of SITC (Supply, Installation, Testing & Commissioning work. Q3-Completion of SITC work.	Price bids not yet opened as decision on the representation from one of the vendors is awaited from PB Sectt.
12	New proposals of CES & STL			Completion of installation of new Digital STL at 35 places and Captive Earth Stations at Tiruchirapalli, Madurai & Dharwad.	Q1. Start of receipt of equipment at sites. Q2- Start of SITC work (Supply, Installation, Testing & Commissioning of eqpt.). Q3-Completion of SITC work.	i. Tenders are under technical evaluation for new STLs. ii. Tenders are under technical evaluation for new Captive Earth Stations at Tiruchirapalli, Madurai & Dharwad.
13	Provision of C-Band RNT (44 Nos.)			Completion of SITC work.	Q1- Placement of order for SITC work (Supply, Installation, Testing & Commissioning of eqpt.). Q2. Start of receipt of equipment at sites. Q3- Start of SITC work (Supply, Installation, Testing & Commissioning of eqpt.). Q4-Completion of SITC work.	Tenders technically evaluated & price bids opened.
14	Augmentation of DTH Channel			Procurement of equipment Completion of installation of Uplink / Downlink of DTH (18 places).	Q1- Start of receipt of equipment at sites. Q2- Start of SITC work (Supply, Installation, Testing & Commissioning of eqpt.). Q3-Completion of SITC work.	Specifications for equipment are under issue.
2.2	Strengthening of External Services Conversion of compatible External Services SW Trs. to DRM (Delhi- 250 KW SW Trs.-2 Nos. & Aligarh - 250 KW SW Trs.-2 Nos.).	Digitalisation of SW transmitters	0.50	Equipment for Conversion of 250 KW SW Trs. two each at Delhi & Aligarh to DRM mode will be procured & installed.	Q1-Procurement of order for conversion kits. Q2-Receipt of equipment. Q3- SITC Work is expected to be completed.	PAC (Proprietary Acceptance Certificate) proposal sent to Ministry for approval. Clarification sought by the Ministry are being replied .
2.3	E-Governance, training, Resources, security, IOF, D/G for coastal area, Adm. Office accommodation, Welfare activities and	Improvement of Infra-Structure	25.50			

	Staff Quar ters etc.					
1	E-Governance and up-gradation of IT facilities			Procurement of additional 924 computers at 231 AIR Stations/ Offices	Q1-EFC approval & Processing of tenders & technical evaluation, Q2-Opening of Commercial bids. & processing of purchase proposal. Q3- Placement of order. Q4- Receipt & Installation of equipment.	SFC proposal circulated for comments after approval by PB Sectt.
2	Augmentation of STI(T) and STI(P) including regional training institutes. (a)Delhi STI(T)- Construction of Auditorium/conference hall & reception room			Completion of civil works of Auditorium / conference hall & reception room	Q1- Award of civil works. Q2 & Q3- Civil works to continue Q4- Completion of building.	Proposal approved by M/o I&B on 31.8.2010. Estimates for civil works are under submission.
	Construction of Hostel Accommodation at STI(P), Tiruvananthapuram			Completion of civil works of Hostel Accommodation	Q1- Award of civil works, Q2 & Q3- Civil works to continue Q4- Completion of building,	Estimates for civil works are under submission.
	Construction of Hostel Accommodation at STI(P), Hyderabad.				Q1- Award of civil works. Q2 & Q3- Civil works to continue Q4- Completion of building.	Estimates for civil works are under submission.
	Construction of Hostel Accommodation at STI(P), Lucknow				Q1- Award of civil works. Q2 & Q3- Civil works to continue Q4- Completion of building.	Estimates for civil works are under submission.
	Construction of Hostel Accommodation at STI(P) Ahmedabad.				Q1- Award of civil works. Q2 & Q3- Civil works to continue Q4- Completion of building.	Estimates for civil works are under submission.
	Hostel & Training facilities at RTI(T) Malad, Mumbai			Construction of hostel, lecture hall & computer lab, office rooms etc.	Q1- Award of building works for hostel. Placement of order for equipment. Q2 & Q3- Civil works to continue. Receipt of equipment. Q4- Completion of building and installation of equipment.	Estimates for civil works are under submission. Procurement action for equipment initiated.
	Delhi STI(T)- Conversion of Analogue Audio Studio to Digital			Procurement & installation of equipment.	Q1- Opening of Commercial bids & processing of purchase proposal, Q2- Placement of order. Q3- Receipt & Installation of equipment. Q4- Completion of installation.	Procurement action initiated for procurement of equipment. Procurement of Equipment like Digital work stations, digital consoles, etc already under process as part of consolidated proposal.

3	I.O.F.at Existing Centres					As per the directions of the Ministry, the proposal sent for PB Board's approval.
	Provision of 5 Mobile FM Trs. at 5 zonal offices for emergency situation			Procurement of equipment	Q1-EFC approval & calling of tenders for equip., Q2- Processing of tenders & technical evaluation, Q3-Opening of Commercial bids & processing of purchase proposal, Q4- Placement of order.	
	Provision of measuring equipment for studios			Procurement of equipment	do	
	Provision of telemetry at MW Trs. for remote control at 23 places.				do	
	Provision of UPS at existing FM Stations 80 places.				do	
	Refurbishing of Studios at Gwalior, Ratnagiri & Sangli				do	
4	Office Accommodation/ Staff Quarter at Guwahati including hostel accommodation at Srinagar.			Construction of Office accommodation/staff quarters for North East Zone at Guwahati & hostel facilities at Srinagar	Q1- Sanction of Estimates and calling of tenders for North-East zone office. Award of civil works for staff quarters at Guwahati & hostel at Srinagar. Q2-Processing of tenders & Award of works for North-East zone office. Staff quarters to continue. Q3- Civil works to continue. Q4- Completion of civil works of staff quarters. Civil works of office accommodation expected to be in progress.	
2.4.	New Technology and Science & Technology (R&D)	Multi Media broadcasting in Satellite & Terrestrial Mode, Web casting/Podcasting etc.	1.00			
	New Technology					
1	Webcasting/ Pod casting			Installation completed & Programme content is being developed	Development of programme content	

2	Research and Development			Completion of S&T schemes	Q1-Completion of Technical evaluation of tenders for equipment like 26 MHz AM DRM Tr., Cross field antenna & 1 KW MW DRM Tr., Q2-Opening of Commercial bids & processing of purchase proposal, Q3- Placement of order. Q4- Receipt of equipment Utilization of funds for Software production/ Acquisition & for content creation, flagship programmes, digitalization of archives etc.Efforts will be made to complete within the specific time from the date of approval.	NIT issued for 26 MHz AM DRM Tr., Cross field antenna & 1 KW MW DRM Tr.. Tenders opened and are under scrutiny
2.5	Software	i) Production of in-house and Commissioned Programmes in respect of General category, J&K Special Package and NE Special Package. (ii) Kishan Vani. (iii) Purchase of CDs (iv) Misc (Music Concerts/ Radio Workshops/Akashvani Sangeet Sammelan etc. (v) Production and coverage of important international and national events (vi) Digitilisation of AIR Archieves Network (vii) News Activities.	15.00	1.New & fresh Content creation 2. Radio Workshops, Sangeet Sammelan, concerts etc. 3. Coverage of national & international events 4. Flagship programme production 5.Digitalization of AIR Archives 6.Min. of I &B has already approved ₹46.16.cr in EFC proposal but budget is yet to be recieved for the year 2011-12.		
2.6	J&K Phase-III	For further improvement of FM coverage in J&K border areas	10.00	Acquisition of 3 new sites for setting up FM &TV HPTs. Completion of civil works, procurement of equipment & completion of installation activities for 4 nos. of 100 W FM Transmitters, 10 KW FM Transmitters at Naushera & 2 nos. of 5 KW TV Transmitters at Rajouri.	Q1- Acquisition of 3 new sites & sanction of Estimates and award of civil works., Opening of Commercial bids & processing of purchase proposal for equipment, Q2- Placement of order & completion of civil works Q3-Receipt of equipment, Q4- Completion of installation	1. Govt. approval was received on 18.8.2010. 2. 3 new Sites identified at Nathatop (Jammu region), Green Ridge (Srinagar region), & Himbotingla (Ladakh region) and acquisition is under process.
	Total of All India Radio		260.37			
		Revenue	17.00			
		Capital	243.37			

PRASAR BHARATI

DOORDARSHAN - ANNUAL PLAN (2011-12)

Statement of Plan Outlays & Outcomes/Target (2011-12)

(₹ in crore)

S. No	Name of Scheme/ Programme	Objective / Outcome	Outlay 2011-12	Quantifiable Deliverables/ Physical Outputs	Projected Outcome	Processes/ Timeliness (Qrly Targets)	Remarks
1	2	3	4	5	6	7	8
1	Continuing Scheme J & K Special plan Phase-I and Phase-II (Capital)	Improvement of Doordarshan Transmission Coverage in J&K. First phase of J&K Spl. Package has been implemented, except the tower work at Amritsar which is under progress. This has resulted in substantial improvement in coverage area and technical quality of Doordarshan transmission in J&K. In phase-II of J &K Plan emphasis has been given for improvement of content.	2.20	Commissioning of DD1 and DD(News) HPTs at Amritsar with antenna mounted on 300M Tower	Increase in TV coverage in trans border areas. To provide DD-I & DD-News signals in trans-border areas.	Installation of DD1 and DD(News) Transmitter at new site and their commissioning:- III quarter.	
2	Revenue	Production & Commissioning of Software for Kashir Channel, regional service, DDK: Srinagar, Jammu & Leh	53.89	8000 episodes	Production of fresh and Quality Programmes for DD Kashir Channel, for the regional service of DDK Srinagar, Jammu and Leh.	As per Annual Allocation	carried forward liabilities Rs 70 of current Financial year
2	Digitalization and Modernisation of Production Facilities	Enhancement of technical quality of programmes.	3.00	Modernization of studio centers, centralized recording, editing and play-back at all major Doordarshan Kendras; - 17 nos. Augmentation of OB facilities and faster news delivery system.	To digitalised the studios.	In progress.	
3	North East Special Package Ph-II (Capital)	Strengthening of Doordarshan coverage in North-East and A&N region. A special package (Ph-II) for expansion & improvement of Doordarshan services in NE region & Island	1.91	DSNG units-4 no for NE and 1 no for A&N	Aug. of news gathering facility in North-East and A&N Island.	Supply of DSNGs (1 no):-	DSNG(3 NO.) already supplied

		territories of Andaman & Nicobar and Lakshadweep has been approved by the Government in May, 2006 at a cost of ₹ 256.85 crore (hardware – 134.3, software – 122.55).					
	Revenue	Production and commissioning of Software to North-East satellite Channel and 11 north eastern Kendras.	20.00	6880 episodes of in-house and commissioned programmes	Production of fresh and Quality Programmes for DD North-East Channel, and for the regional service of 11 North East Kendras		
4	DTH	The objective of this scheme is to provide TV coverage to the areas hitherto uncovered by terrestrial transmission. DTH at present has capacity of 50 TV channels.	0.00				DTH service is already in place.
5	HDTV	HDTV is a technology that offers numerous advantages in terms of excellent image quality and wide screen image. The wide screen image provides powerful viewing experience. This makes this technology superior and gives pictures similar to 35 mm films. HDTV also provides realistic digital surround sound. A pilot project for HDTV field production unit is under implementation.	0.40	Commissioning of Pilot project for HDTV Production	The Pilot scheme will provide the facility for production in HDTV format.		Filed production Van already procured
6	Other spill over X plan approved scheme		25.00				
a)	Accommodation of staff and augmentation of infrastructure and security	Provision of housing facility for staff. Augmentation of infrastructure / strengthening of security at various stations.		Construction of staff quarters at 4 Metro locations Construction of staff quarters at 11 non-Metro locations		In progress. Completion of Staff quarters at 2 places viz Patna & Sambalpur: Ist Quarter	Revised PE of Patna SQ to be approved.

b)	Other Scheme Transmitter related Schemes	Improvement in terrestrial coverage		Automode LPTs-50 HPTs-2	Improvement of quality in terrestrial transmission and coverage area.	Placement of order for transmitter equipment -I st quarter Installation and commissioning of automode LPTs at 50 locations -IV th quarter Supply and installation of equipment for HPT at Mehboobnagar III rd quarter. Erection of tower and mounting of antenna and feeder cable -IV th quarter Testing and commissioning of HPT- IV th quarter	Tenders invited for procurement of Trans mitter equipment for Mehboobnagar received and are under process. Order placed for erection of tower.
	Total Continuing Scheme		106.40				
	New Schemes						
1	Digitalisation of transmitters; Modernisation, Aug. and Repl. of Transmitter Equipment a) Digitalization of Transmitter	Digitalisation of terrestrial transmission.	20.00	Digital HPTs-19	Start process of digitalisation of terrestrial transmission -	Placement of order for 19 digital HPTs Ist quarter Supply of 19 digital HPTs III rd quarter. Installation of 19 digital HPTs in phases -IV th quarter. Supply and installation of antenna sysetm including strengthening of towers. -IV th quarter. Testing and commissio-	Scheme approved in April,2010

	b) Modernisation, Augmentation and replacement of transmitters equipments	Modernisation, Aug. and repl. of transmitter equipment which have served their useful life and due to technological compulsion.		Repl. of 15 HPTs, 60 nos. of LPTs by automode LPTs. -	Improvement in coverage and quality of terrestrial transmission -	ning of 19 digital HPTs- IV th quarter. In progress.	Scheme yet to be approved.
2	Studio digitalisation: Modernisation, Augmentation, Replacement of Studio/OB Equipments		80.00				
	a) Digitalization of Studio b) Digitalization, Augmentation and replacement of studio equipments	Full digitalisation of production, post production, editing and archiving facilities. Modernisation, Aug. and repl. of production related equipment with its digital counterpart which have served their useful life and due to technological compulsion.		Full digitalization of 31 partially digital and 8 analog Studios Aug of Production, Post Production, Audio, Lighting And Power Supply At All Major And Smaller Kendras- 66 Locations.-	Full digitalisation of production facility - Enhancement in technical quality -	Full digitalization of 31 partially digital Studios III rd quarter Placement of order for 8 analog Studios. III quarter Supply of equipment for digitalization of 8 analog studios IV th quarter Full digitalization of 8 analog Studios. IV th quarter. In progress.	Scheme approved in April, 2010 Scheme yet to be approved.
	DTH: Modernisation, Aug., Replacement of Satellite Broadcast Equipment a) DTH	Increase of channels in DTH platform from 50 to 198 with hybrid model (free to air channels and paid channels)	20.00	Upgradation of DTH Platform.		Placement of order III rd quarter Supply of equipment for upgradation of DTH platform from present 59 channel to 97 channel -IV th quarter	Scheme approved in August,2010

	b) Digitalization, Augmentation and replacement of satellite broadcast equipments	Modernisation, Aug. and repl. of satellite broadcast related equipment with its digital counterpart which have served their useful life and due to technological compulsion. Aug. of News Gathering Facility		<p>Upgradation of 10 nos of Earth Station</p> <p>Replacement of Earth Station compression equipment at 5 locations</p> <p>Replacement of DSNG units-6 locations</p> <p>Replacement of Existing IRDs with DVB-S2 based IRDs</p> <p>Replacement of uplink PDAs and Accessories at CPC and DDK Srinagar</p> <p>New DSNGs-9 nos</p> <p>New Earth Stations -5 nos</p>	To be taken up in phases .	<p>Placement of order for 5 Earth stations IInd quarter Upgradation of 5 Earth Stations -IVth quarter</p> <p>Placement of order IInd quarter Replacement of Earth station compression equipment at 5 locations -IVth quarter Supply of DSNGs (6 nos):- Ist quarter Placement of order for procurement of IRDs. -IIIrd quarter Supply of equipment IVth quarter Completion of PDA replacement at CPC & DDK Srinagar- IInd quarter Placement of order for 9 DSNGs IIIrd quarter Supply of of 9 DSNGs IVth quarter Placement of order for 4 Earth stations. IInd quarter Supply, installation and commissioning of Earth stations at 4 locations. IVth quarter</p>	Tenders for 6 nos. DSNG invited. Tenders for PDAs received and under scrutiny.
4	High Definition TV	HDTV production, post production facility and transmission.	29.00	HDTV Production facility at Delhi and Mumbai	Production uplinking and terrestrial transmission in HD format.	Placement of Order for SITC of HDTV Studio. II nd quarter	

				<p>Post Production facility at Delhi,Mumbai,Kolkata, Chennai</p> <p>Field Production facility at Delhi,Mumbai,Kolkata, Chennai</p> <p>Multi-Camera mobile equipment for Outdoor Production facilities at Delhi and Mumbai</p> <p>Fly away Production set up at Delhi</p> <p>Preview facility for Delhi, Mumbai, Kolkata, Chennai</p> <p>HDTV Transmitters at Delhi, Mumbai, Kolkata, Chennai</p>	<p>Supply of equipment:- IIIrd quarter Installation and commisioning -IVth quarter</p> <p>Supply and Installation of equipment IIIrd quarter Commissioing of Post production facilities at 4 locations IVth quarter</p> <p>Supply and Installation of equipment IIIrd quarter Commissioing of Post production facilities at 4 locations IVth quarter</p> <p>Supply of HDTV Vans IVth quarter</p> <p>Placement of order for equipment -IVth quarter</p> <p>Supply and Installation of equipment Ist quarter Commissioing of Post production facilities at 4 locations IInd quarter</p> <p>Supply of transmitters IIIrd quarter Supply & installation of antenna system IIIrd quarter Installation, testing and commissioning of transmtters. -IVth quarter</p>	<p>Tenders invited.</p> <p>Tenders invited for procurement of 4 HDTV transmitters and SITC of antennae system including strengthing of towers.</p>
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5	Staff Quar ters and other misc Scheme	Provision of housing facility for staff. Augmentation of infrastructure / strengthening of security at various stations.	15.00	Construction of 1. Staff Quarter at 07 locations 2. Guest Houses at 22 locations 3. Community Centers at 10 locations 4. DMC Buildings at 17 locations 5. LPT Buildings at 10 locations 6. Tower“C” Building at DD BhawanComplex 7. Augmentation and improving the infrastructure and security of existing Doordarshan offices	Construction of S. Qs., guest houses, community centres. Construction of DMCs buildings, LPT buildings, zonal office building and tower-C building.	Completion 04 staff quarter buildings 10 Guest House buildings 06 Community center building 07 DMC buildings 09 LPT buildings	
6	Software Acquisition & Pr oduction (REVENUE)	Production of software programs for various channels and Kendras of Doordarshan	1.00	4000 episodes @ Rs 50,000 per programme and 1700 Programmes @ Rs3 lakh per programmes, Totaling Rs 71 cr.	Fresh and Quality programmes on different DD channels.		
	Total New Scheme		165.00				
	Total of Doordarshan		271.40	531.77			
		Revenue	74.89				
		Capital	196.51				

CHAPTER III

REFORM MEASURES & POLICY INITIATIVES

CENTRAL BOARD OF FILM CERTIFICATION

As far as transparency is concerned, all the information relating to organizational structure, guidelines of film certification, enforcement details, certification procedure have been put on the CBFC's website. Information of PIO/APIO and all the employees' personal details has been uploaded on the website under RTI Act-2005. Citizens Charter, Enquiries, Complaints and Public Opinion Poll are put on the website so that public can express their opinion relating to the certification process and forward any personal grievances to the CBFC.

CHILDREN'S FILM SOCIETY, INDIA

In response to the appeal made by the ex-Chairperson, CFSI to the Chief Minister of Maharashtra for sanctioning land in Film City, which is to be used for the benefit of children's cinema, Maharashtra Film, Stage & Cultural Development Corporation Ltd. on behalf of Government of Maharashtra, has offered 1600 sq.mt` in Film City at Goregaon, Mumbai. CFSI is now awaiting Government of Maharashtra's approval with financial requirements.

CFSI's aim is to construct a modern Children Film Complex of National importance, which would house all aspects of film making including an animation & puppet studio. Production of quality films so as to create a treasure chest which would be enjoyed by Indian Children far and wide. The complex will also ensure that a children's film archive is established in its premises.

DIRECTORATE OF FIELD PUBLICITY

The Directorate is in the process of restructuring and revamping its structure to improve the efficiency by rationalization of manpower. The emphasis is on best utilization of available resources for the benefit of those people who are deprived of information from other media sources like the tribal, border, remote and backward areas.

For transparency the Directorate maintains a website that is updated from time to time.

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

The reforms and policy initiatives of DAVP, to boost transparency, empowerment, decentralization, and public-private partnerships are as listed below. The reforms and initiatives are to strengthen the role of the Directorate of Advertising & Visual Publicity (DAVP) as a nodal advertising agency of the Government of India for spreading the programmes/schemes relating to socio-economic upliftment, national integration, anti-terrorism, communal harmony and health-related issues through exhibitions, newspapers, satellite TV channels, radio, digital cinema, outdoor publicity formats and printed publicity materials etc.

Creation of Media-List Software: To systematically release advertisements to newspapers, a software has been evolved in-house, which would allot advertisements on the basis of various criteria, such as circulation, cost, number of insertions so far, etc.

Releasing of Payments through Electronic Mode: DAVP has started releasing all its payments through the National Electronic File Transfer system, to improve the speed of payments, and to bring in transparency. Status of bills can be monitored on its website, www.davp.nic.in

Fresh Empanelment of Newspapers and Rate Revision : Rates of newspapers were revised to reflect their circulation, as also to give them better remuneration. Further, fresh empanelment of newspapers was also carried out during the financial year.

Setting up of Empanelment Advisory Committee for Audio-Visual Wing: A Committee has been set up to recommend fresh rates for TV and radio channels, based on uniform formula.

Public-Private Partnerships: Another area in which a major initiative was taken was the field of creatives, whether print or Audio-visual. A record number of private advertising agencies have been empanelled by DAVP, to design creatives for Client Ministries in partnership with DAVP. For multi-media campaigns, 5 agencies were empanelled in A Category, 1 in B Category, and 22 in C Category. For print creatives, 62 agencies were empanelled. Outsourcing was also carried further, with the outsourcing of programmers and Data Entry Operators being given to a private firm.

Path-breaking Calendar with record distribution: In a path-breaking move, the DAVP calendar 2011, released in December, featured the theme of Conservation of Bio-Diversity. Further, a record number of 12 lakh copies were printed for the first time, to distribute to panchayats, educational institutions and the Public Sector.

Redesigning of Prime Minister 's Speech Booklets : A new template was adopted for PM's Speeches, with colour-coded strip for various subjects.

DIRECTORATE OF FILM FESTIVALS

Organization of International Film Festival of India, 2011 and conferment of the 58th National Film Awards for the year 2010.

DFF would be undertaking its regular activities regarding organization of screenings of Indian Panorama Films in India and participation in Film Festivals across the world throughout the year.

FILMS DIVISION

Production of documentary films through outside Producers/NGOs has been taken up for reflecting the social issues and problems along with their solutions and also towards nation building efforts of the Government.

It has also been decided to establish “National Museum of Indian Cinemas” at Films Division, Mumbai which will depict the history of Indian Cinema through audio-visual presentation and display of important artefacts, the work of noted directors, producers, institutions etc. for the benefits of visitors/films enthusiasts. The National Museum of Indian Cinemas will not only provide a store house of information to the layman but it will also help film makers, film students, enthusiasts and critics to know and evaluate the development of cinema as a medium of artistic expression not only in the country but also in all parts of the world.

PARTICIPATION IN FILM MARKETS IN INDIA AND ABROAD

Film Sector, though largely in private sector, is a vibrant cultural industry in India. In terms of numbers, India occupies the number one position in the world producing highest number of films. However, in terms of revenue realisation, the share of Indian film in world market is negligible. Advancement in technology has become the key driver to growth in film industry in all spheres of film making – production, distribution, exhibition and marketing.

With the objective of promoting and increasing the visibility of Indian films to the world, India has been participating in major international film festivals/markets. With a view to ensuring that an annual plan for promoting Indian cinema at different markets is well prepared and executed, it has been decided to entrust the work of participation in international film markets in India and abroad to NFDC from the financial year 2011–12. An umbrella through NFDC or other industry bodies is envisaged in other events like Film Bazaar in sideline with IFFI.

FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

Being the premier Institute imparting training in the art and technique of film-making, the policy of the Government of India is to provide the financial support through Grant-in-Aid for its existence, upgradation of the training facilities and training environment. Accordingly, Grant-in-Aid is being released by the Government of India under Plan and Non-Plan schemes. The expenditure is being incurred with a sole object of replacement of old equipments and upgradation of training facilities.

The machinery and equipments are procured by calling open bids in a most transparent manner and with a wide publicity on website and print media. Civil and electrical works are executed through Civil and Electrical Construction Wings of the Ministry.

A new scheme titled ‘Global Film School’ is under consideration to upgrade the infrastructure of the institute to global standards.

Films made by the Institute students are regularly entered in various National and International Film Festivals in order to give exposure to students’ work in Indian and abroad. During the year, the Institute has participated in various national and international film festivals/events.

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

The benefit derived by the society is not measurable in quantifiable financial terms. The outcome is also not the direct result of the annual outlays and is the cumulative effect of governmental investment over the past several years.

The Institute proposes to build a state-of-art Film Studio and a T.V. Studio at the Institute's premises in addition to construction of two new academic departments (Animation & Digital Imaging and Production Management in Films & Television).

To usher in mechanism for greater transparency, the Institute maintains a Grievance Cell and publishes a Citizen's Charter, which is available on the website of the Institute.

INDIAN INSTITUTE OF MASS COMMUNICATION

The Institute equips the young men and women who aspire to be associated ultimately with a variety of media institutions with the basic skills/ techniques required and provides insights into different dimensions of the field. An attempt is made by the Institute to develop its students into useful members of society. This is what gives the Institute and its alumni a distinct identity and character.

NATIONAL FILM ARCHIVE OF INDIA

Digitization of Films and Ancillary Material:

All types of films are composed of chemicals, which if not stored under ideal conditions, are subject to decay. A further toll is taken by poor storage which leads to the decomposition due to mold and fungi, and poor handling resulting in dirt, scratches, tears and other physical damage. A practical solution to counter film deterioration is to convert and archive information stored on film and magnetic media to digital formats and media, which are durable, easy to store, not prone to wear and tear due to repeated access and have a technological life span. While achieving its primary objective of tracing and acquiring films and ancillary material for posterity, NFAI has in its collection about 6000 titles of films and over 500000 items of ancillary material comprising song booklets, wall posters, photographs and press clippings, about 40000 scripts and rare books and magazines dating back to the 30s. With the changing technologies, NFAI has undertaken digitization and restoration of films and ancillary material. 137 films prioritized for digitization have been completed during the period under report. As regards ancillary material, all the wall posters, song booklets, stills and press clippings have been digitized so far. Rare magazines from the 1930s and 1940s and regular magazines like Filmfare, Star & Style, Madhuri and Screen have been digitized during the period under report.

National Film Heritage Mission:

To ensure that the Indian film heritage is passed on to future generations for educational, academic, research purposes, urgent action towards centralized cataloging, assimilation, preservation and restoration is the need of the hour. The NFAI has envisioned a major initiative, the National Film Heritage Mission (NFHM), with an objective to identify/trace, accumulate, centralize the film content. It will also provide a comprehensive platform and solution for the cataloging, digitization, digital restoration, preservation, dissemination and monetization of film content. The mission is critical for the benefit of society at large and aims to create an archival and preservation policy through strategic direction, leadership, partnership, and collaboration between the film sector departments under the ministry of Information and Broadcasting like NFAI, Films Division, NFDC, CFSI, FTII, DFF, state government institutions and other private libraries. Being a nodal agency with an experience of over 45 years into archiving and preservation, NFAI has prepared the DPR and will implement the NFHM to ensure that the efforts and resources are optimally utilized to generate the desired results within a set timeframe.

From the year 2010-11 new Plan Scheme was introduced namely “**National Film Heritage Mission**”.

The main objective of this new scheme is to conserve and preserve all films and filmic material. The **NFHM** will go a long way in the direction of preservation and utilization of our socio-cultural heritage enshrined in the form of film and filmic material. This mission will be a first step towards NFAI’s endeavor of preserving India’s rich celluloid legacy. This is more important when India is celebrating the Centenary of Indian Cinema in 2013.

Performance of the new scheme during the year 2010-11 is as under:-

(₹ in crore)

Financial Outlay	Physical activities envisaged to utilize the fund
1.00	Token provision was made to commence the new scheme. However, the scheme is yet to be finalized and SFC/EFC approval of the scheme is to be obtained. Hence the existing budgetary provision could not be utilized.

Physical activities envisaged during the year 2011-12 is as under:-

(₹ in crore)

Outlay	Physical activities envisaged
5.00	100-Films to be Digitized, 50 films to be Digitally Restored.

NATIONAL FILM DEVELOPMENT CORPORATION LIMITED

It has been decided to provide Government support to NFDC during the 11th Plan period for film production in regional languages.

NFDC proposes to step into co-production domain and provide seed capital for potential international and domestic co-productions. The funds for this would be met from IEBR of the company.

NFDC has embarked on an export strategy and participation in foreign film and television markets with the following objectives:

- I. Export of Indian films for overseas distribution across different channels of exhibition;
- II. Identifying partners for international co-productions;
- III. Promotion of NFDC's services as a Line Producer;
- IV. Promotion of India as a shooting destination;
- V. Import of foreign films for Indian markets.
- VI. Undertaking commissioned productions for overseas clients in film production and animation

NFDC in its endeavour to broaden the range of scripts available to the industry with a view to enhancing the quality, range, and ambition of Indian film projects, has aimed at assisting a specific number of Indian writers each year in developing scripts which in turn would help in creating high quality marketable products targeting the domestic and international markets.

PRESS INFORMATION BUREAU

Press Information Bureau, is the nodal agency of the Government of India for informing people about its policies, programmes and activities. The Bureau provides functional facilities to media representatives. As part of the Government's efforts to reach out to the common man, PIB is organizing nationwide Public Information Campaigns (PICs). The main purpose of the PICs is to create awareness and disseminate information about the Flagship Programmes of the Government like National Rural Employment Guarantee Act (NREGA), National Rural Health Mission, Sarv Shiksha Abhiyan, Jawaharlal Nehru National Urban Renewal Mission, Right to Information Act, Prime Minister's New 15 Point Programme for Welfare of Minorities, Integrated Child Development Services (ICDS) Scheme, Welfare of Scheduled Tribes and other Traditional Forest Dwellers, etc.

This Bureau is setting up National Press Centre at New Delhi to provide media facilities to National and International journalists at one place. EFC has already approved the project and NBCC has been engaged as the implementing agency. Due to increase in project cost upto ₹ 60.00 crore, fresh approval of EFC was obtained on 15th September, 2009. The construction work has reached RCC slab of Lower basement which has been completed by 31-12-2010.

Apart from the above, publicity of International Film Festival of India and Pravasi Bhartiya Diwas has also become the part of Plan Scheme during 11th Plan. These are prestigious events of the Government of India to showcase the composite culture and also to disseminate information. Therefore, PIB has been doing media facilitation for both these activities.

PIB also plays a vital role in the promotion of better understanding between countries and in enhancing regional cooperation through greater interaction between media persons and for dissemination of information about each other by organizing Cultural Exchange Programmes and Joint working Commission/Agreement in the field of Information and Mass Media.

PRESS COUNCIL OF INDIA

The Press Council being quasi judicial body and regulating the press with ethical standards has taken the reform measures and policy initiatives to promote its activities as detailed below:-

Reform Measures

The proposal for amendment to Press Council Act is under active discussion with Ministry of Information and Broadcasting.

Policy Measures:

- (a) Guidelines on HIV/AIDS Reporting
- (b) Paid News
- (c) Non adoption of model accreditation/advertisement framed by the Council
- (d) Guidelines Trial by Media

Transparency:

- 1. Implementation of RTI Act, 2005.
- 2. Putting of adjudications and other measure/action on website.
- 3. Putting levy collection arrears on website.
- 4. Norms of Journalistic Conduct on website.
- 5. Reports adopted by the Press Council during this period placed on website

PHOTO DIVISION

The primary function of the Photo Division is to document photographically the growth and development as well as the political, economical and social changes in the country and to provide visuals (still) to the various Government organizations. In order to make a platform for the cross-referencing, the images would be put into its website so as to allow the picture hunters, researchers, any organizations or agencies to access the available images from the archives of Photo Division. A special initiative has been taken for visual documentation of the development activities in the North-East Region and isolated places like Jammu & Kashmir, Andaman and Nicobar Islands and Lakshadweep under the Plan Scheme. Initiatives have been taken to make the Digital Library System more effective and creating a system to preserve the digital images for a longer period, procure quality images of historic importance so as to enrich the Digital Library and to do extensive photo coverage of those areas, which have made developments but their visual records are not available.

PUBLICATIONS DIVISION

The initiatives taken by Employment News are given separately, while the policy initiatives taken in the Administrative, Editorial, Business, Production and Yojana Wings of this Division are given below:

Administration

- (a) The procedure for sanction and purchase of goods and services required by the Division was streamlined and made in order as per the regulations of GFR.
- (b) Regular telephonic contacts were initiated with Field Offices to get feedback on Administrative issues and sort out the problems, if any.

Production

- (a) A new panel of printers has been prepared to improve quality and reduce the cost of printing.
- (b) The quality of paper used for the books drastically improved following the tightening of specifications in this regard.
- (c) The mandatory period of 21 days for the duration between the floating of tenders and their opening was enforced except in the case of urgency.

Editorial

- (a) To bring transparency in the selection of books, a Book Committee was set up which examined the book proposals and cleared them on the basis of consensus.
- (b) The design of book covers was overhauled with artists being encouraged to source ideas from the Internet.

Business

- (a) Vigorous efforts were made to improve the profile of Publications Division and its books and journals by high profile book launches, advertising, book reviews and participation in important exhibitions and book fairs.
- (b) A pricing policy for books, aimed at making the price of the books attractive to the common man was finalized and sent to the Ministry.
- (c) The rate card of advertisements for Yojana, Kurukshetra, Aajkal, Bal Bharati and other magazines was revised in keeping with the market.

Yojana

The covers of Yojana and Kurukshetra were both overhauled with the covers becoming centered on the human aspect.

EMPLOYMENT NEWS/ROZGAR SAMACHAR

NON-PLAN

Total Revenue & Surplus:

Employment News has earned a total revenue of ₹ 7157.01 lakh in 2009–10. The surplus after taking into account the expenditure for 2009–10 increased to ₹ 4887.33 lakh from ₹ 3342.60 lakh during the year 2008–09. The revenue up to December, 2010 is ₹ 4025.99 lakh and the surplus is ₹ 2443.99 lakh

Revenue:

The Employment News continued to maintain its 'Numero Uno' position in the job market and managed to achieve higher advertisement revenue during the year. Advertisement revenue increased to ₹ 5308.54 lakh in 2009-10 where as the revenue generated from circulation is ₹1848.47 lakh. Up to December, 2010, the revenue generation from advertisement was ₹ 2697.34 lakh and from circulation was ₹ 961.80 lakh. (Misc. receipt is ₹ 1.12 lakh.) The weekly has earned a surplus of ₹ 2443.99 lakh during the current financial year.(up to Dec., 2010-11)

Average No. of pages:

Average no. of pages being printed in Employment News has increased from 39.55 pages in the year 2000-01 to 57.23 pages in the year 2009-10. The average number of pages were 64 up to Dec, 2010.

Network Extension:

Employment News largely depends upon its own distribution network through agencies for reaching out to the reader. Direct subscription facility is also available to readers to ensure coverage in remote areas. Employment News expanded its dealership base during FY 2008-09 by calling applications through open advertisements and the response was very encouraging. In 2011-12 it proposes to further enlarge its network throughout the country.

Interactive Website:

The foremost success of EN has been the "launch of interactive website under the domain www.employmentnews.gov.in" which is attracting a page hit of more than ₹ 3 lakh per day making it one of the top in the government sector. The interactive features such as online career counseling, information about government. job vacancies directly to e-mail of readers and latest search engine facility has been provided through the website.

REGISTRAR OF NEWSPAPERS FOR INDIA

Over the years, print media has enlarged its horizon to a great extent beyond the ambit of the Press and Registration of Book Act, 1867. Accordingly, the PRB Act, 1867 and the Rules made there under are being reviewed with a view to making the Act relevant in the present scenario of the print media. With a view to providing prompt, efficient and transparent service to the newspapers and ensuring effective implementation of the PRB Act and evolving and enforcing a strict circulation check, two new Regional Offices at Guwahati in North-Eastern Region and Bhopal in Central Region are being opened during 11th Plan Period 2007-12. With the new advertisement policy in force with effect from 1.6.2006, the work of circulation verification has been restricted to checking the circulation of big category of newspapers whose circulation is 75000 & above per publishing day only which are referred to by DAVP as well as requests received from the individual publications in RNI. The Circulation check is carried out by RNI through chartered Accountants empanelled with it.

RESEARCH, REFERENCE & TRAINING DIVISION

The Research, Reference and Training Division has new policy initiatives in the area of its substantive function for inclusion in Eleventh Five Year Plan. The initiatives are aimed at harnessing the power of the media in public welfare and promote journalism of high ideals.

The Schemes namely, *National Media Awards* is the examples of public private partnership for the common good of masses.

Upgradation of Library to a virtual library is an initiative of building a monumental institution that would serve as a repository of source material and information to support researchers and policy makers.

Research in Mass Media is a scheme to conduct research, get feedback and public opinion on specific media related issues, that would help in policy formation and implementation by the Ministry of I&B and its media units at national and regional levels.

SONG AND DRAMA DIVISION

The Division was set up in 1954 as small experimental unit to tap the abundant folk and traditional forms for communication purposes. The 'live media' as it is popularly known now, proved very effective because of its inherent advantage of instantaneous rapport with the masses and flexibility to incorporate contemporary issues, ideas and methods with conviction. The Division's scope and size, therefore, was enlarged to give it greater reach, access and impact in its efforts to communicate at the grassroots level, including inaccessible hilly terrains, desert and border areas.

The main function of the Division, as elaborated on its official website, is to create awareness and emotional receptivity among the general public regarding social, economic and democratic ideals which are conducive to the progress of the nation, creating among the people in border areas a sense of defence preparedness and cultural integrity with the rest of the country and keeping up the morale of the Army Jawans posted in isolated forward areas through live entertainment media which includes both urban theatre forms and folk forms covering all the regions of the country.

To achieve its objectives, the Division utilizes a wide range of folk and traditional forms, such as, folk and traditional dramas, ballets, operas, dance dramas, folk and traditional recitals, puppetry and even the skills of hundreds of magicians with age old tradition. In addition, the Division utilizes sound and light spectacle with modern techniques and hundreds of artistes for presenting programmes on important national themes such as Communal Harmony, National Integration, Secularism, promotion of Cultural Heritage, Health, Environment, Education, etc.

By way of utilizing numerous folk and traditional forms available in different parts of the country, the Division on one hand has become a potent source of revival and sustenance to these forms and on the other hand is able to provide livelihood to thousands of performers by utilizing their skills in their own languages, idioms and dialects for purposeful communication.

In order to ensure greater transparency it is proposed to undertake computerization under the head 'modernization'.

With a view to improve the quality of programmes Research and Development and Impact assessment will be undertaken.

FM RADIO (PRIVATE)

Private FM Radio was opened up by the Govt. of India in 1999 through the FM Phase I Policy. Keeping in view the large-scale default during the Phase I and after taking into the recommendations of TRAI and other relevant factors, a new policy of expansion of FM Radio broadcasting service through private agencies (Phase II) was approved on 30th June 2005 and was notified on 13.7.2005. The implementation of Phase II private FM radio broadcasting

is almost complete. A total 337 channels were put on bidding for phase II of private FM radio, out of which 280 channels were successfully bid for. After scrutiny, letters of intent (LOI) were sent to different companies for operation of 245 FM channels. At present, 245 channels are in operation, including 21 channels operationalised in Phase-I.

ELECTRONIC MEDIA MONITORING CENTRE

An SFC (RCE) of Plan Scheme with the total cost of ₹ 19.65 crore to set up EMMC was approved in 2007-08. 11th Plan requirement for implementation and augmentation of EMMC project was projected as ₹ 16.75 crore. Under Annual Plan 2010-11 there is an allocation of ₹ 2.18 crore. The project is being executed by Broadcast Engineering Consultants India Ltd (BECIL) a PSU under this Ministry. The project has come into existence with effect from 9th June 2008 and monitoring capacity has been augmented to 300 TV Channels (24X7). Besides content monitoring w.r.t. violations of Programme and Advertising Codes enshrined in Cable Television Regulation Act, 1995 and Rules framed there under, it is also preparing subject specific reports required by various agencies including Cabinet Sectt., PMO, MHA etc. EMMC is a sub-ordinate office under this Ministry and project for its setting up is fully funded by Government.

INTERNATIONAL CHANNEL

As per rough estimates, expenditure is of the order of ₹ 100 crore. Prasar Bharati has been directed to prepare a scheme for the purpose.

IEC ACTIVITIES FOR COMMUNITY RADIO

In December 2002, the Government of India approved a policy for the grant of licenses for setting up of Community Radio Stations (CRS) to well established educational institutions including IITs /IIMs. Applications were received from 104 institutions. Letters of Intent were issued to 63 eligible institutions and 45 have signed License Agreement. At present 103 CRS are operational in various parts of the country. The matter was reconsidered by the Government after receiving recommendations from TRAI. The Consultative Committee of MPs as well as the recommendations of the workshop organised in May 2004 and the Government in December 2006 decided to broad base the policy by bringing 'Non-profit' organisations like civil society and voluntary organisations etc. under its ambit in order to allow greater participation by the civil society on issues relating to development & social change.

CONSTRUCTION OF SOOCHNA BHAWAN PHASE-V

During the year 2006 a proposal for the construction of phase-V of Soochna Bhawan was sent to the Policy Planning Cell of this Ministry for inclusion in the 11th Five Year Plan (2007-12). After obtaining consent from the Planning Commission, Expenditure Finance Committee meeting was held on 12.3.2008

for the construction of phase-V of Sookhna Bhawan. The EFC approved the project limiting the cost to ₹ 74.60 crore with a condition that there should not be cost overrun.

The details of fund provided by this Ministry to CCW:AIR (executing agency of Sookhna Bhawan) during annual plan 2007–08, 2008–09, 2009–10 & 2010–2011 and projected budget for 2011–2012 are as under:

(₹ in crore)

S.No.	Name of Project	Fund Allocated	Fund Utilised	Annual Plan
1.	Construction of Phase-V of Sookhna Bhawan at CGO Complex, Lodhi Road, New Delhi	1.00	1.00	2007–08
2.	-do-	3.53	1.76	2008–09
3.	-do-	10.00	10.00	2009–10
4.	-do-	18.00	18.00 (₹ 10.00 crore has already been released during July,10 & ₹ 8.00 crore is being released)	2010–11
5.	-do-	36.22 (BE stage)	-	2011–12

ECONOMIC ANALYSIS OF GROWTH INITIATIVES (NEW SCHEME)

The scheme provides for undertaking policy related studies and Evaluation of existing Plan Schemes of the Ministry in media sector. These studies will greatly help understanding the dynamics of development in this sector to initiate appropriate policy reforms.

PRASAR BHARATI : ALL INDIA RADIO (AIR)

Prasar Bharati has a vast reserve of resource in terms of infrastructure, manpower and technical expertise in the field of broadcasting and telecasting. The infrastructure primarily includes land, building, tower, transmitters, studios Satellite Earth Stations, archiving facility, Staff Training Institute (Technical), Research and Development etc. Over the years, starting with a modest beginning of 500 W Medium Wave transmitter, AIR has grown into a major broadcasting organization having 375 radio transmitters covering 91.82% area and 99.16% population. In addition, 21 Radio Channels on free-to-air DTH Platform of DD Direct Plus are also providing coverage to almost entire country. Doordarshan has grown up from 31 Channels to 39 Satellite Earth Stations and 1416 Transmitters of varying capacities with the coverage of about 92% population of the country.

In order to tap the potential, AIR Resources was set up as an independent center in May 2001 for earning revenue from the vast infrastructure. AIR Resources can generate revenue through Public Private Participation (PPP) during the next 10 to 15 years, through the following Schemes:

- Sharing of Prasar Bharati (PB) infrastructure such as Towers (STL Towers, self supporting SW towers, integrated TV/FM towers), building and land with Private Broadcasters, Mobile service providers/IGNOU, on license fee basis. At present PB is sharing its infrastructure with Pvt. FM broadcasters under the private FM Phase-I and Phase-II Schemes of Ministry of I&B for mounting their Antenna and open and covered space for installations of their transmitter and other ancillary equipment. In future we may explore possibility for further extensive sharing even by strengthening of our infrastructure, if required through PPP.
- In addition, operation and maintenance service can also be provided to Private FM Broadcasters having their equipment installed in Prasar Bharati premises. For this purpose AIR/DD stations would need to be permitted to outsource manpower as there is already a shortage of manpower. PB may also take up the installation and commissioning of Studios and Transmitters of Private Broadcasters.
- Prasar Bharati is already taking up work of installation and commissioning of FM transmitters of IGNOU for their Gyanvani Channel which are co-sited with AIR/DD set up. Operation and maintenance of IGNOU transmitters is also being done by AIR/DD station. For future IGNOU transmitters also, Prasar Bharati Plans to take up the above work.
- At present spare time of AIR Studios and transmitters is being given on rent to IGNOU where ever there is such requirement and it is possible to spare the same in future also. PB can rent these facilities to education Institutions/Universities and other outside Agencies on competitive rates, within existing transmission hours.
- PB is entering into an agreement with telecom service for providing value added services such as IVRS and SMS based service to the listeners. By providing these popular services AIR may earn substantial revenue by sharing the revenue earned by the telecom service providers. Doordarshan is already providing value added services from Delhi and plans to extend it in other cities also.
- Air time of MW/FM/SW Broadcast transmitter in AIR network can be provided to educational/agricultural institutes on rental basis.
- PB can provide turnkey solutions for establishing 50/100-watt FM Community Radio Stations to Universities/Colleges/Residential schools.
- PB can provide on-site and institutional training in various disciplines of broadcasting at various AIR/DD centres. Some of the centers are already taking up the activity, which can be further extended.
- PB can also generate revenue through Data Audio Channel (DARC) service.

Gender Budgeting

During the current financial year, Gender Budget has been introduced to the regional Kendras/channels and during the next financial year onwards 20% of the PPSS budget allocation will be earmarked for production of the programmes on Gender Issues in all Kendras/channels. A provision will be made in the next financial year for making more amenities available to the women working in Doordarshan Kendras, like provision of Recreation Clubs, creches, separate toilets, rest rooms etc.

Digitalization

Digitalization of AIR Network is one of the Major Thrust Areas of draft 11th Plan. Government has approved the scheme of Digitalisation of Transmitters, Studios & Connectivity which 'inter alia' envisages digitalization of 98 studios and connectivity, 100 watts FM Digital Compatible Transmitters at 100 locations. Digitalization of AIR network and strengthening of AIR/DD coverage in border areas are the major activities envisaged during the current financial year.

The switch off date from analog transmission and exploring PPP (public private partnership) model for various schemes including DTH scheme forms a part of the larger policy framework.

The present population is having TV set which requires only a yagi antenna to view analog transmission. However, to view from digital transmitters, a viewer shall require to have a “Digital Set Top Box” (DSTB) and a yagi antenna. The DSTB may cost ₹ 4000/- to 5000/- per TV set for the viewer.

HDTV

Doordarshan as Host Broadcaster for Commonwealth Games provided entire TV coverage of Games in HDTV format, which became a history in broadcasting sector. As Rights Holder Broadcaster, Doordarshan provided customized TV coverage of Commonwealth Games for Indian viewers besides launching a HDTV channel called DDHD to fulfill the aspiration of its views for high quality services.

DTH Service of Doordarshan “DD Direct Plus”

Doordarshan launched free-to-air DTH Service “DD Direct Plus” in Dec. 2004 with a bouquet of 33 TV channels (Doordarshan as well as private TV channels) primarily for providing TV coverage to the areas hitherto uncovered by terrestrial transmitters. Capacity of DTH platform has been subsequently augmented for transmission of 59 TV channels. DTH signals are uplinked to INSAT 4-B satellite, from the DTH Centre located at Todapur, New Delhi. DTH signals (Ku Band) can be received anywhere in the country with the help of small sized dish receive units. Presently, there are 58 TV channels on Doordarshan’s DTH platform (list of channels is given at Annexure III). DTH service in C-Band with a bouquet of 10 DD channels, especially for A & N Islands, were started in September, 2009.

SETTING UP OF NATIONAL CENTRE OF EXCELLENCE FOR ANIMATION, GAMING AND VFX

Film Sector, though largely in private sector, is a vibrant cultural industry in India. In terms of numbers, India occupies the number one position in the world producing highest number of films. However, in terms of revenue realisation, the share of Indian film in world market is negligible. Advancement in technology has become the key driver to growth in film industry in all spheres of film making – production, distribution, exhibition and marketing.

On the basis of the human resource study conducted by M/s PwC the Govt. is considering to set up a National Centre of Excellence for Animation, Gaming and Visual Effects in Public Private Partnership (PPP mode). Ministry of Information & Broadcasting had approached Planning Commission for ‘in principle’ approval for the whole scheme. Planning Commission had advised this Ministry to prepare an executable feasibility report/Detailed Project Report (DPR). The DPR has been submitted by the consultant. The Ministry is in the process of obtaining approval of Planning Commission for the scheme.

CHAPTER IV

REVIEW OF PAST PERFORMANCE

CENTRAL BOARD OF FILM CERTIFICATION

ANNEXURE IV A

(₹ In lakh)

Sr. No.	Scheme Name	Objective/ Outcome	Outlay 2010-11	Quantifiable Deliverables
1.	Establishment of Computerised Management System and Upgradation infrastructure in CBFC.	Computerisation of certification process in CBFC and purchasing equipments for regional offices and upgradation of infrastructure in CBFC	90.00	Nine regional offices are to be linked on computer and purchasing TVs, VCDs, DVDs and other technical equipments for regional offices and upgradation of infrastructure in CBFC.
2.	Opening of Regional Offices of CBFC at New Delhi, Cuttack and Guwahati.	For certifying films produced under these regions.	80.00	Certifying films including advertisements, both in celluloid and video format produced by producers belonging to the North East, North India and state of Orissa. Help in checking violation of the provisions under Cinematograph Act, 1952.
3.	Monitoring and Modernisation of Certification Process	Conducting workshops/Seminars of Board Members/Panel Members & carrying out studies.	50.00	Conducting Workshops/Seminars at regular intervals for the Board Members and Advisory Panel Members Carrying out studies/collect information relating to the certification process.

CHILDREN'S FILM SOCIETY, INDIA

(Physical Achievements)

	Achievements 2009-10	Targets 2010-11	Anticipated Achievements 2010-11		Target 2011-12
			April,2010 to Dec, 2011	Jan.2011 to March, 2011	
SCHEME: PRODUCTION					
a. Production	5 Features	3 Features + 2 shorts	(*)		3 Features + 2 shorts
b. Dubbing	7 Films	14 films	12 films in 20 versions		14 films
c. Subtitling	11 Films	10 Films	2 films	23 films	10 films
d. Purchase	2 Films	3 Films	2 English films		2 Films
e. Print Cost		As per requirement.	99 prints of 52 films are being made.		
SCHEME: DIGIT ALISATION & WEBCASTING					
a. Digitalisation	60 hrs covering 40 films digitized.	To digitize and restore CFSI films	Restoration of 30 film titles (feature, shorts, live action and animation) are being taken up and likely to be completed by 31.3.2011.		It is proposed to digitalize and restore CFSI films
b. Webcasting	CFSI website is being updated in English and in Hindi.	CFSI's website is being constantly updated.			Maintenance of CFSI website
SCHEME: EXHIBITION OF FILMS IN MUNICIPAL SCHOOLS					
Exhibition of Films In Municipal Schools	4741 shows were organized covering nearly 23 lakh children.	Organisation of 5000 shows covering more than 25 Lakhs children.	4256 shows organized covering nearly 21 Lakh children	Approx.1705 shows covering 4.00 lakh children.	Organisation of 5000 shows covering more than 25 Lakh children.
SCHEME : FILM FESTIV ALS					
i) Organisation of ICFF (16 th ICFF)	1			1 (17 th ICFF)	
ii) Participation in Intl. Film Festivals	7	15	7	As per requirement	15

(*) However, 3 feature and 2 short films are in progress.

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

Targets and achievements for the year 2009–2010: The targets and achievements, both in financial and physical terms for 2009–10 are given in the paragraphs given below.

Financial Performance: The financial performance of the last year is as given below, with the allocation, both in Plan and Non-Plan being almost fully utilized.

FINANCIAL

Plan	(Budget Estimate 2009–10)		(Actual Expenditure 2009–2010)		
	Non-Plan	Total	Plan	Non-Plan	Total
3688.00	6757.50	10445.50	3688.00	6736.95	10424.95

*During Annual Plan 2009–10 approval outlay of ₹ 2688.00 enhanced to ₹ 3688.00 at RE/FG stage.

Annual Plan 2009–10 was formulated with one ongoing scheme i.e. Developmental Publicity Programme: Conception & Dissemination having ₹ 2688.00 lakhs as approved Outlay. While additional funds were further provided upto ₹ 3688.00 lakhs at the stage of Revised Estimate/Final Grant and a sum of ₹ 3688.00 lakhs were incurred upto March 2010 with 100 % achievement in terms of financial target. The Plan Scheme was implemented through the media of Outdoor Publicity, Printed Publicity, Exhibition, Display & Classified Advtg. and Dissemination of Information on Electronic Media.

Physical Performance: While the financial targets were achieved, the physical output too was excellent, as detailed below:

Exhibition: - During the Annual Plan 2009–10, the following prestigious exhibitions were set up to cover the country—‘Swasth Bharat’, resurgent India, Flagship program “Bharat Nirman”, H1N1- exhibition, National Rural Health Mission (NRHM), Azadi Express 1857, Kranti Yatra Aids Awareness & Healthy Mother Healthy Child.

Print Advertising:- Advertisements were released on “Bharat Nirman” and Important National Days. As many as 13,829 print advertisements were released by DAVP for all the Ministries, Departments and Autonomous Organisations combined. Out of this, 714 were display advertisements, while the others were Classified advertisements. 148 of the Classified ads were for UPSC.

Audio Visual: - From DAVP’s budget, campaigns on National Integration (Bharat Meri Pehchan), Sixty Years of Constitution of India, Gandhi Jayanti, Martyrs’ Day, Sadbhawna Diwas and Independence Day.

Printed Publicity:- Booklets printed included 13 for Plan publicity, 67 for Non-Plan, 4 for M/o Health & Family Welfare, and 86 for other Ministries.

Outdoor Publicity:- 239 Campaigns through outdoor publicity formats like hoardings, bus panels, kiosks, repetitive, public utilities etc.

Modernization of DAVP: - Under the scheme Modernization, necessary Hardware & Software procured for online billing systems computers were purchased during the financial year. Office infrastructure for DAVP Headquarter and fields officers, Conference Hall has been upgraded and hardware

& software installed for the Digital library of Exhibition wing training and Computer Training provided to employees of the Directorate.

Targets and achievements during 2009-10 are given below, in brief.

Sl. No.	Particulars	Targets	Achievements
1	Exhibition	650	422
2	Display/Classified Advtg	15560	13829 ads overall (714 display, 148 Display, rest classified)
3	Advertising on Radio/TV @	2182	3900
4	Printed Publicity	175	170
5	Outdoor Publicity	250	239

@ This consists of 325 campaigns in 12 languages.

Targets and Achievements for the year 2010-2011: The targets and achievements for the current year, ie, 2010-11 are as detailed below.

Financial targets: The budget allocation for the year is as given below. In financial terms, DAVP has sought additional funds under both Plan and Non-Plan for meeting its expenditure.

(₹ in lakh)

Plan	Non-Plan	Total
4450.00	6228.00	10678.00

Physical Performance: - Annual Plan 2010-11 has been formulated with Two schemes (i): Developmental Publicity Programmes ; Conception & Dissemination (ongoing scheme) having approved outlay of ₹ 4350.00 lakhs. (ii): “Modernization of DAVP” which is new scheme included in the 11th Plan having an approved outlay of ₹ 100.00 lakhs in the Annual plan 2010-11. A sum of ₹ 7178.79.00 lakhs has been incurred upto 31.12.2010 under Plan and Non Plan. Achievements are listed below.

Scheme: Developmental Publicity programme: Conception & Dissemination

- a) **Exhibition:** During the Annual Plan 2010-11, the following prestigious exhibitions were set up to cover the country—‘Swasth Bharat’, Resurgent India, Flagship program “Bharat Nirman”, H1N1- exhibition, National Rural Health Mission (NRHM), etc
- b) **Display & Classified:** As many as 12,722 ads have been released so far for all the Ministries/Departments/Autonomous Organisations put together, out of which a record 799 have been display advertisements. The rest of these have been Classified ads, of which 118 have been of UPSC.
- c) **Radio Spot:** Campaigns were conducted for Bharat Nirman from the Ministry of I&B’s budget. For the other ministries, campaigns were conducted on Incredible India, Promotion of North-East, Recruitment to Indian Army/Navy, Consumer Awareness, Population Stabilization, etc.
- d) **Outdoor Publicity:** Campaign for Consumer Affairs, Indian Navy, BIS, Census, Income Tax, Health & Family Welfare, BEE, WCD, MHA (NDMA), Bharat Nirman and public utilities.
- e) **Printed Publicity:** Prestigious Booklets printed in various languages consisting of 187 jobs and 350 items.

Scheme: Modernization of DA VP

Office Expenses: - Under the scheme Modernization, necessary Hardware & Software procured for online billing systems computers are being purchased during the financial year. Office infrastructure for DAVP Headquarter and fields officers.

A brief summary of physical achievement for 2010-11 is placed below:

PLAN/ NON-PLAN/ OTHER MINISTRIES/DEPARTMENTS (2010-11)

Sl.No.	Particulars	Targets	Achievements Upto 31.12.2010	Anticipated Achievements Upto 31.03.2011
1	Exhibition	500	376	526
2	Display/Classified Advtg.	15600	12,722 Overall (799 Display, rest classified, out of which 118 UPSC)	15,600
3	Advertising on Radio/TV (@)	5300	3600	5300
4	Printed Publicity	160	160	179
5	Outdoor Publicity	250	289	320

@ The targets consist of no. of campaigns in various languages.

Target for the year 2011-2012

Financial

Budget Estimates

(₹ in Lakh)

PLAN	NON-PLAN	TOTAL
5600.00	6733.00	12333.00

Physical Targets

PLAN/NON-PLAN/OTHER MINISTRIES/DEPARTMENTS (2011-12)

Sl. No.	Particulars	Targets
1	Exhibition	500
2	Display/Classified Advtg.	15000
3	Advertising on Radio/TV	4800
4	Printed Publicity	189
5	Outdoor Publicity	250

ANNUAL PLAN 2011-12

The Annual Plan 2011-12 has envisaged two schemes viz (i) "Developmental Publicity Programme: Conception & Dissemination" having a Proposed outlay of ₹ 5500.00 lakh (and (ii) "Modernization of DAVP", with Proposed outlay of ₹ 100.00 lakh.

The ongoing scheme, i.e., Developmental Publicity Programme: “Conception & Dissemination” is for nationally important campaigns on flagship programmes and spreading of Government’s policies through the multi media publicity, viz., Exhibition Outdoor Publicity, Dissemination of information on electronic media, Display and Classified Advertising and Printed Publicity.

For achieving the targets as envisaged in the above scheme i.e. Developmental Publicity Programme: Conception & Dissemination, “Modernization of DAVP” has been included by Planning Commission with the components “Computerization and Digitalization”, “Office Infrastructure” and “Human Resources Development”.

DIRECTORATE OF FIELD PUBLICITY

PHYSICAL PROGRAMMES ACTIVITIES:

	2009-2010		2010-11		2011-12
	Target	Achievement	Target	Achievement (upto Dec.'10)	Target
TOUR DAYS :	23568	24187	23568	15972	23568
FILMS SHOWS :	46500	36656	46500	28401	46500
SPECIAL PROGRAMMES :	4968	10440	4968	7688	4968

In the Annual Plan 2009-10, two Plan Schemes were approved for implementation viz (i) Conducted Tours/ Skill Upgradation and (ii) Modernisation & Upgradation of Hardware & Software at Regional Offices (ROs) and Field Publicity Units (FPU). These schemes involve an outlay of ₹ 1.49 crore only.

Under the Scheme Conducted Tours/ Skill Upgradation 13 (thirteen) conducted tours were organized. Under the second Scheme “Modernisation & Upgradation of Hardware & Software at ROs and FPU.” 89 computers alongwith its accessories; 34 Multi Media Projectors; 15 Wireless P.A. Systems; 34 DVDs; 4 Digital Video cameras were procured for Regional Offices and Hqrs., 11 Computer Trainings were organized for employees of Regional Offices/ FPU and films worth ₹ 6.59 lakhs were procured.

Financial performance of the Directorate is as follows:-

(₹ in thousand)

	2009-2010		2010-2011		2011-2012
	Target	Achievement	Target	Achievement (upto Dec.'10) (Committed)	Target
PLAN :	14900	13582	55500	5335	37600
NON PLAN :	412700	410859	357200	312776	413500
	(SBG)		(SBG)		(SBG)
TOTAL :	427600	424441	412700	318111	451100

11th Plan outlay

The proposed 11th plan schemes are given below with necessary details and justifications.

(₹ in lakh)

S.No.	Name of Scheme	Approved 11th Plan outlay	Outlay for Annual Plan 201 1-12
1.	CONDUCTED TOURS/ SKILL UPGRADATION	230.00	55.00
2.	MODERNISATION & UPGRADATION OF SOFTWARE AND HARDWARE AT REGIONAL OFFICES AND FPUS.	1102.67	321.00
	Total	1332.67	376.00

ORGANISATION

The Directorate of Field Publicity started functioning with 32 Field Publicity Units and 4 Regional Offices in 1953 as Five Year Plan Publicity Organisation under the control of the Ministry of I&B. This was later converted into Directorate of Field Publicity in 1959. With the passage of time many Field Publicity Units and Regional Offices have been opened. There are 22 Regional Offices and 207 Field Publicity Units which are doing extensive publicity coverage in rural areas. The reach of the Directorate is quite extensive and even the remotest and most inaccessible villages are being covered by the Field Publicity Units.

The Field Publicity Units use a variety of publicity techniques such as film shows, song and drama, photo exhibitions, group discussions, seminars, symposia, rallies and various competitions like debates, drawing, rural sports etc. All these programmes are targeted specially for the welfare of the people and to educate the masses, particularly those living in the rural and tribal areas. The DFP is also mandated to promote the people's participation in the development activities, particularly at the grassroot level, and to provide a forum to the people to express their views and reactions on the various national programmes and project the feedback to the Government.

ANNUAL PLAN 2010-2011

Ministry of I&B has provided a fund of ₹ 5.55 crore only for the year 2010-11: ₹ 55.00 lakh for the scheme 'Conducted Tours/ Skill Upgradation' and ₹ 5.00 crore for 'Modernisation and Upgradation of Software & Hardware at Regional Offices & FPUs'. This provision is for conducting 11 Conduct Tours; procurement of 15 nos. Multi Media Projectors, 16 nos. DVD Players, 20 Wireless P.A. Systems, 6 nos. Digital Video Cameras; as many film as possible in the format of VHS cassettes/ CDs/ DVDs from Films Division etc.; Hiring of One Programmer, one Asstt. Programmer and 25 Data Entry Operators; 8 Digital Black & white photocopiers, 1 colour digital photocopier, 100 Digital cameras, and procurement of 90 replacement vehicles.

PLAN SCHEMES 2010-201 1

(₹ in lakh)

S.No.	Name of the Scheme	Outlay for Targets 2010-2011	Expenditure incurred upto Dec. 10	Achievements	Head of Account
1.	Conducted Tours/Skill Upgradation.	55.00	11 Conducted Tours	7 Conducted Tours were Organized till Dec.' 10	Demand No. 60, "2220" Information & Publicity, 60.106. Field Publicity 01-Directorate of Field Publicity, 01.00.21-Supplies & Materials for the year 2010-11 (Plan)
2.	Modernisation & Upgradation of Software and Hardware at Regional Offices And FPU's	500.00	15 nos. Multi Media Projectors, 16 DVD Players, 20 WPA systems, 6 nos. Digital Video Cameras; hiring of one Programmer, one Asstt. Programmer and 25 DEOs, Procure 8 Digital B/W Photocopier and one Col. Photocopier, 90 vehicles, 100 Digital Cameras, and as Many films as possible from F.D., CFSI, etc.	15 MMPs, 1 Programmer 1 Asst. Programr. Order placed for 20 WPASs, 6 Digital Handy cams. Order placed for films with F.D. and CFSI.	Demand No.60,"4220" Capital Outlay on Information & Publicity (Major & Head), 60 - Other (Sub-Major Head), 60.052 Machinery & Equipment (Minor Head) , 02 Acquisition of Equipment for DFP, 02.00.52 Machinery & Equipment for the year 2010-11 (Plan)
	Grand Total :	555.00			

ANNUAL PLAN SCHEMES 201 1-2012

The physical and financial projections in respect of Plan schemes for the year 2011-2012 are as under :-

S.No.	Name of Scheme	Physical Targets for 201 1-12	Outlay for 2011-2012 (₹ in Lakh)
1	Conducted Tours/ Skill Upgradation	11 Conducted tours	55.00
2.	Modernisation & Upgradation of Hardware & Software at ROs and FPU's	31 Multi Media Projectors (₹ 42.16 lakhs); 10 DVD Players (₹ 0.43 lakhs); 15 Wireless P.A. Systems (₹ 2.10 lakhs); 08 Digital Cameras Handycams (₹ 2.40 lakhs); Films from F.D., NFDC, CFSI etc. (₹ 15.00 lakhs.); Hiring of 1programmer,1 Asstt. Programmer and 100 DEOs (₹ 120.00 lakhs); 25 Digital Cameras (₹ 2.50 lakhs) Purchase of 26 Vehicles (₹ 136.50 lakhs)	321.00
	Total :		376.00

DIRECTORATE OF FILM FESTIVALS

Review of Physical Performance 2009-10 and 2010-11 (upto 31.12.2010) under Plan Budget

S. No.	Name of the Scheme	Targets for 2009-10	Achievements 2009-10	Reasons for shortfall	Targets for 2010-11	Achievements 2010-11 upto 31.12.10	Review of physical performance	Targets for 2011-12
(1)	(2)	(3)	(4)	(5)	(6)	(7)		(8)
1.	Foreign Travel Expenses	—	—	—	—	—	Administrative Expenses	—
2.	Export promotion through film festivals in India and abroad –includes	01	01	Nil	01	01	Nil	01
	(i) International Film Festival of India	45	45	Nil	45	48	Nil	50
	(ii) Participation in Foreign Film Festivals	01	01	Nil	01	01	Nil	01
	(iii) Indian Panorama							
4.	Film Festival Complex – Additions and Alterations	Improvement of facilities in view of forthcoming Commonwealth Games-2010	Work in progress	Nil	Improvement of facilities at Siri Fort auditoria in view of forthcoming Commonwealth Games-2010	Works completed by 25.08.2010	Nil	Equipping the Siri Fort Auditoria with further modern amenities, thereby generating higher revenue through hiring out of Auditoria for performances in the field of art, culture and cinema.
5.	Upgradation of Print Unit	Purchase of equipments	Equipments purchased as per approved SBG.	Nil	Purchase of equipments such as Steen beck editing machine, vehicle for the print units and other equipments.	Expenditure sanction amounting to ₹100 lakh issued on 23.11.2010	Nil	Digitalization of Indian Panorama Film and purchase of equipments such as LT-04 player, etc.

Review of Physical Performance 2009-10 and 2010-1 1 (upto 31.12.2010) under Non-Plan Head

S.No No.	Name of the Scheme Scheme	Targets for 2009-10	Achievements 2009-10	Reasons for shortfall	Targets for 2010-11	Achievements 2010-11 upto 31.12.10	Review of physical performance	Targets for 2011-12
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	
1.	Salary	-	-	-	-	-	#	#
2.	Overtime allowance	-	-	-	-	-	#	#
3.	Domestic Travel	-	-	-	-	-	#	#
4.	Office Expenses	-	-	-	-	-	#	#
5.	Rent, Rate, Tax	-	-	-	-	-	#	#
6.	Minor Works	-	-	-	-	-	#	#
7.	Wages	-	-	-	-	-	#	#
8.	Other Charges	-	-	-	-	-	#	#
9.	Film Festival under Cultural Exchange Programme	12	12	Nil	12	11	—	12
10.	National Film Awards	1	1	Nil	1	1	—	1
11.	Banking cash transaction tax	-	-	-	-	-	#	-
12.	Medical expenses	-	-	-	-	-	#	-

Administrative Expenses hence no targets are fixed

FILMS DIVISION

Production (Activity)

(₹ In lakhs)

Actual for 2009-10			Budget Estimate 2010-1 1			Proposed Revised Estimate 2010-1 1			Proposed Budget Estimate 201 1-12		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
0.00	1276.26	1276.26	0.00	1368.00	1368.00	0.00	1349.86	1349.86	0.00	1387.86	1387.86

(A) DOCUMENTARIES (including News Magazines)

	Achievements 2009-10	Targets 2010-11	Anticipated Achievements 2010-11		Target 2011-12
			April, 2010 to Dec., 2010	Jan., 2011 to March, 2011	
(I) In-House Production (A)Non-Plan (i) News magazines for theatrical/non-theatrical release	13	*	13	10	*
(ii) Documentaries—Theatrical release	33	26	12	15	26
(iii) Documentaries—Non-Theatrical Release	14	10	1	—	10
(iv) Instructional Teaching and Training Films	—	—	—	3	—
(II) Outside Production through Outside Producers	12	20	5	4	—
TOTAL :					
Production of films financed by other Ministries	—	—	—	—	—
Production of films on direct payment basis through Outside Producer.	4	—	1	4	—
PLAN.	—	—	12(TR) 51(NTR)	—	—
TOTAL :	76	56	95	36	36

(*) Films Division undertakes production of News Magazines only of VVIP's visits abroad and important national events. Hence there is no fixed target as of now for production of News Magazines.

(III) DISTRIBUTION

The Films Division undertakes theatrical and non-theatrical distribution of documentaries and news magazines. Theatrical distribution is done through cinema houses in India, which are required to exhibit approved films (not exceeding 609 metres i.e. 2001 feet) under the compulsory exhibition scheme.

(FINANCIAL)*(₹ In lakh)*

Actual for 2009-10			Budget Estimate 2010-1 1			Proposed Revised Estimate 2010-1 1			Proposed Budget Estimate 201 1-12		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
0.00	1808.04	1808.04	0.00	1938.00	1938.00	0.00	1912.30	1912.30	0.00	1966.14	1966.14

(PHYSICAL)

No. of prints & Cassettes	Achievements 2009-10	Targets 2010-11	Achievements upto 12/2010	Anticipated achievements from 01/2011 to 03/2011	Targets 2011-12
Theatrical Release	11562	13000	10229	2700	13000
Non-Theatrical Release	86	—	88	—	Not quantifiable
Supply of VHS Cassettes And VCDs to DFP	888	—	—	2507	Not quantifiable
Supply of Prints to DFP Sale of Prints	—	—	—	—	—
35mm / 16mm (colour) (B & W)	3	5	3	—	Not quantifiable
Beta (Colour)					
DVD (Colour)	739	Not quantifiable	809	125	1000
VCDs (Colour)	1696	5500	1301	500	2500

The number of cinema houses supplied with approved films released by the Films Division every week are as under :-

2008-09	8007
2009-10	8219
2010-11	6967

For theatrical distribution, Films Division releases one news magazine or one documentary film alternatively every week treating the whole country as one circuit. 255 prints were prepared every week for theatrical distribution during the year 2010-11.

Films Division endeavors commercial distribution of its films in Foreign Countries through NFDC and other agencies. Apart from this, Films Division sells stock shots as well as for commercial and non-commercial use at the rate fixed by Government from time to time.

On behalf of the Ministry of External Affairs, prints of Films Division's documentaries and news magazines are supplied to Indian Missions abroad, who loan these to Government, Semi-Government organizations, Educational Institutions etc. for free exhibition. Prints are also sold for non-commercial use abroad. Some documentaries and newsreels are commercially exploited abroad on royalty basis on television directly by Films Division and as well as through National Film Development Corporation.

The revenue earnings of the Films Division through commercial exhibition of films in India, Sale of Prints and stock shots as well as sale of waste films during 2009-10 and anticipated revenue for 2010-11 and 2011-12 are shown below:-

(₹ In lakh)

S.No. Minor Head	Actual 2009-10	Anticipated proposed RE 2010-11	Estimates 2011-12 (Proposed)
1. Rental	489.62	550.00	606.00
2. Sale of Prints and Stock Shots	32.43	24.25	27.00
3. Other Receipts	33.86	14.00	15.00
TOTAL :-	555.91	588.25	648.00

(*)

1. Most of the exhibitors have not come forward to clear dues demanded for the period 1995–1999 in view of the WPS/WAS file before High Court of respective states.
2. More than 500 cinemas of UP, New Delhi, Punjab and MP have discontinued to take the approved films from Films Division.

V. ADMINSTRATIVE EXPENSES :

(₹ In lakh)

Actual for 2009–10			Budget Estimate 2010–1 1			Proposed Revised Estimate 2010–1 1			Proposed Budget Estimate 201 1–12		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
0.00	460.87	460.87	0.00	494.00	494.00	0.00	487.45	487.45	0.00	501.17	501.17

Participation in various National & International Film Festivals

	Number of Festivals	Number of films entered
State Film Festivals & National Film Festivals	—	—
	11	44
International Film Festivals	01	02
TOTAL	12	46

PARTICIPATION IN FILM MARKETS IN INDIA AND ABROAD

In the Film Wing there have been two Main Secretariat Plan Schemes, viz., (i) Participation in Foreign Festivals/Markets (ii) Setting up of a Centre of Excellence for Animation, Gaming and Visual Effects engaged in Anti-piracy work/Festivals during 2006-07. The objective and the performance during 2008-09 of the above mentioned two schemes are as follows:

(i) Participation in Foreign Festivals/Markets:

The Scheme was approved by SFC in 2007. The objective of the Scheme is to engage in a hand-holding exercise for the film industry until the industry embarks upon its own export promotion. As such there is a need to incur expenditure on facilitating the film industries participation in film markets.

The purpose of participating in film markets is to increase the visibility of the Indian film industry, of film related information technology as well as to use the opportunities to engage in actual trading. While there are specific institutionalized international film markets and festivals, like CANNES International Film Festival & Market, Berlin Film Festival and American Film Festival etc., it was the endeavour of the Govt. to avail every opportunity to promote the Indian film industry including organization of the Film Bazaar in India.

Though there have been fixed physical targets and same have been achieved but the benefits accrued cannot be quantified. However, the consistent and increasing growth of the industry itself, and increasing participation of Indian film makers in markets abroad are indicative of the benefits. The funds released to the above mentioned schemes during 2009–10 and 2010–11 are as follows:

(₹ In lakh)

BE 2009–10 220.00	RE/FG 2009–10 220.00	Funds released 205.00
BE 2010–11 220.00	RE/FG 2010–11 220.00	Fund released (Till Dec.2010) 108.31

FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

ACADEMIC PERFORMANCE

During the year 2010-11, 158 students are enrolled for various courses at the Institute as mentioned below :

Sr. No.	Name of the course	No. of students
(1)	Three year Post-Graduate Diploma Courses in Film & Television	55
(2)	One year Post-Graduate Certificate Courses in Television	44
(3)	Two year Post-Graduate Diploma in Acting	21
(4)	One year Post-Graduate Certificate Course in Feature Film Screenplay Writing	13
(5)	Two year Post-Graduate Diploma in Art Direction & Production Design	09
(6)	One and half year Certificate Course in Animation & Computer Graphics	14
	Total	156 + 2 ICCR candidates

Details of the Short Courses conducted/proposed to be conducted during the year 2010-11 at the Institute :

(1) Short Course conducted from 01st April, 2010 to 31st December, 2010 -

Sr. No.	Name of the course	No. of Participants	Period
1.	53 rd TV Production and Technical Operations for Doordarshan	24	05. 07. 2010 – 28. 08. 2010
2.	Foundation Course in ETV Production for Atomic Energy Education Society, Mumbai	12	20. 12. 2010 – 31. 12. 2010

Under the HRD Scheme following activities are covered for the 11th Plan:

1. Training of staff and faculty in various working areas.
2. Publication of Lensight magazines of the Institute and other research related funding publications, periodicals, etc.
3. Expenditure incurred on seminars, lectures, cultural programmes and related aspects.
4. Purchase of books relating to Human Resource Development for the Library of the Institute.
5. Expenditure incurred for visiting scholars for workshops relating to various courses of the Institute.
6. Acquiring DVDs for Library especially documentaries from agencies like Magic Lantern.
7. To conduct various events during the celebration of Golden Jubilee year of FTII from 21st March, 2009. (This Agenda item was placed in the 111th meeting of Governing Council of FTII, Pune held on 14th Nov. 2008 and is duly approved.)

All the students have been passed. As in the past, our students are instrumental in raising the standard and Cinema both in technical areas and aesthetic appeal. Their contribution to Indian Cinema has become quite visible.

PHYSICAL PERFORMANCE

During the year 2010-11 Plan Grant of ₹720 lakhs has been sanctioned in Revised Estimates for execution of two major schemes: (1) Grant-in-Aid to FTII, Pune (2) Global Film School (New).

Both schemes are being executed as per the targets fixed.

ANNEXURE - I

Statement of Outlays and Outcomes / Targets (2010-1 1) (As per the Outcome Budget 2010-1 1) and Actual Achievement

(₹ in crore)

Sl. No.	Name of Schemes/ Programme	Objective/ Outcome	Outlay 2010-11 (Final)	Quantifiable Deliverables	Processes / Timelines	Achievements w.r.t. Col. (5) as on 31.03.2010	Remarks
1	2	3	4	5	6	7	8
(A)	Grant-in-Aid to FTII,Pune						
(I)	Machinery & Equipment	(i) To overcome the shortages in the infrastructure, updating and upgrading the existing equipment, making available training facilities with proper infrastructure to bring about overall improvement in	7.00	Items are procured and works are executed as per the approval of the SFC of the Ministry. Quaterly Physical and Financial Targets are fixed well in advance before the commencement of financial year and their achievement is	Processes: (1) Receipt of indents from user Departments (2) calling for quotations publishing tenders in News Papers wherever necessary (3) Opening and scrutiny of quotations/tenders after the specified period. (4) Obtaining financial sanction (5) Placing supply/purchase/execution order (6) Inspection of material/goods by the user department. (7) Report on inspection of	6.90	—

Sl. No.	Name of Schemes/ Programme	Objective/ Outcome	Outlay 2010-11 (Final)	Quantifiable Deliverables	Processes / Timelines	Achievements w.r.t. Col. (5) as on 31.03.2010	Remarks
1	2	3	4	5	6	7	8
		the standards of higher professional education in the field of Film making and TV Production. (ii) Since the intake capacity of students has been increased and is going to increase further due to implementation of OBC reservation policy, more equipments and infrastructural facilities are needed to meet the requirements of the educational curriculum and hence adequate funds for procurement of Machinery and Equipments is imperative.		closely monitored through departmental meetings, monthly expenditure reports and Half Yearly Performance to the Ministry.	goods for quantity Quality etc./performance of equipment and other conditions specified in purchase order. Timelines-Discussions are held in the departmental meetings and dates are stipulated in the respective action plans for ensuing the Half yearly physical and financial targets.		
(II)	Civil Construction Works	(1) Construction of hostel with 100 rooms and integrated resource centre. (2) Additional funds are required for special repairs to be carried out for infrastructural changes to accommodate new machinery and equipments, and also renovation work of buildings for Golden Jubilee year celebration.	0.95			1.13	—
(III)	Computerisation & Modernisation		0.25			0.25	—
(iv)	Setting up of Community Radio	The Scheme aims at Human Resource Development, thereby catering to the social needs of local community, this will be a	0.05			0.05	-

Sl. No.	Name of Schemes/ Programme	Objective/ Outcome	Outlay 2010–11 (Final)	Quantifiable Deliverables	Processes / Timelines	Achievements w.r.t. Col. (5) as on 31.03.2010	Remarks
1	2	3	4	5	6	7	8
		platform for local talent, a tool for experimentation by students, this helps in exchange of ideas, experience and skills with similar institutions and universities abroad.					
(v)	Setting up of Captive TV Channel		0.10			0.10	—
(vi)	HRD aspects including scholarship and exchange programmes with foreign universities for students etc.		1.00	The Exchange programme activities envisages students to interact with the film schools outside the country and to exchange film making ideas, to get acquainted with the advanced technology in the international environment. FTII plans to collaborate with other Universities and film schools in india as well as in other countries to expand its activities. It also includes training of Faculty/Staff, Publication of Lensight magazines and research related periodicals like Lensight etc., conducting Seminars, lectures, cultural programmes and related aspects, purchase of books related to HRD and acquiring of DVDs for Library especially documentaries. To conduct festivals seminars, workshops festivals etc. for celebration of Golden Jubilee Year of FTII.		0.92	
		Total : (A)	9.35			9.35	
(A)	New Scheme						
	Global Film School						
		Grand Total : (A+B)	9.35			9.35	

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

PHYSICAL PERFORMANCE

Non Plan

During the year 2008, 40 students have enrolled for the three year P.G. Diploma course of the Institute (10 in each area of specialization) for the Academic Session 2008-2011. The present strength of students including the continuing batches is 112. Batchwise present strength of students is given below:

SN	Stream	2007-10		2008-11		2009-13		Grand Total	
		Male	Female	Male	Female	Male	Female	Male	Female
1	Direction	7	2	9	1	5	4	21	7
2	Cinematography	10	0	8	2	9	1	27	3
3	Editing	7	3	7	3	6	4	20	10
4	Audiography	7	1	7	2	6	1	20	4
	Total	31	6	31	8	26	10	88	24

Plan Schemes

SN	Name of the Plan Scheme	Physical Performance during 2010-11 (up to 31.12.2010)
1	Creation of new Academic Department : Production Management in Films & Television	<ol style="list-style-type: none"> Civil construction work for the new building has already started and is going on full swing. Process for recruitment of manpower as approved by the Ministry has been initiated
2	Creation of new Academic Department : Animation & Electronic Imaging	<ol style="list-style-type: none"> Civil construction work for the new building has already started and is going on full swing Process for recruitment of manpower as approved by the Ministry has been initiated
3	Computerization & Modernization	<ol style="list-style-type: none"> Some Hi-tech equipment purchased and installed. Solution Design for implementation of ERP using e-business suit completed, next phase of implementation initiated. Process for recruitment of manpower, as approved by the Ministry, has been initiated and 17 posts have been filled up. Department. of Architecture, Jadavpur University has prepared the Design and Plan for the new Film Studio and Archive. The construction process will commence soon.
4	HRD Aspects, Scholarship / Student Exchange Programme / Internship	<ol style="list-style-type: none"> 17 students of SRFTI have been awarded merit scholarship. A group of SRFTI students accompanied by two faculty members visited Edinburgh Napier University under Student Exchange programme FTI Film Festival was organized A interactive session with John Jose, a renowned British Film Maker, was organized .

		<ol style="list-style-type: none"> 5. Student films packages were shown at IFFI. Take – One, an in-house journal published by SRFTI, was also released. 6. The Dean of SRFTI visited Pusan International Film Fest, South Korea, as tutor.
5	Training & Skill Development	<ol style="list-style-type: none"> 1. Several Student Film Projects have been undertaken and completed like Playback, Drama Shoot. 2. Some Faculty members of the Institute attended seminars/workshops relating to films & televisions, organized by various organizations.
6	Setting up of a Community Radio Station (CRS) at SRFTI	<ol style="list-style-type: none"> 1. The CRS at SRFTI is regularly broadcasting programmes relevant to the local community at the allotted frequency 90.4 M.Hz. 2. Technical upgradations have been done for improving the quality of broadcasting.
7	Setting up of Captive TV Channel (CTVC) at SRFTI	<ol style="list-style-type: none"> 1. Equipment procured from BECIL are in the process of installation. 2. One of the faculty has been assigned as the nodal officer to chalk out the programmes for making the Captive TV operational.

INDIAN INSTITUTE OF MASS COMMUNICATION

PHYSICAL ACHIEVEMENTS FOR THE YEAR 2009-10 AND 2010-11 AND TARGETS FOR THE YEAR 2011-12 (NON-PLAN)

Name of Scheme/ activity	Financial year 2009-10		Financial year 2010-11			Financial year 2011-12
	Targets	Achievements	Physical targets	Achievements	Reasons for variations	Physical Targets
<p>Training/ Teaching and Research in Mass Communication.</p> <p>Indian Institute of Mass Communication.</p>	<p>To conduct P.G. Diploma courses in :</p> <p>Journalism (Hindi) (53); Journalism (English) 54+54 +108); Journalism (Oriya) (20); Advertising & Public Relations (61) Radio & TV Journalism (40) Development journalism (40-45)</p> <p>Short-term courses/ workshops (330-450) - Radio & TV Journalism In-service course for IIS officers (as per requirement of Government). Research and other activities: To conduct research studies (3-4 projects) ;</p> <p>To bring out half yearly journals (Communicator and Sanchar Madhyam) and lab journals of students</p>	<p>Following training courses are in progress during the year:</p> <p>Diploma courses :</p> <p>1) Journalism (Hindi) (49); 3) Journalism (English) (48+42=90); 3) Journalism (Oriya) (20); Advertising & Public Relations (60); 4) Radio & TV Journalism (39); 5) Development Journalism :</p> <p>i) Course completed (25) ii) Course in progress (24);</p> <p>In-service courses for IIS Group A and Group B officers started from January 2009:</p> <p>i) IIS Group A (9 month duration) (with 3 participants) ii) IIS Group B (6 month duration) with 29 participants).</p> <p>Short courses/workshops:</p> <p>Till the middle of January 2009 the Institute has already conducted 29 short-term training courses with a total of 771 participants. Some more such courses are being conducted up to March 2010.</p> <p>Lab journals have been brought by students of diploma courses.</p> <p>Research studies:</p> <p>Besides completing ongoing studies of last year the Research Deptt. Started one new study on "Policy Issues and News Operation of Foreign News Agencies in India, Organized a national level workshop on "Research Methods". During the year the Institute implemented 2nd phase of OBC reservation quota for admission in diploma courses.</p>	<p>To conduct PG Diploma courses in:</p> <p>- Journalism (Hindi)(62) - Journalism (English) 129 (67+ 62) - Journalism (Oriya) (23) - Advertising and Relations (75)</p> <p>- Radio & TV Journalism (51) - Two Diploma Courses in Development Journalism (40-45)</p> <p><u>Short-term Programmes</u></p> <p>- Short term Courses/ work-shops (400-500) - Completion of continuing in-service courses for IIS Officers and start new batch.</p> <p>- Research studies (4 to 5 Studies).</p> <p>- To bring out journals "Communicator (in English) and "Sanchar Madhyam" (in Hindi) Lab Journals of students and Annual Report.</p> <p>- During the year 3rd and final phase of OBC reservation quota will be implemented.</p>	<p>Following training courses have been completed upto December 2010 and others are in progress:</p> <p>- Journalism Hindi (62) Journalism English (66 + 49) - Journalism Oriya (21) Advertising and Public Relations (73) - Radio & TV Journalism (50) - Two Diploma Courses in Development (48)</p> <p>- Short term courses/ Work-shops (434) Completed</p> <p>Approx. 150–200 will attend the programme during remaining period of the year.</p> <p>Research Studies completed (4) 1–2 in progress - Completed</p> <p>- Completed</p>	<p>Training courses are being organized by the Institute as per planned targets.</p>	<p>To conduct PG Diploma courses in:</p> <p>-Journalism (Hindi)(62) -Journalism (English) 129 (67+ 62) - Journalism (Oriya) (23) - Radio & TV Journalism (50) - Advertising and Relations (75) - Radio & TV Journalism (51) - Two Diploma Courses in Development Journalism (40-45)</p> <p><u>Short-term Programmes</u></p> <p>- Short term courses/ work-shops (400-500) - Completion of continuing in-service courses IIS Officers and start new batch .</p> <p>- Research studies (4 to 5 Studies).</p> <p>- To bring out journals "Communicator (in English) and Sanchar Madhyam" (in Hindi) Lab Journals of students and Annual Report.</p>

Note : Figures within brackets indicate number of students

NATIONAL FILM ARCHIVE OF INDIA

Financial Review:

(₹ in crore)

Name of Scheme	Actual Expenditure 2008-09	Actual Expenditure 2009-10	S.B.G.2010-11	R.E. 2010-11	Actual Expenditure upto Dec.10
Continuing Scheme					
Acquisition & exhibition of Archival films.	1.76	6.99	5.00	8.90	5.08
Total	1.76	6.99	5.00	8.90	5.08

Physical achievements:

During the period 1st April,2009 to 31st March, 2010, NFAI acquired 505 Films, 366 Books, 247 Film folders/pamphlets, 25 Disc records, 3420 Stills, 192 Song Booklets, 1541 Wall Posters, 434 DVDs, Digitized 148 films, Restored 48 films and 208539 ancillary material.

Scheme-wise Physical Targets and achievements (2009-10 and 2010-11)

Name of Scheme/Programme	Physical Targets 2009-10	Physical Achievement 2009-10	Physical Targets 2010-11	Physical Achievements upto 31.12.2010	Reasons for shortfall if any
Continuing Scheme Acquisition and exhibition of Archival films.	To acquire 600 nos. of films/DVDs and to Digitize 151 films and restoration of 50 films and ancillary film material.	Acquired 939 Films/DVDs and Digitized 148 films, Restored 48 films and 208539 ancillary film material	To acquire 600 films/ DVDs, to digitize 300 films, to restore 100 films and ancillary film material	Acquired 209 Films/ DVDs, Digitized 127 films and restored 137 films and 12,032 ancillary material.	Due to shortage of funds.

Non-Plan Heads:

NFAI's Non-Plan expenditure pertains to payment of electricity charges, postage, telephone, salary to staff and stores and stationery items.

The head-wise budget under Non-Plan is as under:-

(₹ in lakh)

Sr. No.	Sub-head	Actual Expenditure 2009-10	S.B.G. 2010-11	R.E 2010-11	Actual Expenditure upto Dec.10 31.12.2010	B.E. 2011-12
1.	Salaries	146.11	140.00	160.00	115.38	180.00
2.	Overtime Allowance	0.10	0.10	0.10	0.10	0.15
3.	Medical Expenses	2.37	5.00	3.50	1.32	5.00
4.	Domestic Travel Expenses	3.42	3.00	3.00	1.95	4.00
5.	Foreign Travel Expenses	0.00	4.00	4.00	1.59	4.00
6.	Office Expenses	104.24	100.00	110.00	76.41	172.00
7.	Rent, Rates & Taxes	0.08	2.50	5.00	4.46	3.00
8.	Minor Works	38.40	60.40	99.40	46.86	99.85
	Total	294.72	315.00	385.00	248.07	468.00

NATIONAL FILM DEVELOPMENT CORPORATION LIMITED

Plan Schemes

The performance in respect of the Plan Scheme during 2010-11 is given below:

(₹ In Lakh)

S.No.	Name of the Scheme	Approved Outlay for F.Y 2010-11		Achievements for 2010-11	
		Financial	Physical	Financial	Physical
1.	Film Production in various regional languages	500.00	4 films	500.00	Four film proposals have been approved and legal formalities are under way after which production will commence.
2.	Restoration and Digitalization of Films	500.00	38	500.00	38 films to be restored during the current financial year.
3.	Equity Participation	300.00		300.00	₹ crores has already been added to the equity capital of NFDC.
	Total	1300.00		1300.00	

PRESS INFORMATION BUREAU

1. Plan & Non-Plan Performance in the first 9 months during the year 2010-11
2. Plan & Non-Plan performance during the year 2009-10

Annual Plan 2009-10

Name of Media Unit: **Press Information Bureau**

Plan Expenditure statement for the month ending March, 2010

(₹ in crore)

S. No.	Name of Schemes	Scheme outlay			Actual Expdr. upto 31.03.2010	North East Region Outlay 2009-10	Exdr. incurred upto 31.03.2010	Reasons for Shortfall (if any)
		SBG	R.E.	FG				
1		3	2	4	5	6	7	8
1.	Setting up of National Press Centre at New Delhi	5.00	4.00	4.00	4.00	As the building at New Delhi is for the benefit of entire country, no funds have been earmarked for NE Region.	Due to project scope and cost escalation, the project cost was increased to ₹ 60.00 crores. Accordingly, a revised EFC Memo was sent to Ministry of I&B	

								for approval. Fresh approval of EFC was obtained in Sept.-Oct., 2009. A contract was signed between PIB and NBCC on 22-3-2010 in place of earlier MoU for construction of NPC and an amount of ₹ 4.00 crores were paid to NBCC in March, 2010 as advance deposit.
2.	Media Outreach Programme	9.50	9.50	8.30	7.75	0.95	0.93	No PIC could be organized upto May, 2009 due to implementation of Code of Conduct for the 15 th Lok Sabha Election. Therefore 93 PICs, 93 success stories and 7 Press Tours were organized upto March, 2010. However, expenditure position is quite satisfactory.
3.	Publicity for Special Events This scheme comprises following three components;							
(i)	International Film Festival of India	0.075	0.075	0.05	0.0677	Nil	Nil	Minor shortfall
(ii)	Pravasi Bhartiya Diwas Samaroh.	0.018	0.018	—	—	Nil	Nil	As PBD was held in New Delhi, no funds were required to be incurred on PBD and the funds were surrendered at final Grant stage.
(iii)	Media Exchange Programme	0.4369	0.4369	0.044	—	0.0440	Nil	Implementation of this component depends largely on other countries. Due to non receipt of response from other countries no CEP could be organized.
4	Main Press Centre and other Media Centre for Commonwealth. Youth Games 2008 at Pune and Commonwealth Games 2010 at Delhi.	10.00	10.00	10.00	9.77	No Funds earmarked to NE Region at the games held/will be held at Pune and Delhi		Minor shortfall
	Total	25.03	24.03	22.39	21.59	0.95	0.93	

Plan Expenditure statement for the month ending December, 2010 (Annual Plan 2010-11)

(₹ in crore)

S. No.	Name of Schemes	Scheme outlay			Actual Expdr. upto 31.12.2010	North East Region Outlay 2010-11	Expdr. incurred upto 31.12.2010	Reasons for Shortfall (if any)
		SBG	R.E.	Final Grant				
1		3	2	4	5	6	7	8
1.	Setting up of National Press Centre at New Delhi	10.00	10.00	—	Nil	As the building at New Delhi is for the benefit of entire country, no funds have been earmarked for NE Region.	The work is lagging behind schedule by about 6 months as the work was hampered due to excessive rains, CWG. No amount is yet due for release. The work started in August, 2010 and, 100% excavation and PCC, 100% RCC of Raft and wall/column upto Lower basement has been completed by 31.12.2010. RCC Wall column upto upper basement slab has also been started.	
2.	Media Outreach Programme	14.50	14.00	—	6.14	2.00	0.90	On account advance has been drawn for holding PICs by different Regional Offices. Till 31-12-2010, 79 PICs have been organized.
3.	Publicity for Special Events This scheme comprises following three components (i) International Film Festival of India (ii) Pravasi Bhartiya Diwas Samaroh. (iii) Media Exchange Programme	0.08 0.0125 0.1575	0.08 0.0125 0.1575	- - -	0.060 - -	Nil Nil Nil		Funds to the tune of ₹ 6.09 lakh have been incurred on IFFI. As PBD will be held in Jan., funds will be utilized during that period only. Implementation of this component depends largely on other countries.
4.	Main Press Centre and other Media Centre for Commonwealth Youth Games 2008 at Pune and Commonwealth Games 2010 at Delhi	21.75	21.75	-	19.87	-	-	-
	Total	46.50	46.00	-	26.07	2.00	0.90	

PRESS COUNCIL OF INDIA

The objective of the Press Council and the functions are of quasi judicial nature and it regulates the press with ethical standards. Thus quantifying it with the targets set in terms of physical and the results achieved is not plausible. The only quantifiable activity is the quasi judicial activity. The Complaints received and disposed off during the period 2010-11/11-12 have been reflected in the statement attached. Further, the debates organized in various parts of the country throughout the year and as part of National Press Day celebrations, study the social impact and accountability of the press not only from ethical view point but also to educate the youth of the journalistic fraternity to understand these values and ethics which would pave way for the journalists committed to the good of the society/country /mankind. The National Press Day this year was centered around “Media and Corporate World : Challenges and Opportunities”. To mark the occasion, a souvenir carrying valuable articles on the subject 2010 Edition of Norms of Journalistic Conduct (English as well as Hindi Versions) was also released on the occasion. The states also commemorated the day in a befitting manner.

2010 edition of Norms of Journalistic Conduct (English as well as Hindi, that chronicles the activities/important developments of the press world.

In its advisory capacity, the Council gave its opinion in the following matters.

1. Communication dated 23.2.2009 received from Reserve Bank of India, Mumbai regarding publication of advertisement of a lottery/jackpot from the European Lottery Guild in a reputed magazine and prohibition of remittance of money for participation in lottery schemes.
2. Communication dated 16.4.2010 received from the Additional Economic Adviser, MIB (PMS) regarding finalizing the aspired delivery of benefits/services as indicated by the Media Units, etc.
3. Communication forwarded by the Ministry of Information and Broadcasting dated 27.4.2010 of Ministry of Human Resource Development, New Delhi regarding the summary report on the activities carried out to implement the Programme of Action on a culture of peace during the International Decade for a Culture of Peace and Non-Violence for the children of the World.
4. Communication dated 8.7.2010 received from Ministry of Information and Broadcasting regarding a write up on programmes and activities being undertaken in North-Eastern states by the Press Council.
5. Communication dated 13.7.2010 received from Ministry of I&B forwarding a copy of the letter dated 19.7.2010 along with Writ Petition No. 5367 (MIB) (PIL) of 2010 filed by Bhartiya Jan Kalyan Party Vs. Union of India and others in Hon'ble Allahabad High Court, Lucknow Bench, Lucknow in respect of a defamatory and derogatory article published in Ambedkar Today magazine.
6. Communication dated 26.10.2010 received from MIB forwarding therewith a reference received from Smt. Kiran Maheshwari, MLA regarding prohibition at the obscene advertisements in print media and TV Channels.
7. Communication dated 12.5.2010 received from the Ministry of Information and Broadcasting w.r.t. the comments of the Council on the questionnaire for the preparation of the UNESCO's Draft Programme and Budget for 2012-2013.
8. Draft Cabinet Note of Ministry of Law and Justice (Department of Justice), Government of India regarding “Setting up of a Central Tribunal Division”

9. Communication received from the Law Commission of India inviting views/suggestion of the Press Council of India on “Undercover/Sting Operation”.

Paid News

Report on Paid News

Concerned over the serious dimensions acquired by the phenomenon of payment for news in the media in the General Elections 2009, the Council not only took cognizance of matter *suo-moto* but also considered representations from various eminent persons. The analysis of its Sub-Committee was studied by the Drafting Committee to prepare the final Report of the Council on Paid News that was adopted on July 30, 2010. The Report defines Paid News as “Any news or analysis appearing in any media (print and electronic) for a price in cash or kind as consideration.”

***Suo moto* Cognizance**

1. *Suo-moto* action on alleged hindrance of mediapersons in discharge of their professional duties by the armed forces in Jammu and Kashmir. The Chief Minister of Jammu and Kashmir had assured that no further action would be taken against the newspapers.

2. *Suo-moto* action on alleged police action on Principal News Photographer of The Hindu and Reporters of Mangalam. Reports from the State Govt. and the newspapers have been called for. The matter is under active consideration.

International Interaction

The Council interacts with press/media councils and similar bodies in different parts of the world for active encouragement to preservation of the freedom of press and promotion of its standards and ethics worldwide. As a part of these efforts, the Chairman of the Council, in his capacity as President of World Association of Press Councils, an umbrella organization of press councils and similar bodies in different parts of the world, committed to championing the cause of free speech and freedom of a responsible press, attended the WAPC meet held on October 23-27, 2010, hosted by Nepal Press Council at Kathmandu in Nepal.

The Council signed MOU on co-operation between Press Council of India and Press Council of Indonesia on 25/1/2011. Both the councils committed exchange information, experience and knowledge pertaining to non violent peaceful journalism coverage and committed themselves to strengthening the implementation of journalistic ethics in the interest of society and brotherhood across the borders.

In conjunction with the World AIDS day on December 1, the Council organized a workshop in collaboration with Centre for Advocacy and Research on December 2, 2010 to deliberate on ‘How communities most affected by the epidemic can engage with the 2008 guidelines of HIV/AIDS reporting, prepared by the Press Council of India.’

Statement of Cases

S.No	Particulars	2009-10-	2010-11 (10 months April to Jan.2011)	April 11 to March 12 (expected)
1	Cases pending	904	1173	
2	Cases filed	950	683	900
3	Cases adjudicated by Council	200	225	
4	Cases decided by Chairman	481	801	
5	Cases pending as on 31.3.2011	1173	830	

PHOTO DIVISION

FINANCIAL

TARGETS & PERFORMANCE

2009-10

(₹ in Lakh)

Sanction Budget Grant			Actual Expenditure		
Plan	Non Plan	Total	Plan	Non Plan	Total
210	381.78	591.78	209.47	368.98	578.45

2010-11

(₹ in Lakh)

	Plan	Non Plan	Total
Sanctioned Budget Grant	253.00	355.00	609.00
Revised Estimates	178.00	356.00	534.00
Actual expenditure upto 12/2010	24.04	203.72	227.76

Budget Estimate 201 1-12

(₹ in Lakh)

Plan	Non Plan	Total
210.00	396.00	606.00

	2010-11		2011-12
	Targets	Achievements upto 12/2010	Targets
1. Assignments	5000	2300	3500
2. B&W Prints & Colour Prints	1,50,000	60,000	1,00,000
3. VIP Presentation Photo albums	150	227	200
4. In House accumulation of Digital images	80,000	1,90,980	1,00,000

PUBLICATIONS DIVISION

FINANCIAL

(₹ in lakh)

Actual Expenditure 2009-10			Actual Expenditure 2010-11 (upto 31.12.2010)			Budget Estimates 2011-12		
Plan	Non Plan	Total	Plan	Non Plan	Total	Plan	Non Plan	Total
28.62	2339.72	2368.34	Nil	1708.06	1708.06	20.00		

PHYSICAL

	2009-10		2010-11		2011-12 (Target)	
	Targets	Achievements	Targets	Achievements	Targets	Achievements
Journals	20	20	20	20	20	-
Books	120	86	90	51 upto Feb. 2010 (40 under printing)	90	-

4.2 INDIA 2011 and BHARAT 2011 on net

More than 2600 pages of India 2011 and Bharat 2011 – the Reference Annual have been digitised in e-PDF format on the website of Publications Division under the domain name www.publicationsdivision.nic.in.

4.3 Tie Up with Other Govt. Departments

The Division is in the process of exploring the possibility of tie-ups with Postal Department for the purpose of increasing its network so that books/journals brought out by Publications Division could be sold to masses.

4.4 Public Private Partnership

Public Private Partnership is being encouraged by involving leading booksellers/publishers for selling our books. Works relating to manuscripts, proof reading, translation, etc. are being outsourced in view of the manpower constraints. Automation will lead to greater transparency in the entire process and information will be available at the click of the mouse. All the tender enquiries are being put up on the internet through our website www.publicationsdivision.nic.in

4.5 The Division has proposed the following activities under Plan in the year 2011-12.

(₹ In Lakhs)

Name of the component	Amount proposed
Modernization of Stock, Inventory and Sales Management System	119.10
Total	119.10

5. Marketing and Sales Promotion

The books of the Publications Division reach the people through Sales Emporia/Outlets, book exhibitions and through a network of over 470 agents. The Sales Emporia are located at New Delhi, Mumbai, Hyderabad, Kolkata, Lucknow, Chennai, Patna and Thiruvananthapuram. The sales outlets are also located at Yojana Office at Bangalore, Ahmedabad and Guwahati.

The Division has organised/participated in Book Exhibitions/Fairs as mentioned below from April 2010 to December 2010:

1. Book Exhibition on the occasion of Mahatma Culture festival	Thiruvananthapuram	SE, TVM.	21.5.2010 to 23.5.2010
2. National Book Fair	Kota (Rajasthan)	Hqrs.	4.9.2010 to 12.9.2010
3. 8 th National Book Fair-2010	Lucknow	SE, Lucknow	1.10.2010 to 10.10.2010
4. Faizabad Book Fair	Faizabad (UP)	SE, Lucknow	20.10.2010 to 24.10.2010
5. 7 th National Book fair-2010	Kanpur	SE, Lucknow	23.10.2010 to 31.10.2010
6. Banaras Pustak Mela-2010	Varanasi	SE, Lucknow	14.11.2010 to 21.11.2010
7. Khammam Book fair	Khammam (AP)	SE, Hyderabad	14.11.2010 to 21.11.2010
8. 14 th International Book Festival	Kochi	SE, Thiruvananthapuram	27.11.2010 to 6.12.2010
9. 25 th Hyderabad Book Fair	Hyderabad	SE, Hyderabad	16.12.2010 to 26.12.2010
10. Delhi Book Fair	Pragati Maidan	N.D. Hqrs.	25.12.2010 to 2.1.2011

11. Patna Book Fair	Patna	SE, Patna	10.12.2010 to 21.12.2010
12. National Book Fair	Jaipur	Hqrs.	11.12,2010 to 19.12.2010
13. Delhi Book Fair	Pragati Maidan,	N.D.Hqrs.	25.12.2010 to 2.1.2011

The Division has planned to organize/participate in the following Book Exhibitions Fairs during the financial year 2010-11:

1. 22 nd Vijayawada Book Fair-2011	Vijayawada (AP)	SE, Hyderabad	1.1.2011 to 11.1.2011
2. Chennai Book Fair-2011	Chennai	SE, Chennai	4.1.2011 to 17.1.2011
3. 3 rd Rashtriya Pustak Mela-2011	Allahabad	SE, Lucknow	14.1.2011 to 23.1.2011
4. National Book Fair-2011	Gwalior	Hqrs.	15.1.2011 to 23.1.2011
5. Kolkata Book Fair-2011	Kolkata	SE, Kolkata	26.1.2011 to 6.1.2011

In addition to this, the Division has also organized Book Exhibitions on the occasion of PIC Campaigns from April 2010 to November 2011:

1. Book Exhibition on the occasion of PIC Campaign	Gudalur, Nilgiris Distt. (Tamil Nadu)	SE, Chennai	16.6.2010 to 20.6.2010
2. Book Exhibition on the occasion of PIC campaign	Manamadurai, Sivaganga Distt. (T.N.)	SE, Chennai	29.7.2010 to 31.7.2010
3. Book Exhibition on the occasion of PIC campaign	Paramakudi, Ramnad Distt.(T. N.)	SE, Chennai	7.8.2010 to 9.8.2010
4. Book Exhibition on the occasion of PIC campaign	Tehri-un-saun Distt., Rohtas (Bihar)	SE, Patna	19.8.2010 to 21.8.2010
5. Book Exhibition on the occasion of PIC campaign	Theni Town, Theni Distt.(T.N)	SE, Chennai	21.8.2010 to 23.8.2010

6. Book Exhibition on the occasion of PIC Campaign	Palani Town, Dindigul Distt. (T.N)	SE, Chennai	2.9.2010 to 4.9.201
7. Book Exhibition on the occasion of PIC Campaign	Tirupur (T.N)	SE, Chennai	3.12.2010 to 5.12.2010
8. Book Exhibition on the occasion of PIC Campaign	Barabanki Janpath (UP)	SE, Lucknow	11.12.2010 to 13.12.2010
9. Book Exhibition on the occasion of PIC Campaign	Tirupathur(T.N)	SE, Chennai	21.12.2010 to 23.12.2010

The Division organized *In situ* Book Exhibition on important National Events as mentioned below till December 2010:-

1. World Book Day Book Exhibition	19.04.2010 to 30.04.2010	(in its 10 sales outlets)
2. Summer Book Exhibition	14.06.2010 to 25.06.2010	(in its 10 sales outlets)
3. Independence Day Book Exhibition	09.08.2010 to 20.08.2010	(in its 10 sales outlets)
4. Teachers, Day Book Exhibition	30.08.2010 to 09.09.2010	(in its 10 sales outlets)
5. Hindi Pakhwara Book Exhibition	13.09.2010 to 24.09.2010	(in its 10 sales outlets)
6. Gandhi Jayanti Book Exhibition	01.10.2010 to 12.10.2010	(in its 10 sales outlets)
7. National Book Week Book Exhibition	08.11.2010 to 19.11.2010	(in its 10 sales outlets)
8. Christmas & New Year Book Exhibition	22.12.2010 to 07.01.2011	(in its 10 sales outlets)

The Division has also planned to organize *In situ* Book Exhibitions at our Sales Emporia and Sales Counters during the financial year 2010-11 on important National Events, namely:

1. Republic Day Book Exhibition	24.01.2011 to 04.02.2011	(in its 10 sales outlets)
2. Consumers' Right Day Book Exhibition	12.03.2011 to 23.03.2011	(in its 10 sales outlets)

The Division has also executed the orders from State Governments like Rajasthan, Tamil Nadu. Submissions have been made under Raja Rammohan Roy Library Foundation Scheme, Kolkata to states of Rajasthan and U.P .

The Division has also planned to organize All India Business Managers & Yojana Editors conference on 23rd and 24th February 2011 at Hqtrs.

The Division earned total revenue (excluding Employment News) of ₹ 332.15 lakh during April, 2010 to December 2010 through sales of books, journals and advertisements.

Besides its own publications and journals, the Division also handles marketing of publications brought out by other government departments, state governments and autonomous organizations such as National Book Trust, Sahitya Academy, CSIR, ICAR, ICCR, Lok Sabha Sectt. and Rajya Sabha Sectt., etc.

EMPLOYMENT NEWS / ROZGAR SAMACHAR

The performance during 2009-10 was extremely satisfactory as Employment News managed higher advertisement revenue and surplus as compared to previous years. The total revenue of ₹ 7157.01 lakh has been accounted against the targeted revenue of ₹ 4700.00 lakh, registering a net surplus of ₹ 4887.33 lakh. During the year 2010-11 also, EN/RS has earned revenue of ₹ 4025.99 lakh and is poised to achieve the target. This has been achieved on account of recoveries of dues from DAVP and other government departments to the tune of ₹ 4887.33 lakh.

REGISTRAR OF NEWSPAPERS FOR INDIA

(₹ in lakh)

NAME OF THE ACTIVITY	YEAR	PLAN	NON-PLAN	TOTAL
Budget Estimates[re]	2009-10	17.00	384.00	401.00
Actual Expenditure	2009-10	16.17	360.71	376.88
Budget Estimates	2010-11	17.00	359.00	376.00
Revised Estimates	2010-11	17.00	377.00	394.00
Budget Estimates	2011-12	17.00	435.00	452.00

A Plan Scheme “Strengthening of RNI” at a total outlay of ₹ 88.06 lakhs was approved by Ministry with the concurrence of Planning Commission. A sum of ₹ 17.00 lakhs has been earmarked for the year 2010-11.

PHYSICAL

Sl. No.	Programme / Activity	2009-10		2010-11		2011-12 Target
		Target	Achievement	Target	Achievement Upto November 2010	
A. ACTIVITIES						
1.	Title Clearance (Processing of requests)	****	22417	***	16085	***
2.	De-Blocking of Titles	***	16054	***	5769	***
3.	Registration	***	5045 [4164-Fresh 881-Revised]	***	3028 [2583-Fresh 445-Revised]	***
4.	Circulation Check Claims	***	07	05	
5.	No. Of Essentiality Certificates issued for import of printing Machinery.	***	02	***	0	***

6.	No. of Newspaper Certificates issued under F.C.R.A., 1976	***	07	***	02	***
7.	No. Of Eligibility Certificates issued to the publishers for import of newsprint	***	994	***	920	***
8.	No. of applications cleared under RTI B. PROGRAMME	***	568	***	624	***
9.	Annual Report of R.N.I. (Press In India)	2008-09 Report	2008-09 Report	2009-10 Report	2009-10 Report	2010-11 Report

Note: - *** Depending upon the applications/requests received from the Publishers. As such, no targets can be fixed in these categories.

PLAN OUTLAY FOR 2009-10 : 17.00 lakh
 PLAN PERFORMANCE FOR 2009-10 : 16.17 lakh

PLAN OUTLAY FOR 2010-11

SANCTIONED BUDGET GRANT FOR 2010-11 : 17.00 lakh
 REVISED ESTIMATES FOR 2010-11 : 17.00 lakh
 BUDGET ESTIMATES FOR 2011-12 : 17.00 lakh
 NAME OF THE SCHEME IN 11th PLAN STRENGTHENING OF
 RNI & TOTAL PLAN OUTLAY : 88.06 lakh

STRENGTHENING OF RNI IN XI PLAN SCHEME

During 2007-08, a scheme of Strengthening of RNI was included in the approved 11th Plan with a total outlay of ₹ 88.06 lakh. This scheme envisage setting up of two new regional offices of RNI, one at Guwahati and the other at Bhopal. A provision of ₹ 5.88 lakh had been approved in the annual plan 2007-08 for implementing the scheme, during the 4th Quarter of the financial year. A provision of ₹ 20.00 lakh had been approved in S.B.G. and ₹ 15.00 lakhs in Revised Estimates & Final Grant for the annual plan 2008-09 and out of this, a sum of ₹ 14.69 lakh had been incurred as expenditure upto 31.03.2009. A sum of ₹ 17.00 lakhs was provided for the year 2009-10 and out of this, a sum of ₹ 16.17 lakhs had been incurred as expenditure.

It is felt that setting up of regional offices at Guwahati in North Eastern region and Bhopal in central region respectively will facilitate aspiring publishers of newspapers of both the regions. The number of publishers applying for titles, registration, E.C. for newsprint & printing machinery, etc., will benefit, once the scheme is fully implemented. Publishers from these regions approaching RNI headquarters for various enquiries would be able to get all the details from these new regional offices and their applications etc. will be routed to headquarters office by these new regional offices.

A provision of ₹ 17.00 lakhs had been projected for the year 2010-11 in SBG & Revised Estimates. A sum of ₹ 12.92 lakhs had been incurred as expenditure upto 31.12.2010 in the financial year of 2010-11. Office accommodation for housing the Regional office of RNI at Bhopal has been finalised and RO, RNI Bhopal has also taken over the possession of the building.

RESEARCH, REFERENCE & TRAINING DIVISION

Annexure – (1)

‘A’ ACTIVITY-WISE CLASSIFICATION

(₹ in lakh)

S. No.	Activity Classification	Actual for 2009-10			Budget Estimates 2010-11			Revised Estimates 2010-11			Budget Estimates 2011-12		
		3	4	5	6	7	8	9	10	11	12	13	14
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1	Research, Reference & Documentation & Training	11.93	182.31	194.24	25	197	222	10	189	199	25	217	242
		11.93	182.31	194.24	25	197	222	10	189	199	25	217	242

‘B’ OBJECT-WISE CLASSIFICATION

(₹ in lakh)

S. No.	Activity Classification	Actual for 2009-10			Budget Estimates 2010-11			Revised Estimates 2010-11proposed			Budget Estimates 2011-12		
		3	4	5	6	7	8	9	10	11	12	13	14
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1	Salary	-	155.00	155.00	-	160.60	160.60	-	150.35	150.35	-	175.00	175.00
2	Medical	-	0.95	0.95	-	3.00	3.00	-	5.50	5.50	-	4.50	4.50
3	Overtime Allowance	-	-	-	-	0.40	0.40	-	0.25	0.25	-	0.40	0.40
4	Domestic Travel Expense	-	0.55	0.55	-	1.50	1.50	-	1.50	1.50	-	1.50	1.50
5	Office Expense	11.93	25.15	37.08	25	28.00	53.00	10	28.00	38.00	-	28.00	28.00
6	Other Administrative Expenses	-	-	-	-	-	-	-	-	-	25	-	25.00
7	Banking Cash Transaction Tax	-	-	-	-	0.10	0.10	-	-	-	-	-	-
8	Training	-	-	-	-	-	-	-	-	-	-	-	-
9	Information Technology	-	0.66	0.66	-	3.40	3.40	-	3.40	3.40	-	7.60	7.60
	Total	11.93	182.31	194.24	25	197.00	222.00	10	189.00	199.00	25	217.00	242.00

OUTCOME BUDGET FOR PHYSICAL PERFORMANCE (PLAN) 201 1-12

Name of Scheme	2009-10		2010-11		Reason for variation	2011-12 Target
	Target	Achievement	Target	Achievement (Up to January 2011)		
1. Research Unit- Research in Mass Media	Release of Research Papers	1	1	1*	NA	2
2. A) Reference Unit- Upgradation of Library	To purchase 50 Book Racks, 1000 Books/e- books, periodicals and AMC for the IT equipment purchased in the preceding year	No books could be purchased under the plan scheme	To purchase 500 Books- periodicals and AMC for the IT equipment purchased in the preceding year	No books could be purchased under the plan scheme	Shortage of space for library	To purchase 500 books/ e books/periodicals and AMC for the IT equip- ment purchased in the preceding year subject to availability of space
2. B) Reference Unit-National Media Awards	Constitution of National Award Committee and Jury, Selection for Awards, Designing/ Casting/Fabrication of Memento and Award Function	Nil	Constitution of National Award Committee and Jury, Selection for awards, Designing/Casting/ Fabrication of Memento and Award Function	Nil	The Scheme could not be finalized	Under this scheme the Division proposes to institute up to 30 awards in English and all languages in 8 th schedule of the constitution in ten different categories

* Since the funds committed for the study, i.e., Government Delivery Mechanism which was awarded to University of Kashmir during 2009-10, so, the study has not been finalized during the first nine months. A decision has been taken to restrict the scope of the study due to which funds are available at present and it has been decided to use the funds for another study. The topic for the study has been approved by the Research Advisory Committee (RAC). The study will be awarded shortly.

OUTCOME BUDGET FOR PHYSICAL PERFORMANCE (NON-PLAN) 201 1-12

Name of Scheme	2009-10		2010-11		Reason for variation	2011-12 Target
	Target	Achievement	Target (Upto Jan 201 1)	Achievement		
I. a) NDCMC Collection, interpretation and dissemination of information about the events and trends in Mass Media through its periodical services	59	56	56	47	Shortage of Staff	56
b) Compilation and editing of Mass Media in India – an Annual Publication	1	1	1	0		1
II. RESEARCH WING						
a) Compilation and editing of 'India: A Reference Annual'	1	1	1	0	NA	1
b) Prepares Diary of Events-fortnightly service	24	24	24	20	NA	24

SONG AND DRAMA DIVISION

The Division was set up in 1954 as a small experimental unit to tap the abundant folk and traditional forms for communication purposes. The 'live media' as it is popularly known now, proved very effective because of its inherent advantage of instantaneous rapport with the masses and flexibility to incorporate contemporary issues, ideas and methods with conviction. The Division's scope and size, therefore, was enlarged to give it greater reach, access and impact in its efforts to communicate at the grassroots level, including inaccessible hilly terrains, desert and border areas.

The main function of the Division, as elaborated on its official website, is to create awareness and emotional receptivity among the general public regarding social, economic and democratic ideals which are conducive to the progress of the nation, creating among the people in border areas a sense of defence preparedness and cultural integrity with the rest of the country and keeping up the morale of the Army Jawans posted in isolated forward areas through live entertainment media which includes both urban theatre forms and folk forms covering all the regions of the country.

Folk and traditional media or live media as popularly known, acquires special significance not only because of linguistic, geographical and cultural affinity and identification but also because it is most effective in the present socio-economic circumstances in rural India. It is indeed a very advantageous situation that our country has vast reservoirs of folk and traditional forms through which the required messages, information or awareness can be created in a manner which is instantaneously recognized, received and acted upon by the masses. This is specially so for developmental schemes targeted to poverty alleviation and general welfare of the rural masses in sectors such as National Integration and Communal Harmony, Health, Education, Sanitation, Environment, etc.

Folk and Traditional media therefore would continue to be utilized as an effective and integral component of the over all media strategy specially in rural, un electrified and inaccessible areas for creating awareness amongst the masses regarding various initiatives being taken by the government in the interest of the common man specially the poor.

There are nearly 10,000 folk and traditional artistes including departmental troupes, empanelled artistes and pvt. registered parties working with the Division on a fairly regular basis. Perhaps Song and Drama Division is one of the model Government organizations which has tremendous flexibility to enhance its areas of operation as well as quantum of activity without increasing non-plan expenditure creating permanent long term liability. Only about 8% of the Division's working strength is on the regular rolls of the Division. In addition it is an undisputed fact that the traditional media or live media is the most cost effective medium for IEC activities, given its reach, impact and flexibility.

The Division headed by a Director functions at four levels, viz. (i) Headquarters at Delhi (ii) Ten regional centres located at Bengaluru, Bhopal, Chandigarh, Chennai, Delhi, Guwahati, Kolkata, Lucknow, Pune and Ranchi (iii) Seven border centres headed by Asstt. Directors located at Darbhanga, Guwahati, Jammu, Jodhpur, Imphal, Nainital and Shimla (iv) Six Departmental drama troupes headed by Managers located at Bhubaneswar, Delhi, Hyderabad, Patna, Pune and Srinagar(Jammu).

FM RADIO (PRIVATE)

The projects were started in April 2006. The status of the projects as on April, 2010 is given below:

Sl. No.	Site Name	Status		Target set for completion of tower	Expected Schedule of completion
		Foundation	Tower		
1.	Jaipur	Completed	Completed	March, 2007	Completed
2.	Hyderabad	Completed	Completed	March, 2007	Completed
3.	Delhi	Completed	Completed	March, 2007	Completed
4.	Chennai	Completed	Completed	March, 2007	Completed
5.	Kolkata	—	—	March, 2007	*
6.	Dehradun	Completed		March 2009	Completed

*Hindrane free site is still not available to construct the tower at Kolkata.

The expenditure incurred towards this project in six cities is as follows:

(₹ in lakh)

S.No.	Name of the City	Approved Cost	Cost Already Incurred
1.	Jaipur	166.12	₹1081.89 lakh
2.	Hyderabad	166.12	
3.	Chennai	220.83	
4.	New Delhi	439.05	
5.	Kolkata	220.83	
6.	Dehradun	98.29	
		1311.24	₹ 1081.89 lakh

ELECTRONIC MEDIA MONITORING CENTRE (EMMC)

The project could not be implemented during 10th plan period due to certain unavoidable constraints, which include denial of permission to install antennae and other instruments on the roof top of allotted space at Pushpa Bhawan by CPWD. The project was commissioned at alternative building, i.e., R&D Building, 14-B, Ring Road, IP Estate, New Delhi and came into operation w.e.f, 9.06.2008. Presently, EMMC is monitoring content of 300 TV Channels (24X7). Monitoring of content of private FM Channels is also being planned.

INTERNATIONAL CHANNEL

Not applicable as the scheme is at the formulation stage.

IEC ACTIVITIES FOR COMMUNITY RADIO

As a part of the IEC activities for Community radio, Ministry of I&B in association with Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi organized a number of Workshops/consultations etc. in various parts of the country. The first such consultation was organized at Lucknow w.e.f. 28th-30th November 2007 and the second consultation was held at Kolkata on 24th & 25th March 2008. A Capacity Building workshop for Managers of functional Community Radio Stations was organized at IIMC, New Delhi on 13th February 2008.

Details of workshops/consultations organized during the year 2008-09 & 2009-10 are given below:

Consultation	States	Venue	Month & Year
3 rd Regional Consultation	South Zone	Sri Manakula Engineering College, Pondicherry	1 st & 2 nd July 2008
4 th Regional Consultation	West Zone	Vidya Pratisthan Institute of Technology, Baramati, Maharashtra	8 th & 9 th September 2008
5 th Regional Consultation	Gujarat, Rajasthan	Sardar Patel Institute of Public Administration, Ahmedabad, Gujarat	24 th & 25 th November 2008
6 th Regional Consultation	All NE States	Krishna Kanta Handique State Open University, Guwahati	28 th & 29 th January 2009
7 th Regional consultation	Haryana, Punjab, Himachal Pradesh, Chandigarh (UT)	M.S. Panwar Institute of Communication and Management, Solan, Himachal Pradesh	13 th & 14 th March 2009
8 th Regional Consultation	Chhatisgarh, Orissa, Madhya Pradesh	Indira Gandhi Krishi Vishwavidyalaya Raipur, Chhatisgarh	24 th & 25 th March 2009
2 nd Capacity Building	All States	Anna University, Chennai	10 th & 11 th February 2009
1 st State Consultation	Rajasthan	Tilonia – Barefoot College	9 -10 November 2009
2 nd State Consultation	Meghalaya	Shillong – Shillong Club	13-14 November 2009
3 rd State Consultation	Haryana	Manav Rachna University, Faridabad	24-25 November 2009
4 th State Consultation	Madhya Pradesh	Chanderi- Chanderi- Bunkar Vikas Sanstha	18-19 December 2009
5 th State Consultation	Tamilnadu	Tiruchendur- Aditanar College of Arts & Science	22-23 December 2009
6 th State Consultation	Kerala	Wayanad – Wayanad Social Service Society	11-12 January 2010
7 th State Consultation	Karnataka	Budhikote- MYRADA	28-29 January 2010
8 th State Consultation	Maharashtra	Pune - FTII	4-5 February 2010
9 th State Consultation	Uttarakhand	Mukteshwar-TERI	10-11 March 2010
10 th State Consultation	Uttar Pradesh	Kanpur -IIT	12-13 March 2010

CONSTRUCTION OF SOOCHNA BHAWAN PHASE-V

Funds to the tune of ₹ 1.00 crore, ₹ 1,76,20,000/- and ₹ 10.00 crores were released to CCW : AIR for construction of Phase-V of Soochna Bhawan during the Annual Plan Year 2007-08, 2008-09 & 2009-10 respectively. For the current financial year (2010-11), an amount of ₹ 18.00 crores has been earmarked for the construction of Phase-V of Soochna Bhawan out of which ₹ 10.00 crores has already been released and ₹ 8.00 crores is being released during the current financial year. An amount of ₹ 43.84 crores will be required during the next financial year 2011-12 for the remaining construction. However, an amount of ₹ 36.22 crores has been allocated for the next financial year at BE stage.

ECONOMIC ANALYSIS OF GROWTH INITIATIVES (NEW SCHEME)

The following studies have been undertaken:-

1. **Annual Plan 2007-08**
“Impact and Penetration of Mass Media in North East and J&K region”. Final Report submitted by Indian Institute of Mass Communication (IIMC).
2. **Annual Plan 2008-09**
“Cross Media Ownership in India”. Final report submitted by Administrative Staff College of India, Hyderabad (ASCI).
3. Evaluation study of two ongoing schemes of Film Wing, namely; (i) ‘Export Promotion through Film Festivals’ by DFF and (ii) ‘Participation in Film Market in India & Abroad’ by Main Sectt. Final report of the Evaluation Studies on these subjects submitted by Indian Institute of Public Administration (IIPA) during 2010-11 is under consideration in the Ministry.
4. **Annual Plan 2009-10**
 - (i) “Model IPR Regime for Music on FM” awarded to M/s Indicus Analytics Pvt. Ltd, New Delhi.
 - (ii) “Copyright and Related Rights of Broadcasting Industry” awarded to M/s Indian Institute of Foreign Trade (IIFT).

TRAINING FOR HUMAN RESOURCE DEVELOPMENT

Outcomes/targets in the Outcome Budget for 2010-11

Name of media unit: Main Sectt.

(₹ in lakh)

S. No.	Name of the Scheme/ Programme	Outlay 201 1-12	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Remarks/ Risk Factors
1	2	3	4	5	6
1	‘Training for Human Resource Development in Institutions Located Abroad with In-Service Training for IIS Officers’	₹ 150.00	Total 12 officers have been nominated for different training till date	Capacities and capabilities building of officers, skill upgradation leading to efficient functioning of Media Units.	No specific risk. Ministry has already circulated two foreign training programmes one at Thomson Foundation, UK and other at A.N.U., Australia which will be organized in the month of March 2011 and also propose to conduct a in-service training for IIS officers of different Media Units at IIMC this training. The module of the In-service training of IIS Officers has been received from IIMC and the same has approved by Competent Authority a sum of ₹ 20 lakh (approximately) will be utilized towards this training and a sum of ‘ 10 lakhs (approx.) will also be released to IIMC towards course fee of IIS Group ‘A’ probationers. Apart from this 6 various residential trainings have already been circulated by Ministry which will be conducted from January to March 2011.

PRASAR BHARATI

ALL INDIA RADIO - ANNUAL PLAN (2010-11)

(₹ in crore)

OUTCOMES/TARGETS IN THE OUTCOME BUDGET

Sl. No	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2010-11 (PLAN BUDGET)	Expenditure upto December 2010	Quantifiable Deliverables/ Physical Outputs	Processes/ Timelines (Qrly Targets)	Achievements w.r.t. Col(5) as on 31.12.2010	Remarks
1	2	3	4	5	6	7	8	9
1	Continuing schemes		80.50	26.32				
	Capital							
	Revenue							
1	J&K special package (Ph-I & II)	For expansion of radio coverage in J&K State	3.50	4.43	J&K Package Phase-I-Completed. J&K Package Phase II-Completion of SITC (Supply, Installation, Testing & Commissioning) work of DG Sets 1 MVA (3 Nos.) -Work awarded for 2 Nos. & for 3rd additional funds of about ₹ 1.78 crore were required over and above the amount of ₹ 5.70 crore provided for AIR under Phase-II.	DG Sets 1 MV A (3 Nos.) Q2- Completion of installation. Q3- Completion of testing & commissioning.	Two sets recd. at Jammu installed & commissioned. Order for 3rd set at Narbal Srinagar has been placed after assurance of additional funds from Prasar Bharati and work is expected to be completed by the end of the year.	
	Capital		1.50	2.63	DG Sets 500 KVA (2 Nos.)- Work awarded.	DG Sets 500 KVA (2 Nos.)- Q2- Completion of installation. Q3- Completion of testing & commissioning.	Work of DG Sets 500 KVA (2 Nos.) at Narbal, Srinagar completed.	
	Revenue		2.00	1.80				
2	North-East Special Package	To boost radio coverage in North-East Region	40.00	4.91	1. 19 new FM S tations- (i) Sites- 15 sites finalised (14 sites acquired and one being taken over shortly). Remaining 4 sites at Tamenglong & Ukhrul in Manipur, Zunehboto (Nagaland) and Anini (Arunachal) are to be acquired. (ii) Civil works – a. Security fencing – Construction	1. 19 new FM stations- (i) Sites Q1- Remaining 4 sites were expected to be acquired. (ii)Civil works – a. Security fencing	15 sites taken over and one site at Zunehboto (Nagaland) is expected to be taken over shortly. Sites for Anini in Arunachal, Ukhrul & Tamenglong in Manipur are yet to be allotted by the State Govts. Law	The concerned State Governments have to construct approach road to AIR sites at Chemphai, Phek, Goalpara , Kolasib,
	Capital		37.00	4.91				

	Revenue		3.00	-	<p>completed at Udayapur and Nutan Bazar. Work is in progress at 9 places at Bomdila, Goalpara, Lumding, Daporijo, Khonsa, Tuipang, Champhai & Kolasib. Target- June,2010 .</p> <p>Work at Cherapunjee, Karimganj, Wokha, & Phek is expected to start by March,10. Provision kept for remaining 4 sites which are to be acquired.</p>	<p>Q1- Work is expected to be completed at 9 places.</p> <p>Q2- Work is expected to be completed at 4 places.</p>	<p>& order situation in Manipur is bad.</p> <ul style="list-style-type: none"> • Construction completed at 10 places at Lumding, Tuipang, Udayapur, Nutan Bazar, Daporijo, Kolasib, Bomdila, Khonsa, Champhai & Goalpara. • Work is in progress at 4 places at Cherrapunjee, Phek , Wokha & Changlang . Foundation work just started at Changlang after settlement of the land issue. The estimate for fencing work at Karimganj is under process. 	<p>Changlang, Khonsa & Daporijo. Matter is being pursued. At Karimganj, the issue of land compensation, it is learnt, is yet to be sorted out as the earlier land owners are not allowing the construction work. The land proposal sent by DC Karimganj is pending for approval with the Secretary to the Govt. of Assam Revenue (LR) Department. DG: AIR has also written to Chief Secretary, Govt. of Assam with the request to sort out the issue at the earliest. Matter is being pursued.</p>
					<p>b. T.r. Building & Equipment installation-</p> <p>-Estimates sanctioned for 8 places at Goalpara, Tuipang, Kolasib, Daporijo, Nutan Bazar, Udaypur and Champhai and is under process for Khonsa. Tender action in progress to start building works. Target-Oct, 10.</p> <p>-Estimates for seven places are preparation & expected to be received in Feb 2010. Works at these places shall be in progress during the year 2010-11</p> <p>-Estimates of remaining four sites shall be prepared after acquisition of site and it is expected to start the</p>	<p>b. T.r. Building-</p> <p>Q1- Civil works of building is expected to be in progress at the 15 sites already finalised and Order for Towers expected to be placed .</p> <p>Q2-Erection of towers expected to start.</p> <p>Q3- Completion of Building and start of installation at 8 places for which work has already</p>	<p>Technical area of Transmitter building is ready at 6 places at Tuipang, Nutan Bazar , Udaypur, Goalpara, Daporijo & Kolasib and finishing works are in progress. Inspection of technical area of Transmitter Building at these 6 places is being completed in coordination with CCW. Installation at these places is targeted to be ready by March,2011.</p>	<p>Progress of work is slow due to non-availability of proper approach road as mentioned above and there is Law and order problem in many areas particularly in Manipur , Nagaland and Assam.</p>

				<p>work during the year.</p> <p>-Equipment: -Trs procured. -50M towers- Procurement of, is under process. Tenders being called.</p>	<p>been awarded or being awarded. Tower work expected to be completed. Q4- Installation expected to be completed at 8 sites already finalised. Tr. building is expected to be completed at remaining 7 places already finalised. Civil works are expected to be started at remaining 4 sites to be acquired.</p>	<p>- Work at 4 places is in progress. Building has reached roof level at Champhai & Lumding and at Khonsa work is above plinth level. At Changlang foundation work is in progress. The estimates for building at Cherrapunjee, Bomdila, Phek & Wokha are under process. Letter of intent issued to the firm for towers at the 6 places where installation is targeted to be completed by March,11.</p>	
				<p>2. Silchar-5 KW FM Tr. - Procurement & installation of Tr.& panel antenna. Purchase proposal for Tr. is under process. For Panel antenna, tenders are under technical evaluation.</p>	<p>2. Silchar-5 KW FM Tr.- Q2-Receipt of Tr. equipment & start of Installation. Q3- Receipt & installation of antenna & completion of Tr. installation. Q4. Completion of testing & measurements.</p>	<p>Purchase order for Transmitter has been placed and it is expected to be received by the end of the year. Panel antenna re-tendered.</p>	
				<p>3 Gangtok-10 KW FM T r. - 1. Procurement and installation of Tr.. Procurement of Tr. has got delayed due to litigation. The case was dismissed by Delhi High Court on 21.5.09. However L-1 firm has failed to submit performance bank guarantee as per the desired format. The case is under process for further action. 2.Construction of Hostel accomodation (6 Nos.) - Estimate is under process.</p>	<p>3 Gangtok-10 KW FM Tr. - Q1-Order for Tr. expected to be placed. Start of Hostel construction. Q3- Receipt of Tr. and start of installation Q4- Completion of Installation of Tr. and completion of Hostel construction.</p>	<p>1. After the firm submitted the proper PBG, formal AT for Tr. was placed on 19.3.2010. Pre-dispatch inspection of Tr. is scheduled from 22.11.2010. Tr. expected to be received by the end of 2010-11. 2. Construction of Hostel accomodation (6 Nos.) - Estimate is yet to be cleared by Internal Finance.</p>	
				<p>4.Chinsura –1000 KW MW Tr.- Procurement of Tr. and completion of installation.Advance AT for Tr.</p>	<p>4. Chinsura–1000 KW MW Tr.- Q1-Completion of civil</p>	<p>Civil works are complete and departmental works are in progress. Call</p>	

					placed. Case against Advance AT has been vacated by the Supreme Court. Formal AT for purchase of Transmitter has been placed with delivery by Nov.2010.	modification works inside the Tr. building and departmental works would be in progress. Q2- Departmental works to continue, Q3- Receipt of Tr. & Start of installation. Q4- Completion of Installation works & start of testing.	for pre-dispatch inspection of Tr. received and proposal for sanction is under submission to the Ministry.	
					5. 100 Watt FM Trs. at 100 places. Completion of installation at balance 20 places (Installation at 80 places was completed last year)	Q1- Installation at places which remain after March,2010 was expected to be completed by June,2010.	Installed at 9 places (Total completed at 89 places) and in progress at 3 places. Work at 8 places will start after getting clearance from the State Govt (2 in Arunachal) and improvement in law & order Situation (4 in Manipur & 2 in Tripura)	
					6. DSNG systems (3 Nos.)- To be re-tendered. Specifications were being revised.	5. DSNG systems (3 Nos.)-Q1-Tenders expected to be processed and taken up for technical evaluation, Q2- Technical Evaluation expected to be completed and commercial bids expected to be completed, Q3- Purchase proposal expected to be processed & order expected to be placed.Q4- Equipment expected to be supplied.	After review of specifications fresh NIT was issued on 31.08.2010. Tenders opened on 27.10.2010 and are under scrutiny.	

3	Expansion of MW services	Upgradation of transmitters to strengthen the primary coverage area.	0.00	0.01	Completed	Completed		
4	Expansion of FM services	To expand FM coverage which has gained popularity due to its superior quality.	30.00	15.52	<p>i) 1 KW FM Tr (3 nos.):</p> <ul style="list-style-type: none"> • Srikakulam- Completion of installation • New Tehri- Completion of building and start of installation. Tenders for building are being awarded. Tenders for 50M tower were under technical evaluation. • Gairsain-Completion of building and start of installation. Civil Work awarded. Tr. procured. Tenders for 50M tower were under technical evaluation. <p>ii) 5 KW FM Trs (3nos.)</p> <ul style="list-style-type: none"> • Ujjain & Bagheshwar- Completion of building works & procurement of Tr. 100M Tower completed. • Karimnagar- 100M Tower & building are ready & installation is to be completed. 	<p>i) 1 KW FM Trs (3 nos.):</p> <ul style="list-style-type: none"> • Srikakulam- Tr. procured but installed at Vijayawada. It will be brought back to Srikakulam after installation of 10 KW FM Tr. at Vijayawada. • New Tehri- Q2-Tr. building was expected to be completed Q3- Erection of tower is expected to be completed. Q4-Installation expected to be in progress • Gairsain-do <p>ii) 5 KW FM Trs (3 nos.)</p> <ul style="list-style-type: none"> • Q1- Ordering of FM Tr , Q2- Completion of building at Ujjain Q3- Completion of building at Bagheshwar Q4-. Receipt of Tr 	<p>Srikakulam 1 KW FM Tr. will be brought back from Vijayawada after the completion of installation of 10 KW FM Tr. there which is expected to be delivered by the end of the year.</p> <p>New Tehri- Civil works delayed due to delay in getting forest department clearance for cutting trees. Civil work is now expected to be completed by the end of the year.</p> <p>Gairsen- Tr. hall slab has been cast and finishing works are in progress.</p> <ul style="list-style-type: none"> • Civil works in technical area complete at Ujjain & departmental works taken up. At Bageshwar, Tr. building is nearing completion. • Order for Tr placed and expected to be delivered by the end of the year. • Karimnagar- 5 KW FM Tr. was diverted to Hyderabad. It will be brought back from Vijayawada after the completion of installation of 10 KW FM Tr. there which is expected to be delivered by the end of the year. 	

					<p>(iii)10 KW FM Trs.- 41 Nos</p> <ul style="list-style-type: none"> •Placing order for Trs. • Panel antenna to be procured for 7 places at Lakhimpur khiri, Banda, Maunathbhanjan, Balurghat, Patna, Srinagar& Vijayawada. <p>Combiners /Diplexer (3 Nos.) to be procured for Lucknow, Ranchi & Patna.</p>	<p>(iii)10 KW FM T rs. 41 Nos.: Q1-Placing order for Trs. Issue of NIT for Panel antenna.</p> <p>Q2- Opening of LC for 10 KW FM Trs. (41 nos.). Opening of tenders for Panel antenna.</p> <p>Q3- Pre-dispatch inspection of Trs. Ordering of Diplexers. Technical evaluation of tenders for Panel antenna</p> <p>Q4- Receipt of Trs. & Diplexers. Placement of order for Panel antenna.</p>	<p>Formal AT for Tr. placed and Pre-dispatch inspection of first batch of 5 Trs. is scheduled from 22.11.2010. Trs. are expected to be delivered by the end of 2010-11. Order placed for Diplexers (3 nos.). Tenders for Panel antenna are under evaluation.</p>	
					<p>20 KW FM Trs. (4nos.):</p> <ul style="list-style-type: none"> • Fazilka & Amritsar- Procurement & installation of Equipment.Tenders for Tr. are under process. Target Jan11. Building at Amritsar will start after 300M TV tower is ready. It has reached 110M and is expected to be ready by Dec,10. Panel antenna for Fazilka & Amritsar is to be procured. Tenders are under Technical Evaluation. Order expected to be placed by March,10. Target- Sept. 10. • Raebareilly- Acquisition of site & completion of building works • Chautanhill- Completion of building & Installation. SFC revised. 	<p>20 kW FM TxS. (4nos.):</p> <ul style="list-style-type: none"> •Fazilka - Q1-Order for Tr. is expected to be placed, Q2- Panel antenna expected to be received. Q3- Completion of installation of Panel antenna. Q4- Tr. expected to be received & its installation is expected to be in progress. •Amritsar- Q1-Order for Tr. is expected to be placed, Q2- Panel antenna expected to be received.Q3- 300M TV tower is expected to be ready and building is 		

						<p>expected to start. Q4-Building to continue. Panel antenna expected to be installed.</p> <ul style="list-style-type: none"> • Raebareilly- Civil works will be taken up after the site is allotted by the State Govt. • Chautanhill- Q1- Start of Building. Order for Tr. is expected to be placed, Q2- Panel antenna expected to be received. <p>Q3- Completion of building & start of installation, Q4- Tr. expected to be received & its installation is expected to be in progress.</p>		
5	Digitalisation of production facilities	To enhance the technical quality of content	1.00	0.05	<p>1. Digital Consoles Procurement of</p> <ul style="list-style-type: none"> • Digital Transmission consoles (27nos.) – Purchase proposal is under process. • Digital Recording consoles (16 nos.)- Purchase proposal is under process. 	<p>1. Digital Consoles</p> <ul style="list-style-type: none"> - Q2-Consoles expected to be procured. Q3- Installation of consoles expected to be completed. 		
6	Automation of Studio Facilities & Misc. Schemes		6.00	1.40	<p>1.Captive Earth Station (Uplink) at Silchar & Dehradun.- Procurement and installation of equipment. No tender was found technically acceptable. Fresh NIT to be issued.</p>	<p>1. Captive Earth Station (Uplink) at Silchar & Dehradun- Q1- Order is expected to be placed. Q3- Equipment is expected to be received & installation started. Q4- Installation expected to be completed.</p>		Digital uplink stations & Computerized work stations have improved quality of programme produced.

						<p>2. Procurement of Hard Disc Based Work Systems at 48 stations(SITC of High End Servers). Specifications are under revision. NIT is expected to be floated by Feb,10.</p>	<p>2. Procurement of Hard Disc Based Work Systems at 48 stations(SITC of High End Servers)- Q1 -SITC work expected to be awarded. Q2- SITC work expected to be started. Q3- SITC work expected to continue. Q4- Work expected to be completed.</p>	
					<p>3. Rajkot-1000 KW MW Tr.- Procurement of Tr. and completion of installation.Advance AT for Tr. placed. Case against Advance AT has been vacated by the Supreme Court. Formal AT for purchase of Transmitter has been placed with delivery by Nov.2010.</p>	<p>3. Rajkot-1000 KW MW T r.-Q1-Completion of civil modification works inside the Tr. building and departmental works would be in progress. Q2- Departmental works to continue, Q3- Receipt of Tr. & Start of installation. Q4- Completion of Installation works & start of testing,</p>		<p>Old Transmitter being replaced by state-of-the-art digital Tr. which is more efficient.</p>
					<p>4.Permanent studio at Tawang- (Limited working season). - Most of the installation is complete except heating plants. Technical bid for heating plant opened and is under evaluation. Digital consoles are under procurement as part of consolidated proposal for which purchase proposal is under process. Consoles are expected to be received & installed by Dec.10.</p>	<p>4.Permanent studio at Tawang- (Limited working season) - Q1- Completion of balance Installation works.</p>		<p>Induction of digital eqpt. like digital consoles, digital uplinks / downlinks has improved programme quality.</p>
					<p>5..Permanent studio at Jaipur - Installation works are expected to be completed by March,2010. Digital consoles are under procurement as part of consolidated proposal.</p>	<p>Q1- Completion of pending points. Q2-Joint inspection & commissioning.</p>		

7	Accomodation for Staff (Metro S/Q)	To construct S/Q at Metro centres for Prasar bharati staff.	Funding is being done by Doordarshan.		<p>Delhi-Construction of Ph-I (323 Qrs.) is nearing completion and Ph-II (203 Qrs.) work awarded.</p> <p>Mumbai- Construction of 68 quarters. Local body approval received for four blocks. Pile foundation work is in progress.</p> <p>Chennai- Local body approval for building plans awaited.</p> <p>Kolkata- Local body approval of building plans is pending for want of mutation of land by KMC.</p>	<p>Delhi-Q4- Construction likely to be completed.</p> <p>Mumbai- Q1-Tender action to award superstructure work is expected to be completed. Q4-Work is expected to continue.</p> <p>Chennai—CMDA is yet to clear building plans. CMDA has demanded additional Infrastructure & Amenities charges which are not applicable since the land belongs to Govt. Matter is being pursued to get it waived off.</p> <p>Kolkata- Local body approval of building plans is pending for want of mutation of land by KMC and unilateral withdrawal of land by KMDA. A writ petition has been filed in Kolkata High Court. Matter is subjudice.</p>	Welfare activity. Funding is being done by Doordarshan.
2	New Schemes		102.98	1.96			
2.1	Digitalisation of transmitters, studios, connectivity and DTH channel	SW DRM Tr. for nationwide coverage in digital mode. FM Expansion, Studio digitalization & Connectivity	30.00	0.46			
2.1.1	MW DRM Transmitters						

2.1.1.a	Replacement of 31 old MW Transmitters by new DRM MW Transmitter at Existing Stations				EFC proposal under approval with Ministry	Q1-EFC approval & calling of tenders for equip., Q2- Processing of tenders & technical evaluation, Q3-Opening of Commercial bids & processing of purchase proposal, Q4- Placement of order.		EFC proposal under approval with Ministry
2.1.1.b	(i)Upgradation of 3 MW DRM Tr. With Captive Power Plant at Arunachal-China Border				EFC proposal under approval with Ministry	do		EFC proposal under approval with Ministry
2.1.1.c	Replacement of 6 Nos.10 KW MW Mobile by MW DRM Transmitters				Concurrence of Min. of I & B already obtained for the SFC amounting to ₹ 19.0 Cr. Advance AT for Trs. placed.DP-Dec.2010.	Q3- Trs. expected to be received and deployed at sites.		
2.1.1.d	Conversion of 36 Existing DRM compatible MW Tr. to DRM				EFC proposal under approval with Ministry. Equipment procurement and installation is targeted by March 2011.	Q1-EFC approval & calling of tenders for equip., Q2-Processing of tenders for PAC certification, Q3- processing of purchase proposal & placement of order., Q4- Completion of installation.		
2.1.2	FM DRM+ compatible Transmitters							
2.1.2.a	FM Expansion at existing 24 AIR/TV sites & 100 Watt FM Trs. at existing 100 LPTs of DD				EFC proposal under approval with Ministry. Equipment is expected to be procured by March 2011.	Q1-EFC approval & calling of tenders for equip., Q2-Processing of tenders & technical evaluation, Q3-Opening of Commercial bids & processing of purchase proposal,		

						Q4- Placement of order.		
2.1.2.b	Repl. of FM/MW Transmitters by higher power at 40 Existing Stations				EFC proposal under approval with Ministry. Equipment is expected to be procured by March 2011.	do		
2.1.3	SW DRM Trs. Replacement of 5 SW Transmitters (Delhi-2 Nos., Aligarh-2 Nos., Bangalore-1 No.)				EFC proposal under approval with Ministry	do		
2.1.4	Studios							
2.1.4.a	Digitalisation of 98 studios and Networking of studios				Procurement of equipment at 36 studios are expected to be completed during the year.	Q1-EFC approval & calling of tenders for equip., Q2-Processing of tenders & technical evaluation, Q3-Opening of Commercial bids & processing of purchase proposal, Q4- Placement of order.		
2.1.4.b	Augmentation of Archival facility at Delhi & creation of Archival facility at Chennai, Mumbai, Kolkota & Hyderabad					Q1-EFC approval & Framing of procurement proposals and preparation of specifications for equipment. Q2-finalisation of specifications and calling of tenders for equip., Q3-Processing of tenders & technical evaluation, Q4-Opening of Commercial bids & processing of purchase proposal.		
2.1.4.c	Automation of 44 existing News units & Creation of 7					do		

	New Regional News Units							
2.1.5	Digital Connectivity				EFC proposal under approval with Ministry			
2.1.5.a	Replacement of STL connectivity				Min. of I&B has approved this sub scheme amounting to ₹ 31.50 cr.- Technical Evaluation of tenders is under process. Target -March 2011	Q1- After Technical Evaluation of tenders, commercial bids are expected to be opened. Q2- Purchase proposal expected to be processed & order placed. Q4- Equipment expected to be supplied.		
2.1.5.b- 2.1.5.d	New proposals of CES,STL,DSNG					Q1-EFC approval & Framing of procurement proposals and preparation of specifications for equipment. Q2- finalisation of specifications and calling of tenders for equip.,Q3-Processing of tenders & technical evaluation, Q4-Opening of Commercial bids & processing of purchase proposal.		
2.1.5.e	Provision of C-Band RNT (44 Nos.)				Min. of I&B has approved this sub scheme amounting to ₹ 4.28 cr. Purchase proposal is under process. Target- Dec.2010	Q1-Placing of order for equip. & receipt of Part of equipment & start of its installation. Q2- Completion of installation of equipment already supplied and receipt of balance equipment, Q3- Completon of installation of balance		

						equipment, Q4-Final testing & measurement and joint inspection.		
2.1.5.f	Augmentation of DTH Channel					Q1-EFC approval & Framing of procurement proposals and preparation of specifications for equipment. Q2-finalisation of specifications and calling of tenders for equip., Q3-Processing of tenders & technical evaluation, Q4-Opening of Commercial bids & processing of purchase proposal.		
2.2	Strengthening of External Services	Digitalisation of SW transmitters	0.10	-	Min. of I&B has approved this sub scheme amounting to ₹ 10.00 cr.			
2.2.1	Conversion of compatible External Services SW Trs. to DRM (Delhi-250 KW SW Trs.-2 Nos. & Aligarh -250 KW SW Trs.-2 Nos.).				Impasse regarding approval for PAC has been resolved .Equipment shall be procured by Dec 2010. Proposal is with internal finance for concurrence.	Q1-Purchase proposal is expected to be processed. Q3- Equipment is expected to be received. Q4- SITC Work is expected to be completed.		DRM Service on these External Services Trs. will be available to targetted listeners.
2.3	E-Governance, training, Resources, security, IOF, D/G for coastal area, Addl. Office accommodation, Welfare activities and Staff Quarters etc.	Improvement of Infra-Structure	21.38	-				
2.3.a	E-Governance and up-gradation of IT facilities				SFC proposal sent to IFA for concurrence. Procurement of Hardware like computers etc. would be completed.	Q1-EFC approval & calling of tenders for equip., Q2-Processing of tenders &		

						technical evaluation, Q3-Opening of Commercial bids & processing of purchase proposal, Q4- Placement of order.		
2.3.b	Augmentation of STI(T) and STI(P) including regional training institutes.				SFC proposal sent to PB for approval. Procurement of Hardware will be completed and Civil works like hostel facilities, auditorium, etc. would be in progress.	do		
2.3.c	I.O.F.at Existing Centres				SFC proposal sent to PB for appro- val. Procurement of Hardware equipment like Hard Disc Based Systems, UPS, Measuring Eqpt. etc. would be completed.	do		
2.3.d	Office Accommo- dation/Staff Quarter at Guwahati including hostel accommo- dation at Srinagar				SFC proposal cleared by IFA and circulated for appraisal and approval under CEO, Prasar Bharati. After approval of SFC, activities pertain- ing to sanction of Estimates & award of tenders for civil works would be completed and building works would be in progress.	Q1- Processing of preliminary estimates for civil works. Q2- Sanction of Esti- mates and calling of tenders. Q3- Proc- essing of tenders & Award of works. Q4- Civil works are expected to be in progress.		
2.4.	New Technology and Science & Technology (R&D)	Multi Media broad casting in Satellite & Terrestrial Mode, Web casting/ Podcasting etc.	1.50	0.03				
2.4.1	New Technology Multi Media Broa- dcasting in Satellite and Terrestrial Mode				Order for Procurement of equipment is expected to be placed.	Q1-Finalisation of specifications and calling of tenders for equip., Q2-Proc- essing of of tenders & technical evaluation, Q3- Opening of Commercial bids & processing of purchase proposal, Q4- Placement of		

						order.		
	Webcasting/ Pod casting				Proposal approved by CEO, PB amounting to ₹ 3.70 cr. Project will be completed by March, 2010.	Project will be completed by March, 2010.		
2.4.2	Research and Development				Approval received. Equipment specifications are under finalization. A/A & E/S for eqpt. issued. Equipment would be procured and part of civil modifications & departmental works will be completed.	FQ1-EFC approval & calling of tenders for equip., Q2- Processing of tenders & technical evaluation, Q3-Opening of Commercial bids & processing of purchase proposal, Q4- Placement of order.		
	• Development of Propagation Measurements and Reception Survey System for Digital Radio Transmissions.							
	• Development of High Power Transmitting Antennas.							
	• Development of Advanced Telemetry System for Broadcast Transmitters.							
	• Pilot Project for Low Power DRM Tr. in 26MHz SW Band.							
	• Upgradation and Modernization of Accoustic Laboratory, Monitoring Centre Todapur, Existing infrastructure at R&D.							

	• Performance Measurements of State of the Art Cost Effective Antenna for Medium Wave Transmitters.							
2.5	Software	To generate Software of high quality so as to attract and sustain AIR listenership in a competitive media environment.	10.00	1.86	Modified EFC proposal for Rs 100 Crore is being submitted to Prasar Bharati for onward transmission to MIB.			
2.6	J&K Phase-III	For further improvement of FM coverage in J&K border areas	40.00	-	EFC is under approval. During the 2010-11, Transmitter & associated equipment would be procured and civil works will be completed.. Equipment is proposed to be procured through single source.	Q1-EFC approval & calling of tenders for equip. and processing of preliminary estimates for civil works, Q2-Processing of tenders & technical evaluation and Sanction of Estimates and award of civil works. Q3-Opening of Commercial bids & processing of purchase proposal and civil works expected to be in progress. Q4- Placement of order & completion of civil works.		Three FM High Power Transmitters are proposed to be set up at hilltops and one FM Transmitter is proposed to be set up at existing DD Centre. In addition to this, Low Power Transmitters have also been proposed in uncovered regions.
	Total of All India Radio		183.48	28.67				
		Revenue	15.00	3.66				
		Capital	168.48	25.01				

PRASAR BHARATI

ALL INDIA RADIO - ANNUAL PLAN (2009-10)

OUTCOMES/TARGETS IN THE OUTCOME BUDGET

Sl. No	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2009-10 (PLAN BUDGET)	Expenditure during 2009-10	Quantifiable Deliverables/ Physical Outputs	Processes/ Timeliness (Qrly Targets)	Achievements w.r.t. Col(6)	Remarks/ Risk Factors
1	2	3	4	5	6	7	8	9
1	Continuing schemes		113.60	—				
	Capital		110.60	32.81				
	Revenue		3.00	0.00				
1	J&K special package Capital	For expansion of radio coverage in J&K State.	4.00 4.00	3.59 3.59	Schemes of J&K Package Phase-I had been completed. J&K Package Phase-II- DG Sets of 62.5 KVA (6 Nos.) & 15 KVA (9 Nos.) procured. For UPS (7 Nos.) tenders were under technical evaluation. For DG Sets 1 MVA (3 Nos.) & DG Sets 500 KVA (2 Nos.) NIT had been floated for awarding work on SITC (Supply, Installation, Testing & Commissioning) basis.	Q1- 62.5 KVA (6 Nos.) & 15 KVA (9 Nos.) DG sets: — Completion of procurement & installation. UPS (7 Nos.) —Completion of procurement & installation. Q2- DG Sets 1 MVA (3 Nos.) Order expected to be placed.	1.62.5 KVA (6 Nos.) & 15 KVA (9 Nos.) DG sets:—Procured & installed. 2. 40 KVA UPS(7 Nos.)- Procured & installed. DG Sets 1 MVA (3 Nos.)- Two sets received at Jammu. For 3rd at Srinagar, Price bids were under process.To complete the procurement, additional funds of about ₹ 1.78 crore were required over and above the amount of Rs 5.70 crore provided for AIR under Phase-II. Assurance for the same was awaited. Assurance of additional funds now received from Prasar Bharati and order issued for procurement of DG set.	Seamless transmission in J&K border areas.Provision of additional DG sets & UPS at existing AIR stations in J&K will strengthen the Captive power supply and ensure continuity of broadcast during power supply failures and during emergency or natural calamity.

	Revenue		0.00	0.00		Q3-DG Sets 500 KVA (2 Nos.)-SITC order expected to be placed. Q4- SITC work expected to be in progress.	500 KVA DG sets-(2 Nos.)- Order was placed on SITC basis in Jan,2010. DG sets installed & commissioned.	
2	North-East Special Package	To boost radio coverage in North- East Region.	43.00	10.65	1. 19 new FM Stations- Acquisition of sites , construction of fencing & building and procurement of FM Trs. Order for FM Trs. placed.	1. 19 new FM stations -10 sites taken over and 4 sites were to handed over by State Govts. Demand for cost was under process for 1 site. Four sites were being identified. Q1-Construction of fencing of sites acquired. Sanction of Estimates for building works. FM Trs were expected to be received. Q2- Civil works for building were expected to be awarded for sites taken over.	1. 19 new FM stations - (i) 15 sites including 5 during the current year have since been taken over. Four sites at Tamenglong & Ukhrul in Manipur, Zunehboto (Nagaland) and Anini (Arunachal) were to be identified.	1. It will strengthen & improve coverage in North East region including border areas.
	Capital		40.00	10.65			(ii)Fencing completed at 3 sites, nearing completion at 3 places and was in progress at 4 places. Estimates for 3 places are awaited. Work at Changlang could not start due to site dispute. DC, Changlang had assured to get the matter sorted out at the earliest. Work is in progress.	The concerned State Governments have to construct approach road to AIR sites at Chemphai, Phek, Goalpara , K o l a s i b , Changlang, Khonsa & Daporijo. HT line passing through our land was to be shifted by the local PWD at Tuipang & Kolasib which has since been done.
	Revenue		3.00	0.00			Building- Work was in progress for Goalpara, Kolasib, Tuipang, Daporijo, Nutan Bazar and Udaypur. Tenders were under process for Champhai. Work at Changlang could not start due to site dispute. Estimates for other places were awaited.	

					<p>2. Silchar -5 KW FM Tr. - Procurement & Installation of Tr.. Tenders were under technical evaluation.</p>	<p>2. Silchar-5 KW FM Tr.- Q1- Order for Tr. is expected to be placed, Q3- Receipt of Transmitter and start of installation, Q4- Completion of installation.</p>	<p>(iii) 1 KW FM Transmitters have been received at Kolkata and sent to State Capitals for testing. 2. Silchar -5 KW FM T r.- Order could not be placed.</p>	<p>Order for 5 KW FM transmitter at Silchar had to be cancelled as the firm failed to offer complete Tr. for inspection. It was re-tendered and order has been placed. Tr. is expected to be received by the end of 2010-11.</p>
					<p>3 Gangtok-10 KW FM T r. - Procurement and installation of Tr.. Advance AT for Tr. placed. Delivery by July, 09.</p>	<p>3 Gangtok-10 KW FM T r.- Q2- Receipt of Tr. and start of installation Q3- Completion of Installation.</p>	<p>3. Gangtok-10 KW FM Tr. -Civil works complete. Procurement of Tr. delayed due to litigation.</p>	<p>Formal AT for Tr. was placed on 19.3.2010. Pre-dispatch inspection of Tr. is scheduled from 22.11.2010 . Tr. expected to be received by the end of 2010-11.</p>
					<p>4.Chinsura –1000 KW MW Tr.- Completion of Civil Works , procurement of Tr. and installation.Advance AT for Tr. placed.</p>	<p>4. Chinsura- –1000 KW MW Tr.- Q1- Completion of Civil works and start of departmental works, Q3- Receipt of Tr. and start of installation. Q4- Completion of Installation.</p>	<p>4. Chinsura- –1000 KW MW Tr.- Civil works are complete except inside the building which will start after Formal AT is placed for Tr.Case against Advance AT has been vacated by the Supreme Court. Formal AT for purchase of Transmitter was placed in Dec.09. Delivery is expected by Mar 11.</p>	<p>Call for Pre-dispatch inspection received and proposal is being sent to the Ministry.</p>
					<p>5. DSNG/MSS Terminals- Procurement of equipment. Commercial bids were opened for DSNG systems. However, the firm refused to extend the validation of offer and tenders are being called again. Regarding MSS Terminals,</p>	<p>5. DSNG/MSS Terminals - Q1- Order for DSNG systems & receipt of MSS terminals. Q4- Receipt & deployment of DSNG systems Equipment.</p>	<p>5. DSNG/MSS Terminals – (i) For DSNG, tenders were not found acceptable, therefore, it was re-tendered. (ii) For MSS terminals , order was placed but the Firm had intimated a change in</p>	

					order has been placed.		model number of equipment quoted which was not acceptable. Proposal was cancelled..	
					7. 100 Watt FM Relay Centres in remote locations (100 places)- Completion of installation. Installation has been completed at 16 places and is in progress at 17 places. Tenders approved for installation at 24 places.	7. 100 Watt FM Relay Centres.-Q1. Installation of Trs. is expected to be completed.	100 Watt FM Relay Centres.-• Installation at 80 places and was in progress at 10 places. For the remaining 10 places (6 in Mizoram & 4 in Manipur), consistent efforts are being made in co-ordination with the State Governments to install these transmitters.	Law and order situation in Manipur is bad. Mizoram State was to allot sites.
3	Expansion of MW services	Upgradation of transmitters to strengthen the primary coverage area.	0.05	0.14	1 KW MW Tr. at Dungarpur- installation complete. O&M staff sanction awaited for commissioning the station.	Station was expected to be operationalised.	Awaiting commissioning as Staff sanction is awaited	
4	Expansion of FM services	To expand FM coverage which has gained popularity due to its superior quality.	42.00	12.81	10 KW FM Trs.- 41 Nos Receipt & installation of Trs. Advance AT placed and delivery period is by July,09. Completion of Civil works at Coochbehar 10 KW FM Tr. & Balurghat 10 KW FM Tr. Completion of 100M tower at Karimnagar, Ujjain & Bagheshwar and 50M tower at Srikakulam Ordering of 5 KW FM Trs. Ujjain & Bagheshwar. Procurement of 20 KW FM Trs. (4 nos.)	10 KW FM Trs.41 Nos.: Q2- Receipt & start of installation of Trs. Q4- Completion of installation. Q4- Completion of work in the technical area. Q4- Completion of work in the technical area. Q1- Processing of Purchase proposal. Q2- Clearance of Internal Finance. Q3- Approval of Purchase proposal. Q4- Placement of formal AT for Tr. Q1- Issue of NIT, Q2 Scrutiny of tenders and start of technical	Procurement of Tr. has got delayed due to litigation. Formal AT for Tr. was placed on 19.03.2010. Trs. are expected to be delivered by the end of 2010-11 Achieved Achieved Order could not be placed as clearance of Internal Finance was awaited. Order could not be placed as clearance of Internal Finance was awaited.	After implementing the ongoing schemes, FM coverage is expected to increase.

						evaluation, Q3- Completion of technical evaluation, Q4- Clearance of purchase proposal from Internal finance & placing of advanced A/T.		
5	Digitalisation of production facilities	To enhance the technical quality of content	2.75	1.32	1. Digital Consoles Procurement proposal is under process.	1. Digital Consoles - Q1-Order expected to be placed. Q3- Part Delivery Expected, Q4- Delivery of balance Equipment.	Digital Dubbing Consoles (39 Nos.) and Digital Switching Consoles (85 Nos.) procured.	Induction of digital eqpt. like digital consoles , digital uplinks/ downlinks has improved programme quality.
6	Automation of Studio Facilities & Misc. Schemes		21.80	4.30	1.Captive Earth Station (Uplink) at Silchar- Procurement and installation of equipment. Tenders were under technical evaluation.	1. Captive Earth Station (Uplink) at Silchar .- Q1- Order expected to be placed. Q3- Equipment expected to be received & installed.	1. Captive Earth Station (Uplink) at Silchar -No tender was found technically acceptable. Fresh NIT was issued.	Digital uplink stations & Computerized work stations have improved quality of programme produced.
					2. Procurement of Hard Disc Based Work Systems at 48 stations(SITC of High End Servers).	2. Procurement of Hard Disc Based Work Systems at 48 stations(SITC of High End Servers)- Q1 Order was expected to be placed. Q3- Part supply was expected. Q4- Balance delivery was expected to be completed.	2.Procurement of Hard Disc Based Work Systems at 48 stations(SITC of High End Servers)- Tenders not found acceptable. It was being re-tendered with revised specifications.	
					5. Rajkot-1000 KW MW Tr- Completion of civil works & procurement of transmitter & Mast. Advance AT for Tr. placed.Delivery by Oct.09	5. Rajkot-1000 KW MW Tr- Q1- Completion of Civil works and start of departmental works. Q3- Receipt of Tr. and start of installation Q4- Completion of Installation.	5. Rajkot-1000 KW MW Tr.-Civil works were complete except inside the building which was to start after formal AT was placed for Tr. case against Advance AT was vacated by the Supreme Court and Formal AT for Transmitter was placed in Dec.09 with delivery by Nov.2010. Erection of 156M MW Mast & Repair and painting of 3 other existing masts completed.	Old Transmitter being replaced by state of the art digital Tr. which is more efficient.

					6. Permanent studio at Leh & Tawang- (Limited working season). - Installation was in progress and was to be completed in working season after April,09 .	6. Permanent studio at Leh & Tawang- (Limited working season) - Q1- Completion of Installation.	6. Permanent studio at Leh & Tawang- (Limited working season). Installation at Leh completed and points of inspection were being attended. Installation at Tawang is complete except heating plant tender which is under process.	Induction of digital eqpt. like digital consoles, digital uplinks /downlinks has improved programme quality.
					7. Permanent studio at Jaipur - Completion of installation of equipment. Building work is complete.	7. Permanent studio at Jaipur - Q1- Start of installation. Q4- Completion of installation.	7. Permanent studio at Jaipur -Installation works were in progress.	
7	Accommodation for Staff (Metro S/Q)	To construct S/Q at Metro centres for Prasar bharati staff.			Delhi- Construction of Ph-I is near completion and Ph-II work awarded.	Delhi-Q4- Construction likely to be completed.	Delhi -(Phase-I 323 qrs)- Complete except Municipal Sewerage & water supply. Phase-II (203 qrs) -Work is in progress for 128 qrs. For 75 (D type) qrs, approval from MCD was awaited for Layout Plan.	Welfare activity
					Mumbai- Construction of quarters. Local body approval received for two blocks.	Mumbai- Q1- Tender action to award work is expected to be completed. Q4- Work is expected to continue.	Mumbai- Layout plan approved for four blocks issued by BMC. Pile foundation work was in progress.	
					Chennai- Local body approval for building plans awaited.	Chennai— Q1- Tender action to award work was expected to be completed. Q4- Work was expected to continue.	Chennai- CMDA is yet to clear building plans. CMDA has demanded additional Infrastructure & Amenities charges which are not applicable since the land belongs to Govt. Matter was being pursued to get it waived off.	
					Kolkata- Local body approval of building plans is pending for want of mutation of land by KMC.	Kolkata- Q1 Local body clearance is expected to be received. Q2- Tender action to be taken for award of work.	Kolkata- Local body approval of building plans is pending for want of mutation of land by KMC and unilateral withdrawal of land by KMDA. A	

							writ petition has been filed in Kolkata High Court. Matter is subjudice.	
B	New Schemes		47.40	0.85				
1	Digitalisation of transmitters, studios, connectivity & DTH Channel	SW DRM Tr. for nationwide coverage in digital mode. FM Expansion, Studio digitalization & Connectivity	28.00	0.00	1.Replacement of old MW Mobile Trs. by 10 KW MW DRM Trs- 6 nos. To be procured. NIT issued.	Q1- Tenders expected to be opened and taken up for Technical Evaluation. Q3- Order expected to be placed.	Advance AT for Trs. placed with delivery by Dec.10.	
					2. C-Band Terminals- 44Nos. - Technical Evaluation of tenders is in progress.	2. C-Band Terminals- 44 Nos. Q1- Order expected to be placed. Q4- Equipment expected to be received.	As the firm did not extend the validity of offer, it was re-tendered.	
					3. Procurement of Digital Stereo links for Studio - Transmitter connectivity – Tenders to be opened and taken up for Technical Evaluation.	Q1- Technical Evaluation of tenders to be completed. Q2- Commercial bids to be opened and Purchase proposal expected to be processed. Q4- Equipment expected to be ordered.	As no tender was found technically acceptable, it was re-tendered. Technical Evaluation of fresh tenders is complete and price bids are to be opened.	
2	Strengthening of External Services by Digital	Digitalisation of SW transmitters	3.00	0.00	Procurement of Eqpt. for conversion of 250 KW SW Trs. two each at Delhi and Aligarh to DRM Mode- Tender enquiry issued to M/s Falcon and quotation from the firm has been received.	Q1-Order for equipment is expected to be placed. Q3- Work is expected to be completed.	Internal Finance had put a query regarding PAC certification procedure. PAC certificate is to be obtained from the Ministry. Proposal was with internal finance for concurrence.	DRM Service on these External Services Trs. will be available to targeted listeners.
3	E-Governance, training, security, Addl. Office Accomodation, Staff Quarters etc.	Improvement of Infra-Structure	1.00	0.00	SFC/EFC proposals are under submission /approval.	Q4-Hostel accommodation at Srinagar is expected to be completed.	SFC proposals were under approval.	
4	New Technology & Science & Technology	Multi Media broadcasting in Satellite & Terrestrial Mode, Web	1.40	0.85	Proposal of Webcasting & Pod casting already approved by CEO, PB amounting to ₹ 3.70 cr. Project is under implementation.SFC/EFC	Q4-Project of Webcasting & Podcasting is expected to be completed.	1. Webcasting & Pod-casting- SITC work by NIC completed and contents are being developed.	

		casting/Pod-casting etc.			proposals for other schemes under submission /approval.		2. Ministry's approval received for other schemes under S&T. Equipment specifications were under finalization. Administrative Approval & Expenditure Sanction issued.	
5	J&K Phase-III	For further improvement of FM/TV coverage in J&K border areas	100.00	0.00	EFC proposal amounting to ₹ 100 crore submitted to the Ministry as per the directions of PMO.		EFC proposal was under approval with Ministry. Places have been identified and Zonal office has been asked to acquire the sites in coordination with the State Govt. Specifications for equipment were under finalization.	Three FM &TV High Power Transmitters are proposed to be set up at three new places and one FM &TV Transmitter is proposed to be set up at existing AIR & DD Centres. In addition to this, 100 Watt Low Power Transmitters are proposed at 4 places .
6	Software Acquisition		14.00	0.00	Modified EFC proposal for Rs 100 Crore was being submitted to Prasar Bharati for onward transmission to MIB.			
C	Total AIR		261.00	33.66				

PRASAR BHARATI

DOORDARSHAN - ANNUAL PLAN (2010-11)

Statement of Outlays and Outcomes/Targets(2010-11)

(₹ in cr.)

Sl no.	Name of the scheme/ Programme	Objective/ Outcome	Outlay 2010-11	Expenditure upto Dec, 2010	Quantifiable Deliverable/ Physical output	Projected outcome	Process/ timelines	Achievement	Remark/Risk factor
	Continuing Scheme								
1	J & K Special plan Phase-I and Phase-II (Capital)	Improvement of Doordarshan Transmission Coverage in J&K. First phase of J&K Spl. Package has been implemented, except the tower work at Amritsar which is under progress. This has resulted in substantial improvement in coverage area and technical quality of Doordarshan transmission in J&K. In phase -II of J&K Plan, emphasis has been given for improvement of content.	4.00	5.03	Completion of 300 M tower at Amritsar	Increase in TV coverage in trans border areas. To provide DD-1 & DD-News signals in trans border areas.	Completion of tower including hauling up to antenna and feeder cable:- IInd quarter	Tower erection in progress. 240 meter height has since been attained.	(Slow work by agency)
					Commissioning of DD1 and DD(News) HPTs at Amritsar with antenna mounted on 300m tower		Installation of DD1 and DD (News) Transmitter at new site and their commissioning: IV quarter	Building construction completed. Antenna ordered. Feeder cable reached at site.	Installation will be taken up after erection of tower to full height of 300 meter and hauling up of antenna and feeder cables as existing transmitters (which are in service at existing station) are to be utilized.
	Revenue		31.00	26.71					
2	Digitalization and Modernisation of Production Facilities	Enhancement of technical quality of programmes	10.00	3.25	Modernization of studio centers, centralized recording editing and play-back at all major Doordarshan Kendras— 17 nos. Augmentation of OB facilities and faster news delivery system.	To digitalise the studios.	To be in progress	To be in progress	Delay in supply of Multi camera OB Van.

3	North East Special Package Ph-II (Capital)	Strengthening of Doordarshan coverage in North East and A&N region. A special package (Ph.-II) for expansion & improvement of Doordarshan services in NE region & Island territories of Andaman & Nicobar and Lakshadweep had been approved by the Government in May, 06 at a cost of ₹ 256.85 crores.	4.00	2.96	Supply of transmitter equipment for HPT Kokrajhar. Commissioning of 10 KW HPT Kokrajhar	Echancement in uplinking facility from Guwahati. DTH bouquet will be available in A&N which is at present not covered by any DTH service.	Supply of transmitter equipment - Ist Quarter	Transmitter equipment supplied	
					DSNG units—4 no. for NE and 1 no. for A&N	Increase in coverage and technical quality of terrestrial transmission.	Installation & commissioning of transmitter IInd quarter:	10 KW transmitter cinnussuited at Kokrajhar	
						Aug. of news gathering facility in North East and A&N island.		4 DSNGs supplied. Tenders for remaining one DSNGs invited	
	North East Special		21.00	4.56					
4	DTH	The objective of this scheme is to provide TV coverage to the areas hitherto uncovered by terrestrial transmission. DTH at present has a capacity of 50 TV channels.	0.00	0.00					DTH service is already in place.
5.	HDTV	HDTV is a technology that offers numerous advantages in terms of excellent image quality and wide screen image. The wide screen image provides powerful viewing experience. This makes this technology superior and gives pictures similar to 35 mm films. HDTV	2.00	3.55	Commissioning of Pilot project for HDTV Production.	The Pilot scheme will provide the facility for production in HDTV format.	Procurement of HDTV Camcorders and VCRs	HDTV Camcorders and VCRs supplied.	Field production Van already procured

		also provides realistic digital surround sound. A pilot project for HDTV field production unit is under implementation.							
6.	Other spill over X Plan approved Scheme		10.00	17.80					
	Accommodation of staff and augmentation of infrastructure and security	Provision of housing facility for staff. Augmentation of infrastructure / strengthening of security at various stations.			Construction of staff quarters at 4 Metro locations	Construction of staff quarters in metro (4 places) & some non metro to be in progress.		In progress at Delhi & Mumbai.	
					Construction of staff quarters at 11 non Metro locations		Completion of Staff quarters at 3 place viz Banglore, Patna and Sambalpur IIIrd Quarter	Staff Qtrs at 9 locations have already been completed. construction of S/Q at Patna and Sambalpur in progress Most of the schemes of augmentation of infrastructure & security completed.	Staff quarter completed at Lucknow, Jaipur, Varanasi, Bhawanipatna, Hisar, Allahabad, Trichur, Itanagar, & Banglore.
	OTHER SCHEMES								
a	Studio related schemes	To provide Opportunity to the local talent by providing Studio centers and Aug. of production facility.			Studio set up- 3 nos	Improvement of production at studios in the network.	Completed of Studio project at Chandigarh Jammu and Leh II quarter	Construction of building at Chandigarh, Leh & Jammu completed and installation works in progress at these places. Part equipment procured.	Dealy in procurement of equipment and department works. Camera chains and colour monitor are to be ordered.
b	Transmitter related Schemes	Improvement in terrestrial coverage			Automode LPTs-50	Improvement of quality in terrestrial transmission and coverage area.	Supply of LPTs Ist Quarter. Installation of LPTs-II & III Quarter.	8 automode LPTs commissioned. Installation of 22 additional automode LPTs completed. These are to be commissioned by the equip-	Tendres for 50 LPTs received and under process.

								ment manufacturer at sites. Tenders for procurement of 50 additional automode LPTs opened and technically evaluated. Commercial bids to be opened.	
					HPTs-1		Supply of transmitter for Bilaspur-Ist quarter. Completion of HPT Bilaspur:- IIIrd quarter Supply of Transmitter for HPTs Mahboobnagar Ist Quarter. Tower erection to be in progress at Mahboobnagar.	HPT, Bilaspur commissioned. HPT Building at Mehboobnagar completed. Order for tower placed. Tenders for equipment received and are under process.	
	NEW SCHEMES								
1	Digitalisation of transmitters; Modernisation, Aug. and Repl. of Transmitter Equipment		20.00	0.30					
	a) Digitalisation of transmitter	Digitalisation of terrestrial transmission.	15.00		Procurement of equipment for 40 DTT transmitters	Start process of digitalisation of terrestrial transmission-	Likely to be completed in Phases.	Tenders invited for procurement of digital transmitters (19 no.) SITC of antenna system including strengthening of towers at 15 locations.	Scheme approved in April, 2010.
	b) Modernisation, Augmentation and replacement of transmitters equipments.	Modernisation, Aug. and repl.of transmitter equipment which have served its useful life and due to technological compulsion.	5.00		Repl. of 15 HPTs, 60 nos. of LPTs by automode LPTs - Partial Outcome.	Improvement in coverage and quality of terrestrial transmission Partial Outcome.	Likely to be completed in phases.		EFC apprised.

2.	Studio digitalisation: Modernisation, Augmentation, Replacement of Studio/OB Equipment		25.00	0.52					
	a) Digitalization of Studio	Full digitalisation of production, post production, editing and archiving facilities.	20.00		Partial to full digitalisation of 31 studios at smaller Kendras and full digitalisation at 8 Kendras	Full digitalisation of production facility	To be taken up in phases.	Tender invited for 180 equipment items are under process. One equipment item supplied.	Scheme approved in April, 2010.
	b) Digitalization, Augmentation and replacement of studio equipment	Modernisation, Aug. and repl. of production related equipment with its digital counter part which have served its useful life and due to technological compulsion	5.00		Aug of Production, Post Production, Audio, Lighting and Power Supply At all Major and smaller Kendras - 66 Locations.— Partial Outcome	Enhancement in technical quality.— Partial Outcome	To be taken up in phases.		EFC apprised.
3	DTH: Modernisation, Aug., Replacement of Satellite Broadcast Equipment		5.00	0.00					
	a) DTH	Increase of channels in DTH platform from 50 to 198 with hybrid model (free to air channels and paid channels)			Upgradation of DTH platform (from 59 to 97 channels)		To be taken up in phases.	Specification under preparation.	Scheme approved in August, 2010.
	b) Digitalization, Augmentation and replacement of satellite broadcast equipment	Modernisation, Aug. and repl. of satellite broadcast related equipment with its digital counterpart which have served its useful life and due technological compulsion. Aug. to of news Gathering Facility.			Upgradation of earth stations - 10 nos, expansion of VSAT hub, prov. 50 VSAT terminals, new DSNGs - 9 nos, new earth stations - 5 nos along with the replacement of old DSNGs - 6 nos and other misc. Equipment.	To be taken up in phases in 11th Plan	Procurement of part equipment for upg. of 10 no of earth station. Upg. of 3 nos. of Earth stations IV Qt. Supply of DSNGs(6 Nos) IV Quarter. Completion of PDA replacement at CPC and DDK. Srinagar-III Qt	Tenders received for upgradation of 5 Earth stations and under process. Tender issued for replacement of compression equipment at 4 locations. Tender received for DSNGs(6 Nos) and under process. Tender received for PDAs and are under process.	

4	High Definition T V	HDTV production, post production facility and transmission.	15.00	7.10		Production uplinking and terrestrial transmission in HD format	Completion of work of HDTV uplink facility at Delhi and placing it on DTH Platform. For the rest of the activities order for the part equipment.		
					HDTV production facility at Delhi and Mumbai.		Order for the part equipment Ist quarter. Supply of part equipment IV quarter	Specification are under preparation.	
					Play out facility at Delhi.		Order for the part equipment Ist quarter. Supply of part equipment IV quarter	Tenders received and under process	
					Post production facility at Delhi, Mumbai, Kolkata, Chennai.		Order for the part equipment Ist quarter. Supply of part equipment IV quarter.	Tender invited for part equipment.	
					Field Production facility at Delhi, Mumbai, Kolkata, Chennai,		Order for the part equipment Ist quarter. Supply of part equipment IV quarter.	Tender invited.	
					Multi-Camera mobile equipment for outdoor production facilities at Delhi and Mumbai.		Order for the part equipment Ist quarter. Supply of part equipment IV quarter.	Tender invited.	
					Fly away production set up at Delhi.		Order for the part equipment Ist quarter. Supply of part equipment IV quarter.		

					Preview facility for Delhi, Mumbai, Kolkata, Chennai,		Order for the part equipment Ist quarter Supply of part equipment IV quarter.	Tender invited.	
					HDTV Transmitters at Delhi, Mumbai, Kolkata, Chennai,		Order for Transmitter (4 nos.)	Tenders invited for procurement of transmitters and SITC of antenna systems including strengthening of towers at 4 locations	
					HDTV uplink facility at Delhi and placing it on DTH Platform		Completion of work-II quarter	HDTV Satellite channels commissioned. HD channel uplinking facility provided at DDK, Delhi and Earth station Todapur (DTH)	
5	Staff Quar ters, other misc. works	Provision of housing facility for staff. Augmentation of infrastructure/strengthening of security at various stations.	5.00	1.58	Construction of 1. Staff Quarter-07 locations 2. Guest Houses - 22 locatons 3. Community centre 10 locations 4. Zonal office Building at Guwahati 5. DMC Buildings 17 locations 6. LPT Buildings 10 locatons 7. Tower "C" Building at DD Bhawan Complex 8. Augmentation and improving the infrastructure and security of existing Door-darshan Office	Construction of S. Qs., guest houses, community centres. Construction of DMCs buildings, LPT buildings, zonal office building and tower-C buildings	Award of work in phases in 11th Plan. (LPTs/DMCs/ S.Qs./C.Cs/G Hs.) Completion of LPT buildings and 4 DMC building-IV quarter. Award of work for tower "C"-II quarter.	Type design of all the buildings finalized. P.E. sanctioned for 42 projects work awarded for 12 projects. PE sanctioned for tower "C" building Tenders received and work to be awarded.	
	Software acquisition/pr oduction		5.00	0.00	SFC not yet appr oved				
	Total		157.00	73.36					
	Revenue		57.00	31.27					
	Capital		100.00	42.09					

PRASAR BHARATI

DOORDARSHAN - ANNUAL PLAN (2009-10)

Statement of Outlay & Outcomes/T argets (2009-10)

(₹ in Cr.)

SI no.	Name of the scheme/ Programme	Objective/ Outcome	Outlay 2010-11	Expenditure upto Dec, 2010	Quantifiable Deliverable/ Physical output	Projected outcome	Process/ timeliness	Achievement	Remark/Risk factor
	Continuing Scheme								
1	J & K Special plan Phase-I and Phase-II (Capital)	Improvement of Doordarshan Transmision Coverage in J&K. First phase of J&K Spl. Pack age has been implemented, except the tower work at Amritsar which is under progress. This has resulted in substantial improvement in coverage area and technical quality of Doordarshan transmision in J&K. In phase -II of J&K Plan emphasis has been given for improvement of content.	5.09	4.81	Completion of 300 M tower at Amritsar	Increase in TV coverage in trans border areas. To provide DD-1 & DD-News signals in trans border areas.	Completion of tower at Amritsar.	Tower is erected up to 130 M height. Tower material up to the height of 282 M received at site.	Slow work by agency
					Commissiong of DD1 and DD (News) HPTs at Amritsar with antenna moun- ted on 300m Tower		Completion of HPTs at Amritsar.	Building constru- tion completed. Feeder cable reached at site.	Installation will be taken up after erection of tower to full height of 300 meter and feeder cables as existing transmitter (which are in service at existing station) are to be utilized
	Revenue		30.00	27.87					
2	Digitalization and Modernisation of Production Facilities (Studio/OB)	Enhancement of technical quality of programmes	20.00	11.94	Modernization of studio centers, centralized recording editing and play-back at all major Doordarshan Kendras;- 17 nos. Augmentation of OB facilities and faster news delivery system.	To digitalise the studios.	To be comple- ted in phases in 2009-10	Multi camera OB Van. ordered.	

3	North East Special Package Ph-II (Capital)	Strengthening of Doordarshan coverage in North East and A&N region. A special package (Ph.-II) for expansion & improvement of Doordarshan services in NE region & Island territories of Andaman & Nicobar and Lakshadweep has been approved by the Government in May, 06 at a cost of ₹ 256.85 crore. (hardware-134.3. software – 122.55)	10.95	9.31	Completion of tower 150 M at HPT Kokrajhar		Completion of projects.	Tower erected to full height of 150m	
					Commissioning of 10 kW HPT at Kokrajhar with antenna on 150M tower.	Increase in TV coverage and technical quality of terrestrial transmission. to provide TV signal.		Building construction completed. Transmitter received at site.	
					Upgradation of Earth Station at Guwahati-2 channel			Installation of additional (2+1) uplink chain at Guwahati completed. Earth station upgradation work completed.	
					(10+1)C band Earth Station for the coverage of A&N islands. DSNG units-4 no for NE and 1 no for A&N			Installation of earth Station completed. DTH service in C band for A&N islands. started wef. 17.09.2009 One number DSNG unit procured. Order for one DSNG unit placed earlier in Jan. 08 cancelled as the firm failed to	

								supply it. Order for 3 DSNG units placed.	
					VLPTs 3 Nos			All the VLPTs commissioned	
	Revenue		34.00	7.50					
4	DTH	The objective of this scheme is to provide TV coverage to the areas hitherto uncovered by terrestrial transmission. DTH at present has capacity of 50 TV channels.	0.00	0.00	All works completed. Funds projected for balance payments.	DTH service is already in place.	Nil		Already in service.
5.	HDTV	HDTV is a technology that offers numerous advantages in terms of excellent image quality and wide screen image. The wide screen image provides powerful viewing experience. This makes this technology superior and gives pictures similar to 35 mm films. HDTV also provides realistic digital surround sound. A pilot project for HDTV field production unit is under implementation.	12.00	8.67	Field production van for HDTV production-1 no.	The Pilot scheme will provide the facility for production in HDTV format.	Supply and commissioning of eqpt. in 2009-10	EFP Van Procured. Tenders for procurement of HDTV camcorder and VCRs received and are under process.	
6.	Other spill over X Plan approved schemes		86.75	54.84					
	a) Accomodation of staff and augmentation of infrastructure and security	Provision of housing facility for staff. Augmentation of infrastructure / strengthening of security at various stations.			Construction of staff quarters at 4 Metro locations	Construction of staff quarters in metro (4 places) & non metro locations (11 location) and infrastructure/ security work to be in progress.		Staff Qtrs. at 8 locations have already been completed.	

					Construction of staff quarters at 11 non Metro locations Augmentation of infrastructure and security of DDKs at various locations			Staff Qtrs at 8 locations have already been completed. Construction of S/Qs at Bengaluru, Patna and Sambalpur in progress. Most of the schemes of augmentation of infrastructure & security completed.	Staff quarters completed at Lucknow, Jaipur, Varanasi, Bhawanipatna Hissar, Allahabad, Trichur, Itanagar.
	b) Other Scheme								
	i) Studio related scheme	To provide Opportunity to the local talent by providing Studio centers and Aug. of production facility			Studio setup - 7 nos.	Improvement of quality in production at studios in the network.	Completion of studio project at Chandigarh (addl.) Jammu (addl.) and Leh.	Construction of buildings at Chandigarh, Leh, Jammu & Triupati completed. Installation works in Chandigarh, progress at Leh and Jammu. Construction of buildings at Dehradun is in progress	Studio project at Panaji and Gorakhpur completed prior to 2009-10
	ii) Transmitter related scheme	Improvement in terrestrial coverage			Automode LPTs HPTs 3 nos	Improvement quality in terrestrial transmission and coverage area.	HPT Mehaboob Nager to be in progress. HPTs Bilaspur, Cannanore and Kom bakanam to be in progress. Proc. of installation of automode LPTs.	11 LPTs Commissioned. Installation of 29 additional LPTs completed. These are to be commissioned at site by equipment manufacturer. Tender invited for 50 LPTs had to be cancelled on technical considerations. Fresh tenders received and are under process.	Tenders received earlier for 50 nos of LPTs had to be cancelled on technical considerations. Fresh tenders received under process. HPT Saharsa commissioned

								One HPT (Saharsa) commissioned. Building and tower pertaining to 2nd HPT (Bilaspur) constructed and transmitter equipment received at site. Building construction at III location (Mahboobnagar) at advanced stage. Action for the placement of order for tower and transmitter equipment in progress.	
	New Schemes								
1	Digitalisation of transmitters; Modernisation, Aug. and Repl. of Transmitter Equipment		1.00	0.00					
	a) Digitalization of Transmitter	Digitalisation of terrestrial transmission.			Procurement of equipment for 40 DTT transmitters - Partial Outcome.	Start process of digitalisation of terrestrial transmission- Partial Outcome.	Likely to be completed in 11th Plan in phases.		Scheme approved in April, 2010.
	b) Modernisation, Augmentation and replacement of transmitters equipments.	Modernisation, Aug. and repl.of transmitter equipment which have served its useful and due to technological compulsion.			Repl. of 15 HPTs, 60 nos. of LPTs by automode LPTs - Partial Outcome.	Improvement in coverage and quality of terrestrial transmission Partial Outcome.	Likely to be completed in 11th Plain in phases.		Schemes yet to be approved.
	c) Disaster management, emergency requirement	Disaster management and emergency requirements			Procurement of disaster management & emergency requirement related eqpt. - Partial Outcome.	Partial Outcome.	To be taken up in phases in 11th Plan.		
2.	Studio digitalisation: Modernisation, Augmentation, Replacement of S tudio/OB Equipment		1.00	0.00					

	a) Digitalization of Studio	Full digitalisation of production, post production, editing and archiving facilities.			Partial to full digitalisation of 31 studios at smaller Kendras and full digitalisation at 8 Kendras Partial Outcome	Full digitalisation of production facility - Partial Outcome	To be taken up in phases in 11th Plan.		Scheme approved in April, 2010.
	b) Digitalization, Augmentation and replacement of studio equipment	Modernisation, Aug, and repl. of production related equipment with its digital counterpart which have served its useful life and due to technological compulsion			Aug of Production, Post Production, Audio, Lighting and Power Supply At all Major and smaller Kendras - 66 Locations. Partial Outcome	Enhancement in technical quality. Partial Outcome	To be taken up in phases in 11th Plan.		Scheme yet to be approved.
	c) E-Governance, IT related Schemes	Implementation of introduction of e-governance in the work			E-Governance, Implementation of it based work flow Management System and Studio Operation — Partial Outcome	efficient system of delivery— Partial Outcome	To be taken up in phases in 11th Plan.		
	d) R&D and Training	Aug. of training and R&D facilities in the network.			Aug of training and R&D facilities advance level technical institute at one location, STIT at Guwahati for NE regions- Partial Outcome	Partial Outcome	To be taken up in phase in 11th Plan.		
3	DTH: Modernisation, Aug., Replacement of Satellite Broadcast Equipment		5.00	0.58					
	a) DTH	Increase of channels in DTH platform			Increase of channels in DTH Platform.	Partial outcome	To be taken up in phase in 11th Plan.		Scheme yet to approved in August, 2010
	b) Digitalization, Augmentation and replacement of satellite broadcast equipment	Modernisation, Aug. and repl. of satellite broadcast related equipment with its digital counterpart which have served its useful life and due to technological compulsion . Aug. of news			Upgradation of earth stations - 10 nos, expansion of VSAT hub, prov. 50 VSAT terminals, new DSNGs - 9 nos, new earth stations - 5 nos along with the replacement of	In progress.	To be taken up in phases in 11th Plan.	Tenders invited for the replacement of compression equipment of 5 channel MCPC at CPC (have since been cancelled.)	Scheme approved Feb., 2009

		Gathering Facility			old DSNGs - 6 nos and other misc. Equipments			Tenders invited for the 6 nos of DSNG vans and are under process. Tenders for uplink PDAs at CPC and DDK Srinagar received and under scrutiny	
4	HDTV	HDTV production, post production facility and transmission.	16.00	0.00	HDTV production facility at Delhi and Mumbai. Play out facility at Delhi. Post production facility at Delhi, Mumbai, Kolkata, Chennai. Field Production facility at Delhi, Mumbai, Kolkata, Chennai, Multi-Camera mobile equipment for outdoor production facilities at Delhi and Mumbai. Fly away production set up at Delhi. Purview facility for Delhi, Mumbai, Kolkata, Chennai, HDTV Transmitters at Delhi, Mumbai, Kolkata, Chennai, HDTV uplink facility at Delhi and placing it on DTH Platform	In progress	To be taken up in phases in 11th Plan.	Scheme approved by CCEA. NIT issued for HDTV transmitters at Delhi, Mumbai Kolkata & Chennai. NIT issued for HDTV channel in C-band Earth Station at DDK, Delhi and Kuband (DTH) Earth Station at Todapur, Delhi	Scheme approved in August, 2010.
5	Staff Quar ters, other misc. works	Provision of housing facility for staff. Augmentation of infrastructure / strengthening of security at various stations.	5.00	0.01	DMC building - 17 location, LPT building - 10 locations, staff quarter 07 locations, guest houses - 22 locations zonal office building at Guwahati and tower C at DD	In Pr ogress.	To be taken up in phases in 11th Plan.	Site finalized for almost all the building. Type design for LP building, DMC buildngs. Guest Houses and Community Centres finalized. Building plans and prelimi-	Scheme approved in Feb., 2009.

					Bhawan and misc. Infrastrure and security related works.		nary estimates under preparation. Estimate for Tower "C" under process of sanction.	
	Software acquisition		24.21	0.00				
	Total		251.00	125.53				
		Revenue	88.21	35.37				
		Capital	162.79	90.16				

SETTING UP OF CENTRE OF EXCELLENCE FOR ANIMATION, GAMING AND VFX

Ministry of I&B had appointed M/s PwC to conduct a study on human resources for setting up of a National Centre of Excellence for Animation, Gaming and Visual Effects. M/s PwC has submitted its report and has strongly recommended for setting up of a National Centre of Excellence for Animation, Gaming and Visual Effects. This Ministry has approached Planning Commission for according 'in principle' approval. On the advice of Planning Commission this Ministry appointed a consultant for preparing the FR/DPR. The consultant has since submitted the DPR and the Ministry is in the process of obtaining approval of Planning Commission.

(₹ In lacs)

BE 2009-10	RE 2009-10	Funds released
100	6.50	4.32
BE 2010-11	RE/FG 2010-11	Funds released (Till Dec. 2010)
100.00	20	8.65

CHAPTER V

FINANCIAL REVIEW 2008-2009

(₹ in thousand)

Name of Media Units/Activity	B.E. 2008-2009			R.E. 2008-2009			Actuals 2008-09		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non Plan	Total
Revenue Section									
Major Head- '2251' -Secretariat Social Services									
1. Main Sectt. (including PAO)	115700	213500	329200	100800	290750	391550	91514	283754	375268
Major Head - '2205' - Art & Culture Certification of Cinematographic films for public exhibition									
2. Central Board of Film Certification	14200	31200	45400	5500	46600	52100	5977	45344	51321
3. Film Certification Appellate Tribunal	0	1200	1200	0	1500	1500	0	1381	1381
Total Major Head '2205'	14200	32400	46600	5500	48100	53600	5977	46725	52702
Major Head - '2220' - Information, Films & Publicity									
4. Films Division	110000	249700	359700	110000	302150	412150	59488	304765	364253
5. Directorate of Film Festivals	40000	65765	105765	40000	65445	105445	32119	69929	102048
6. National Film Archive of India	30000	16400	46400	30000	22450	52450	17623	24372	41995
7. Grants-in-aid to Satyajit Ray F&TI, Kolkata	80000	50735	130735	80000	52580	132580	40000	52100	92100
8. Grants-in-aid to Children's Film Society of India (CFSI)	40000	8400	48400	40000	9700	49700	40000	9700	49700
9. Grants-in-aid to Film & Television Institute of India, Pune	80000	77500	157500	56900	93267	150167	54400	93267	147667
10. Grants-in-aid to Film Societies	0	0	0	0	0	0	0	0	0
11. Electronic Media Monitoring Centre	0	30000	30000	0	30000	30000	0	6240	6240
12. Research, Reference & Training Division	10000	12800	22800	2300	16256	18556	1483	16498	17981
13. Grants-in-aid to IIMC	10000	39500	49500	100	47994	48094	0	46030	46030
14. Directorate of Advertising & Visual Publicity	217600	526000	743600	481800	533100	1014900	481734	707470	1189204
15. Press Information Bureau	109089	223600	332689	109089	296226	405315	101776	293376	395152
16. Grants-in-aid to Press Council of India	0	26300	26300	0	31604	31604	0	31604	31604
17. Subsidy in lieu of Interest on loan to PTI	0	0	0	0	0	0	0	0	0
18. Payment for Pro. & Spl. Services	0	200	200	0	100	100	0	0	0
19. Transfer to Journalists Welfare Fund	0	0	0	0	0	0	0	0	0

(₹ in thousand)

Name of Media Units/Activity	B.E. 2008-2009			R.E. 2008-2009			Actuals 2008-09		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
20. Directorate of Field Publicity	4900	262500	267400	4900	331428	336328	4129	323987	328116
21. Song and Drama Division	35600	155400	191000	35600	193850	229450	32867	186271	219138
22. Publications Division	4300	140500	144800	4300	198630	202930	4086	192676	196762
23. Employment News	600	281900	282500	600	255715	256315	519	242006	242525
24. Registrar of Newspapers for India	2000	23400	25400	1500	28900	30400	1469	29278	30747
25. Photo Division	5500	24300	29800	5500	27630	33130	5028	28381	33409
26. Contribution to International programme for the Development of Communication	0	1400	1400	0	1400	1400	0	1550	1550
27. Contribution to Asia Pacific Institute for Broadcasting Development	0	2000	2000	0	2000	2000	0	1560	1560
Total: Major Head '2220'	779589	2218300	2997889	1002589	2540425	3543014	876721	2661060	3537781
Total: Major Head 2251, 2205 and 2220	909489	2464200	3373689	1108889	2879275	3988164	974212	2991539	3965751

(₹ in thousand)

Name of Media Units/Activity	BE 2008-2009			R.E. 2008-2009			Actuals 2008-09		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Broadcasting (Major Head - 2221)									
Sound Broadcasting (Sub Major Head)									
Direction and Administration (Minor Head)									
Salaries	100	100	200	100	100	200	0	0	0
Television (Sub Major Head)									
Salaries	100	100	200	100	100	200	0	0	0
General (Sub Major Head)									
Prasar Bharati (Minor Head)									
Grants-in-aid	1787371	9636300	11423671	1325471	11371225	12696696	759600	11429800	12189400
Total - Broadcasting	1787571	9636500	11424071	1325671	11371425	12697096	759600	11429800	12189400
North Eastern Area other expenditure scheme for the benefit of North Eastern Region & Sikkim									
Lump Sum Provision (Major Head - 2552)	179640	0	179640	336040	0	336040	0	0	0
Total - Revenue Section	2876700	12100700	14977400	2770600	14250700	17021300	1733812	14421339	16155151

Name of Media Units	BE 2008-2009			R.E. 2008-2009			Actuals 2008-09		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non Plan	Total
<u>Capital Section</u>									
1. Acquisition of Equipment for Films Division	0	0	0	0	0	0	0	0	0
2. Acquisition of Equipment for Press Information Bureau	0	0	0	0	0	0	0	0	0
3. Acquisition of Equipment for Directorate of Field Publicity	15100	0	15100	15100	0	15100	13948	0	13948
4. Acquisition of Equipment for Song and Drama Division	400	0	400	400	0	400	204	0	204
5. Acquisition of Equipment for Photo Division	0	0	0	0	0	0	0	0	0
6. Acquisition of Equipment for Main Sectt.	0	0	0	0	0	0	0	0	0
7. Acquisition of Equipment for Indian Institute of Mass Communication	0	0	0	0	0	0	0	0	0
8. Acquisition of Equipment for Satyajit Ray Film and Television Institute, Kolkata	0	0	0	0	0	0	0	0	0
9. Acquisition of Equipment for Film and Television Institute, Pune	0	0	0	0	0	0	0	0	0
10. Acquisition of Equipment for CBFC	5800	0	5800	4000	0	4000	1610	0	1610
11. Upgradation of Print Unit in DFF	3000	0	3000	100	0	100	0	0	0
12. Electronic Media Monitoring Centre - Machinery & Equipment	71000	0	71000	71000	0	71000	55000	0	55000
13. Acquisition of Equipments for Publications Division	0	0	0	0	0	0	0	0	0
14.. Acquisition of Equipments for Employment News	0	0	0	0	0	0	0	0	0
<u>B] Buildings</u>									
15. Multi storeyed building for Films Division - Major Works	0	0	0	0	0	0	0	0	0
16. Setting up Museum of Moving Images (FD) Major Works	50000	0	50000	2000	0	2000	1752	0	1752
17. Construction of Nitrate Vaults/Staff Quarters for NFAI	0	0	0	0	0	0	0	0	0
18. Construction of Phase II Building for NFAI Complex	0	0	0	0	0	0	0	0	0
19. Film Festival Complex - Additions and alterations - Major Works	40000	0	40000	40000	0	40000	39805	0	39805
20. Setting up of Film & Television Institute at Kolkata - Acquisition of Land & Construction of Building	0	0	0	0	0	0	0	0	0
21. Soochna Bhavan building - Major Works	35300	0	35300	35300	0	35300	17620	0	17620
22. Construction of office & Residential Accommodation for Field Publicity - Major Works	0	0	0	0	0	0	0	0	0
23. Setting up of National Press Centre and Mini Media Centre for PIB	43700	0	43700	43700	0	43700	0	0	0

Name of Media Units/	BE 2008-2009			R.E. 2008-2009			Actuals 2008-09		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
24. Construction of Building for Press Council of India	0	0	0	0	0	0	0	0	0
25. Building & Housing project of IIMC	0	0	0	0	0	0	0	0	0
26. Building & Towers for Private FM Radio Stations	1000	0	1000	1000	0	1000	1000	0	1000
27. Setting up of Institute of Mass Media (FD)	0	0	0	0	0	0	0	0	0
28. Electronic Media Monitoring Centre - Major Works	4000	0	4000	4000	0	4000	0	0	0
Investment									
National Film Development Corporation	80000	0	80000	100	0	100	0	0	0
Total - Capital Section Major Head '4220'	349300	0	349300	216700	0	216700	130939	0	130939
Loans for Information & Publicity (Major Head - 6220)									
Films (Sub Major Head)									
Loans to Public Sector and undertakings									
(Minor Head)									
National Film Development Corporation									
Loans and Advances	0	0	0	0	0	0	0	0	0
Loans for Broadcasting (Major Head - 6221)									
Loans to public Sector and Other Undertakings									
Prasar Bharati									
Loans and Advances	3264000	0	3264000	2616600	0	2616600	2383100	0	2383100
Capital outlay on North East Areas other expenditure									
Project/Scheme for benefit of North Eastern Region and Sikkim (Major Head - 4552)									
Acquisition of Equipment for Directorate of Field Publicity	0	0	0	0	0	0	0	0	0
Capital outlay on North East Areas other expenditure									
Project/Scheme for benefit of North Eastern Region and Sikkim (Major Head - 6552)									
Prasar Bharati	510000	0	510000	396100	0	396100	0	0	0
Total - Capital Section	4123300	0	4123300	3229400	0	3229400	2514039	0	2514039
Total - Demand No. 59	7000000	12100700	19100700	6000000	14250700	20250700	4247851	14421339	18669190

FINANCIAL REVIEW

2009-2010

(₹ in thousand)

Name of Media Units/Activity	B.E. 2009-2010			R.E. 2009-2010			Actuals 2009-10		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non Plan	Total
Revenue Section									
Major Head- '2251' -Secretariat Social Services									
1. Main Sectt. (including PAO)	135000	394900	529900	130400	380100	510500	117487	367730	485217
Major Head - '2205' - Art & Culture Certification of Cinematographic films for public exhibition									
2. Central Board of Film Certification	13500	56000	69500	7000	55300	62300	6208	50927	57135
3. Film Certification Appellate Tribunal	0	2000	2000	0	2000	2000	0	1875	1875
Total Major Head '2205'	13500	58000	71500	7000	57300	64300	6208	52802	59010
Major Head - '2220' - Information, Films & Publicity									
4. Films Division	63000	378900	441900	68000	360600	428600	70130	354523	424653
5. Directorate of Film Festivals	42700	75700	118400	42700	97200	139900	40518	96479	136997
6. National Film Archive of India	40000	25200	65200	70000	31000	101000	69988	29472	99460
7. Grants-in-aid to Satyajit Ray F&TI, Kolkata	70000	60000	130000	70000	60000	130000	42500	60000	102500
8. Grants-in-aid to Children's Film Society of India (CFSI)	40000	11200	51200	40000	17500	57500	40000	17500	57500
9. Grants-in-aid to Film & Television Institute of India, Pune	60000	95000	155000	95000	129400	224400	93500	129400	222900
10. Grants-in-aid to Film Societies	0	0	0	0	0	0	0	0	0
11. Electronic Media Monitoring Centre	0	48000	48000	0	28700	28700	0	26793	26793
12. Research, Reference & Training Division	11800	20000	31800	3000	19700	22700	1193	18216	19409
13. Grants-in-aid to IIMC	7000	50000	57000	7000	78500	85500	2000	78500	80500
14. Directorate of Advertising & Visual Publicity	268800	648700	917500	368800	670000	1038800	368130	672138	1040268
15. Press Information Bureau	190300	342200	532500	190300	372600	562900	175558	369207	544765
16. Grants-in-aid to Press Council of India	0	35000	35000	0	45600	45600	0	45600	45600
17. Subsidy in lieu of Interest on loan to PTI	0	0	0	0	0	0	0	0	0
18. Payment for Pro. & Spl. Services	0	100	100	0	100	100	0	0	0
19. Transfer to Journalists Welfare Fund	0	0	0	0	0	0	0	0	0
20. Directorate of Field Publicity	4900	412700	417600	4900	406600	411500	4168	411120	415288
21. Song and Drama Division	40000	200200	240200	40000	222500	262500	43496	228331	271827
22. Publications Division	1900	241400	243300	1900	246900	248800	1649	233964	235613

(₹ in thousand)

Name of Media Units/Activity	B.E. 2009-2010			R.E. 2009-2010			Actuals 2009-10		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
23. Employment News	500	285900	286400	500	231900	232400	482	226959	227441
24. Registrar of Newspapers for India	1700	39100	40800	1700	38600	40300	1578	36615	38193
25. Photo Division	7000	33500	40500	21000	38000	59000	20947	37939	58886
26. Contribution to International programme for the Development of Communication	0	1400	1400	0	1500	1500	0	1370	1370
27. Contribution to Asia Pacific Institute for Broadcasting Development	0	2000	2000	0	2000	2000	0	1780	1780
Total: Major Head '2220'	849600	3006200	3855800	1024800	3098900	4123700	975837	3075906	4051743
Total: Major Head 2251, 2205 and 2220	998100	3459100	4457200	1162200	3536300	4698500	1099532	3496438	4595970

(₹ in thousand)

Name of Media Units/Activity	B.E. 2009-2010			R.E. 2009-2010			Actuals 2009-10		
	Plan	Non Plan	Total	Plan	Non-Plan	Total	Plan	Non Plan	Total
Broadcasting (Major Head - 2221) Sound Broadcasting (Sub Major Head) Direction and Administration (Minor Head) Salaries	100	100	200	100	100	200	0	0	0
Television (Sub Major Head) Salaries	100	100	200	100	100	200	0	0	0
General (Sub Major Head) Prasar Bharati (Minor Head) Grants-in-aid	2131900	14221400	16353300	1754600	12464200	14218800	1935000	12472150	14407150
Total - Broadcasting	2132100	14221600	16353700	1754800	12464400	14219200	1935000	12472150	14407150
North Eastern Area other expenditure scheme for the benefit of North Eastern Region & Sikkim Lump Sum Provision (Major Head - 2552)	389700	0	389700	249700	0	249700	0	0	0
Total - Revenue Section	3519900	17680700	21200600	3166700	16000700	19167400	3034532	15968588	19003120

Name of Media Units	B.E. 2009-2010			R.E. 2009-2010			Actuals 2009-10		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Capital Section									
1. Acquisition of Equipment for Films Division	0	0	0	0	0	0	0	0	0
2. Acquisition of Equipment for Press Information Bureau	0	0	0	0	0	0	0	0	0
3. Acquisition of Equipment for Directorate of Field Publicity	8500	0	8500	8500	0	8500	9450	0	9450
4. Acquisition of Equipment for Song and Drama Division	500	0	500	500	0	500	468	0	468
5. Acquisition of Equipment for Photo Division	0	0	0	0	0	0	0	0	0
6. Acquisition of Equipment for Main Sectt.	0	0	0	0	0	0	0	0	0
7. Acquisition of Equipment for Indian Institute of Mass Communication	10000	0	10000	10000	0	10000	0	0	0
8. Acquisition of Equipment for Satyajit Ray Film and Television Institute, Kolkata	0	0	0	0	0	0	0	0	0
9. Acquisition of Equipment for Film and Television Institute, Pune	0	0	0	0	0	0	0	0	0
10. Acquisition of Equipment for CBFC	5000	0	5000	5000	0	5000	3099	0	3099
11. Upgradation of Print Unit in DFF	100	0	100	100	0	100	93	0	93
12. Electronic Media Monitoring Centre - Machinery & Equipment	18000	0	18000	18000	0	18000	18000	0	18000
13. Acquisition of Equipments for Publications Division	1000	0	1000	1000	0	1000	976	0	976
14.. Acquisition of Equipments for Employment News	100	0	100	100	0	100	100	0	100
B] Buildings									
15. Multi storeyed building for Films Division - Major Works	0	0	0	0	0	0	0	0	0
16. Setting up Museum of Moving Images (FD) Major Works	125000	0	125000	125000	0	125000	125000	0	125000
17. Construction of Nitrate Vaults/Staff Quarters for NFAI	0	0	0	0	0	0	0	0	0
18. Construction of Phase II Building for NFAI Complex	0	0	0	0	0	0	0	0	0
19. Film Festival Complex - Additions and alterations - Major Works	39000	0	39000	39000	0	39000	39000	0	39000
20. Setting up of Film & Television Institute at Kolkata - Acquisition of Land & Construction of Building	0	0	0	0	0	0	0	0	0
21. Soचना Bhavan building - Major Works	100000	0	100000	100000	0	100000	100000	0	100000
22. Construction of office & Residential Accommodation for Field Publicity - Major Works	0	0	0	0	0	0	0	0	0
23. Setting up of National Press Centre and Mini Media Centre for PIB	50000	0	50000	40000	0	40000	40000	0	40000
24. Construction of Building for Press Council of India	0	0	0	0	0	0	0	0	0

(₹ in thousand)

Name of Media Units	B.E. 2009-2010			R.E. 2009-2010			Actuals 2009-10		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
25. Building & Housing project of IIMC	20000	0	20000	20000	0	20000	1750	0	1750
26. Building & Towers for Private FM Radio Stations	32000	0	32000	32000	0	32000	10889	0	10889
27. Setting up of Institute of Mass Media (FD)	0	0	0	0	0	0	0	0	0
28. Electronic Media Monitoring Centre - Major Works	2000	0	2000	2000	0	2000	2000	0	2000
Investment									
National Film Development Corporation	100	0	100	100	0	100	0	0	0
Total - Capital Section Major Head '4220'	411300	0	411300	401300	0	401300	350825	0	350825
Loans for Information & Publicity (Major Head - 6220)									
Films (Sub Major Head)									
Loans to Public Sector and undertakings (Minor Head)									
National Film Development Corporation									
Loans and Advances	0	0	0	0	0	0	0	0	0
Loans for Broadcasting (Major Head - 6221)									
Loans to public Sector and Other Undertakings									
Prasar Bharati									
Loans and Advances	3558400	0	3558400	1302100	0	1302100	1348500	0	1348500
Capital outlay on North East Areas other expenditure Project/Scheme for benefit of North Eastern Region and Sikkim (Major Head - 4552)									
Acquisition of Equipment for Directorate of Field Publicity	900	0	900	900	0	900	0	0	0
Capital outlay on North East Areas other expenditure Project/Scheme for benefit of North Eastern Region and Sikkim (Major Head - 6552)									
Prasar Bharati	509500	0	509500	199000	0	199000	0	0	0
Total - Capital Section	4480100	0	4480100	1903300	0	1903300	1699325	0	1699325
Total - Demand No. 59	8000000	17680700	25680700	5070000	16000700	21070700	4733857	15968588	20702445

FINANCIAL REVIEW

2010-2011

(₹ in thousand)

Name of Media Units/Activity	B.E. 2010-2011			R.E. 2010-2011		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Revenue Section						
Major Head- '2251' -Secretariat Social Services						
1. Main Sectt. (including PAO)	170100	380700	550800	153100	369300	522400
Major Head - '2205' - Art & Cultural Certification of Cinematographic films for public exhibition						
2. Central Board of Film Certification	13000	55000	68000	13000	58300	71300
3. Film Certification Appellate Tribunal	0	2000	2000	0	2000	2000
Total Major Head '2205'	13000	57000	70000	13000	60300	73300
Major Head - '2220' - Information, Films & Publicity						
4. Films Division	56000	380000	436000	56000	373400	429400
5. Directorate of Film Festivals	45000	79200	124200	45000	86400	131400
6. National Film Archive of India	50000	31500	81500	89000	38500	127500
7. Grants-in-aid to Satyajit Ray F&TI, Kolkata	70000	60000	130000	70000	61800	131800
8. Grants-in-aid to Children's Film Society of India (CFSI)	40000	14300	54300	40000	15300	55300
9. Grants-in-aid to Film & Television Institute of India, Pune	80000	125000	205000	72000	144400	216400
10. Grants-in-aid to Film Societies	0	0	0	0	0	0
11. Electronic Media Monitoring Centre	21800	41000	62800	0	43600	43600
12. Research, Reference & Training Division	2500	19700	22200	1000	18900	19900
13. Grants-in-aid to IIMC	7000	67000	74000	7000	71700	78700
14. Directorate of Advertising & Visual Publicity	445000	622800	1067800	445000	643700	1088700
15. Press Information Bureau	345000	368800	713800	340000	381700	721700
16. Grants-in-aid to Press Council of India	0	42100	42100	0	48900	48900
17. Subsidy in lieu of Interest on loan to PTI	0	0	0	0	0	0
18. Payment for Pro. & Spl. Services	0	100	100	0	100	100
19. Transfer to Journalists Welfare Fund	0	0	0	0	0	0
20. Directorate of Field Publicity	4500	357200	361700	4500	411400	415900
21. Song and Drama Division	47200	202400	249600	47200	212400	259600
22. Publications Division	1000	210400	211400	1000	215900	216900

(₹ in thousand)

Name of Media Units/Activity	B.E. 2010-2011			R.E. 2010-2011		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total
23. Employment News	600	284600	285200	600	258100	258700
24. Registrar of Newspapers for India	1700	35900	37600	1700	37700	39400
25. Photo Division	25300	35500	60800	17800	35500	53300
26. Contribution to International programme for the Development of Communication	0	1600	1600	0	26600	26600
27. Contribution to Asia Pacific Institute for Broadcasting Development	0	2000	2000	0	2000	2000
Total: Major Head '2220'	1242600	2981100	4223700	1237800	3128000	4365800
Total: Major Head 2251, 2205 and 2220	1425700	3418800	4844500	1403900	3557600	4961500

(₹ in thousand)

Name of Media Units/Activity	B.E. 2010-2011			R.E. 2010-2011		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Broadcasting (Major Head - 2221) Sound Broadcasting (Sub Major Head) Direction and Administration (Minor Head) Salaries	100	100	200	100	100	200
Television (Sub Major Head) Salaries	100	100	200	100	100	200
General (Sub Major Head) Prasar Bharati (Minor Head) Grants-in-aid	3447500	14123500	17571000	1578300	14123500	15701800
Total - Broadcasting	3447700	14123700	17571400	1578500	14123700	15702200
North Eastern Area other expenditure scheme for the benefit of North Eastern Region & Sikkim Lump Sum Provision (Major Head - 2552)	281200	0	281200	281200	0	281200
Total - Revenue Section	5154600	17542500	22697100	3263600	17681300	20944900

Name of Media Units/Activity	B.E. 2010-2011			R.E. 2010-2011		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Capital Section						
1. Acquisition of Equipment for Films Division	0	0	0	0	0	0
2. Acquisition of Equipment for Press Information Bureau	0	0	0	0	0	0
3. Acquisition of Equipment for Directorate of Field Publicity	45000	0	45000	45000	0	45000
4. Acquisition of Equipment for Song and Drama Division	500	0	500	500	0	500
5. Acquisition of Equipment for Photo Division	0	0	0	0	0	0
6. Acquisition of Equipment for Main Sectt.	0	0	0	0	0	0
7. Acquisition of Equipment for Indian Institute of Mass Communication	10000	0	10000	10000	0	10000
8. Acquisition of Equipment for Satyajit Ray Film and Television Institute, Kolkata	0	0	0	0	0	0
9. Acquisition of Equipment for Film and Television Institute, Pune	0	0	0	0	0	0
10. Acquisition of Equipment for CBFC	9000	0	9000	9000	0	9000
11. Upgradation of Print Unit in DFF	10000	0	10000	10000	0	10000
12. Electronic Media Monitoring Centre - Machinery & Equipment	0	0	0	20000	0	20000
13. Acquisition of Equipments for Publications Division	1000	0	1000	1600	0	1600
14.. Acquisition of Equipments for Employment News	0	0	0	0	0	0
B] Buildings						
15. Multi storeyed building for Films Division - Major Works	0	0	0	0	0	0
16. Setting up Museum of Moving Images (FD) Major Works	290000	0	290000	340000	0	340000
17. Construction of Nitrate Vaults/Staff Quarters for NFAI	0	0	0	0	0	0
18. Construction of Phase II Building for NFAI Complex	0	0	0	0	0	0
19. Film Festival Complex - Additions and alterations - Major Works	40000	0	40000	64200	0	64200
20. Setting up of Film & Television Institutte at Kolkata - Acquisition of Land & Construction of Building	0	0	0	0	0	0
21. Soochna Bhavan building - Major Works	100000	0	100000	180000	0	180000
22. Construction of office & Residential Accommodation for Field Publicity - Major Works	0	0	0	0	0	0
23. Setting up of National Press Centre and Mini Media Centre for PIB	100000	0	100000	100000	0	100000
24. Construction of Building for Press Council of India	0	0	0	0	0	0
25. Building & Housing project of IIMC	20000	0	20000	20000	0	20000

(₹ in thousand)

Name of Media Units/Activity	B.E. 2010-2011			R.E. 2010-2011		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total
26. Building & Towers for Private FM Radio Stations	100	0	100	100	0	100
27. Setting up of Institute of Mass Media (FD)	0	0	0	0	0	0
28. Electronic Media Monitoring Centre - Major Works	0	0	0	1800	0	1800
Investment						
National Film Development Corporation	30000	0	30000	30000	0	30000
Total - Capital Section Major Head '4220'	655600	0	655600	832200	0	832200

(₹ in thousand)

Name of Media Units/Activity	B.E. 2010-2011			R.E. 2010-2011		
	Plan	Non Plan	Total	Plan	Non-Plan	Total
Loans for Information & Publicity (Major Head - 6220) Films (Sub Major Head) Loans to Public Sector and undertakings (Minor Head) National Film Development Corporation Loans and Advances	0	0	0	0	0	0
Loans for Broadcasting (Major Head - 6221) Loans to public Sector and Other Undertakings Prasar Bharati Loans and Advances	2274800	0	2274800	3896400	0	3896400
Capital outlay on North East Areas other expenditure Project/Scheme for benefit of North Eastern Region and Sikkim (Major Head - 4552) Acquisition of Equipment for Directorate of Field Publicity	5000	0	5000	5000	0	5000
Capital outlay on North East Areas other expenditure Project/Scheme for benefit of North Eastern Region and Sikkim (Major Head - 6552) Prasar Bharati	410000	0	410000	502800	0	502800
Total - Capital Section	3345400	0	3345400	5236400	0	5236400
Total - Demand No. 59	8500000	17542500	26042500	8500000	17681300	26181300

FINANCIAL REVIEW
Object-head wise classification

(₹ in thousand)

Description	Budget Estimates 2008-2009		Revised Estimates 2008-2009		Actuals 2008-2009		Budget Estimates 2009-2010		Revised Estimates 2009-2010		Actuals 2009-2010		Budget Estimates 2010-2011		Revised Estimates 2010-2011		Budget Estimates 2011-2012		
	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	
Revenue Section																			
Salaries																			
Voted	1200	977181	700	1423481	0	1403351	3450	1798750	700	1841720	273	1823747	3200	1681960	3200	1787300	3000	1928800	
Charged			0															0	
Wages	384	26529	0	26419	0	8168	340	36210	340	20312	259	19536	300	5590	340	4690	350	5230	
O.T.A.	20	8406	0	7588	0	6770	70	8565	101	7503	47	6035	300	8575	300	8350	110	8290	
Medical Expenses	300	27160	0	25549	0	19664	300	29495	1	28690	0	23081	20	29565	20	34585	20	32415	
Domestic Travel Exp.	5699	47238	2699	43411	1688	40863	6500	48980	5300	47150	3885	49174	6300	48550	6300	55905	12900	57355	
Foreign Travel Exp.	3950	8000	3950	7200	178	7017	10200	7550	10300	6795	4545	4104	7600	7950	7600	7400	11600	9000	
Office Expenses	59476	172908	42680	170723	38015	171177	59840	192240	60658	190765	62226	200045	52380	197370	50540	215830	62115	217050	
Rent,Rates & Taxes																			
Voted	1600	35933	1600	29838	1059	26487	1600	30830	400	35215	1451	30987	0	39740	0	40425	0	41840	
Charged	0	300	0	300		0	0	300	0	300	0	0	0	300	0	300	0	300	
Publications	0	34450	0	41105	0	41225	0	36750	0	43835	0	58471	0	39420	0	39250	0	39540	
Bank Cash Transaction Tax	0	160	0	20	0	56	0	10	0	0	0	0	0	10	0	0	0	0	
Other Administrative Exp.	21860	12340	21860	11796	14063	10744	114700	15170	115900	15640	111502	13577	232500	16225	229200	18530	17800	19120	
Supplies & Materials	11900	259060	11900	233214	5497	223749	12600	261400	12600	216400	11632	191074	35100	261400	17100	222400	18500	228700	
P.O.L.	0	17840	0	16060	0	14956	900	18455	1000	16735	988	14128	0	18455	0	20000	1100	20200	
Advertising & Publicity	277300	462800	551500	421515	554674	596583	336450	497520	436600	497065	427721	508851	560000	497570	555000	497060	675400	497475	
Minor Works	0	52312	0	59927	0	64928	0	74190	0	75440	0	74144	0	81390	0	72340	5	78385	
Professional Services	117800	47225	101100	51980	100243	50758	128300	56330	123000	50110	118102	45562	161200	80850	146000	80900	272400	85130	
Grants-in-aid General	1997371	9839265	1502471	11606875	894000	11662866	2308900	14473105	1976600	12795680	2128000	12803515	3644500	14432430	1802300	14466125	109000	14406314	
Grants for creation of capital assets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	893900	63111	
Contributions	0	3400	0	3400	0	3110	0	3400	0	3500	0	3150	0	3600	0	28600	0	3700	
Subsidies	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Lumpsum Provision	179640	1200	336040	1500	0	1381	389700	2000	249700	2000	0	1875	281200	2000	281200	2000	250200	2000	
Other Charges	189300	53993	189300	51929	118291	51583	140650	57530	167900	76915	163105	77060	162200	57610	158500	60970	405200	62585	
Inter Account Transfer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Information & Technology	8900	13000	4800	16870	6105	16003	5400	31920	5600	28930	796	20472	7800	31940	6000	18340	1000	20560	
Central Monitoring Services	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Total	2876700	12100700	2770600	14250700	1733813	14421439	3519900	17680700	3166700	16000700	3034532	15968588	5154600	17542500	3263600	17681300	2734600	17827100	

(₹ in thousand)

	Budget Estimates 2008-2009		Revised Estimates 2008-2009		Actuals 2008-2009		Budget Estimates 2009-2010		Revised Estimates 2009-2010		Actuals 2009-2010		Budget Estimates 2010-2011		Revised Estimates 2010-2011		Budget Estimates 2011-2012		
	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	
Capital Section																			
Machinery & Equipment	95300	0	90600	0	110567	0	43200	0	43200	0	32186	0	75500	0	96100	0	89100	0	
Major Works	174000	0	126000	0	20372	0	368000	0	358000	0	350825	0	550100	0	706100	0	1375500	0	
Investments	80000	0	100	0	0	0	100	0	100	0	0	0	30000	0	30000	0	0	0	
Loan & Advances	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Loans to Prasar Bharati	3264000	0	2616600	0	2383100	0	3558400	0	1302100	0	1348500	0	2274800	0	3896400	0	3799700	0	
For the benefit of North East & Sikkim	510000	0	396100	0	0	0	510400	0	199900	0	1699325	0	415000	0	5236400	0	5875400	0	
Total	4123300	0	3229400	0	2514039	0	4480100	0	1903300	0	3430836	0	3345400	0	9965000	0	11139700	0	0
Grand Total	7000000	12100700	6000000	14250700	4247852	14421439	8000000	17680700	5070000	16000700	6465368	15968588	8500000	17542500	13228600	17681300	13874300	17827100	

FINANCIAL REVIEW
Autonomous Institutions-wise Classification

(₹ in thousands)

	Budget Estimates 2008-2009		Revised Estimates 2008-2009		Actuals 2008-2009		Budget Estimates 2009-2010		Revised Estimates 2009-2010		Actuals 2009-2010		Budget Estimates 2010-2011		Revised Estimates 2010-2011		Budget Estimates 2011-2012	
	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan
Childrens Film Society	40000	8400	40000	9700	40000	9700	40000	11200	40000	17500	4000	17500	40000	14300	40000	15300	40000	15500
Film & Television Institute of India, Pune	(R) 80000	77500	56900	93267	54400	93267	60000	95000	95000	129400	93500	129400	80000	125000	72000	144400	80000	135000
	(C) 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Satyajit Ray Film & Television Institute Kolkatta	(R) 80000	50735	80000	52580	40000	52100	70000	60000	70000	60000	42500	60000	70000	60000	70000	61800	70000	70000
	(C)																	
Indian Institute of Mass Communication	(R) 10000	39500	100	47994	0	46030	7000	50000	7000	78500	2000	78500	7000	67000	7000	71700	10500	71700
	(C) 0	0	0	0	0	0	10000	0	10000	0	0	0	10000	0	10000	0	20000	0
	(C) 0	0	0	0	0	0	20000	0	20000	0	0	0	20000	0	20000	0	168500	0
Press Council of India	0	26300	0	31604	0	31604	0	35000	0	45600	0	45600	0	42100	0	48900	0	53200
Prasar Bharati	1787571	9636500	1325671	11371225	759600	11429800	2131900	14221400	1754600	12464200	1935000	12472150	3447500	14123500	1578300	14123500	716200	14123500

GRANTS RELEASED TO VARIOUS BODIES ALONGWITH UNSPENT BALANCE

(₹ in lakh)

S.No	Name	Grants Released during				Unspent Balance (if any)			
		2008-09		2009-2010		2008-09		2009-2010	
		Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan
1	Children's Film Society of India	380.00	97.00	400.00	175.00	14.00	NIL	2.00	NIL
2	Film & Television Institute of India, Pune	528.28	932.67	935.00	1294.00	NIL	NIL	NIL	NIL
3	Satyajit Ray Film & Television Institute, Kolkata	400.00	521.00	600.00	700.00	82.07	NIL	1.64	NIL
4	Indian Institute of Mass Communication	NIL	452.45	37.50	7.85	NIL	0.135	0.16	0.14
5	Press Council of India	NIL	316.04	Nil	4.56	NIL	0.39	Nil	2.21
6	Prasar Bharati	32013.00	113712.00	32835.00	124721.00	3408.00	NIL	11.00	Nil

CHAPTER VI

REVIEW AND PERFORMANCE OF AUTONOMOUS BODIES

CENTRAL BOARD OF FILM CERTIFICATION

(NON-PLAN)

(₹ In Lakh)

Sr. No.	Sub-head/ Unit of appropriation	S.B.G. 2009-10	Expenditure upto the month of December,2009	R.E. 2009-10	Final Grant 2009-10	B.E. 2010-11
1	2	3	4	5		8
1.	Establishment of Computerised Management System an Upgradation of Infrastructure in CBFC	50.00	11.80	50.00	--	92.00
2.	Opening of Regional Offices at New Delhi, Cuttack and Guwahati	85.00	10.57	20.00	--	103.00
3.	Monitoring and Modernisation of Certification Process	50.00	29.52	50.00	--	60.00
4.	Total	185.00	51.89	120.00	--	255.00

CHILDREN'S FILM SOCIETY, INDIA

During last five years the number of films produced and coverage of children audience is as follows :-

2005-06

Production – 4 Feature films were completed.

Marketing – 7026 shows were organized covering 27 lakh child audience.

Expenditure – An amount of ₹ 448.68 lakh was incurred.

2006-07

Production – 7 feature & 4 short films were completed.

Marketing – 7895 shows were organized covering 32 lakh child audience.

Expenditure – An amount of ₹ 273.87 lakh was incurred.

2007-08

Production – No film was completed in all respects during the year. However, two feature and one Short animation films were almost completed.

Marketing – 6589 shows were organized covering 32 lakh child audience.

Expenditure – An amount of ₹ 246.00 lakh was incurred.

2008-09

Production – 4 feature & 1 short films were completed.

Marketing – 12,957 shows were organized covering nearly 35 lakh child audience.

Expenditure – An amount of ₹ 381.00 lakh was incurred.

2009-10

Production – 5 feature films were completed.

Marketing – 4741 shows were organized covering nearly 23 lakh child audience.

Expenditure – An amount of ₹ 419.00 lakh was incurred.

2010-2011 (upto 31.12.2010)

Production – No films have been completed so far.

Marketing – 4,256 shows were organized covering nearly 21 lakh child audience.

Expenditure – An amount of ₹ 158.80 lakh was incurred.

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

The Satyajit Ray Film & Television Institute was setup by the Govt. of India in 1995 under the Ministry of Information & Broadcasting and was registered under West Bengal Society Registration Act. 1961. The society consists of eminent personalities connected with film, television, communication, culture, alumni of the Institute and ex-officio Government members. The Institute is governed by a Governing Council headed by a Chairperson. The current Chairman is renowned film artist Shri Ranjit Mallick.

The Institute offers three years Post-Graduate diploma in Direction and Screenplay Writing, Editing, Cinematography and Audiography.

Apart from the basic diploma courses, Institute also organizes various short-term courses and undertakes various projects on request of various organizations and Film industry.

The following students' films during the year have been selected for the different film festivals which are listed below:

S. No.	Name of the film	Awards Won	Director/Cinematographer
1	Meena Jha (Hindi)	Best First Film of the Director National Film Award 2001	Director: Anjalika Sharma
2.	Bhor (Bengali)	Best Short Fiction Film National Film Award 2001	Director: Ritubarna Chudgar
3	Meena Jha (Hindi)	Special Mention for 48 th National Film Awards Cinematography	Cinematographer: Amal Neerad C.R.
4	Khoj (Bengali)	Selected for featuring in the Cine foundation section of the Cannes Film Festival 2002 (Canada)	Director: Tridib Poddar
5	The Egotic World (Malayam)	Selected for featuring in the Oberhausen Film Festival, 2002 (Germany), Montreal Film Festival (Canada)	Cinematography: Milind Nagamule
6	The Egotic World (Malayam)	Adjudged as the Best Student Film in Kodak Student Festival (2001)	Director: Tridib Poddar
7	Khoj (Bengali)	Best Director in Bengal Film Journalist Association (BFJA) Award 2003	Director: Tridib Poddar

8	Abhiman Band Party (Bengali)	Best Short Film in Bengal Film Journalist (BFJA) 2002	Director: Siladitya Sanyal
9.	Sundar Jeebon (Bengali)	Best Short Fiction/National AWARD 2003	Director: Sandip Chattopadhyay
10.	Khoj (Bengali)	IDPA Award (Best first film)/MIFF,2004	Director: Tridib Poddar
11.	Tetril (Bengali/English)	Selected for featuring in the Cine foundation section of the Cannes Film festival, 2006	Director: Anirban Dutta
12.	Kulai Chaula (Oriya)	Selected in competition section Kerala Film Festival 2006	Director: Sanjib Behra
13	Bagher Bachha (Bengali)	Selected for Asian Film Festival of 1-Films Singaporee; Vsoul Film Festival France Cinerail, France; Awarded as best film on issues in the National Film Award (NFA), 2007 (Awarded in 2009)	Director: Bishnu Dev Halder
14	An Actor Prepares (Bengali/Hindi)	Selected in Cinema du Reell, France	Direcotr : Kanu Behl
15	Bagher Bachha	Invited for screening in the retrospective of Indian documentaries at Zagrebdox International Film Festival, Croatia	Director: Bishnu Deb Halder
16	Chinese Whispers	Selected for featuring in the Cine foundation section of the Cannes Film Festival, 2007. The Diploma Film is the most successful production of SRFTI. Already got nominated to be screened at twelve prestigious Film Festivals throughout the year	Director: Raka Dutta.
17	Laal Juto	Awarded as the film with the best creative idea, Shanghai; Awarded as best non-fiction film of a Director in the National Film Award (NFA), 2007 (Awarded in 2009)	Director : Sweta Marchent
18	Solidarity (English) Maya (Hindi)	Selected for screening and received Certificate of Participation at the Sixth Kalpaninhar International Short Fiction Film Festival, 2008	Director: Mohd. Shakeel

19	Germ (Hindi)	Selected for screening in the International Festival of Film Schools, Munich, Germany , 2009 and received best students' cinematography award; Awarded as best experimental film at the Tel-Aviv International Film Festival 2009.	Director- Snehal Nair.
20	Dayam (Hindi)	Selected for screening in the Kieav Film Festival, Russia, 2009.	Director- Md. Shakeel
21	Pocha Apple	Awarded first prize (joint winner) as best Diploma Film at the Campus France Film School Competition of Diploma Film organized by the Embassy of France in India and Campus France, January 2010.	
22	My Armenian Neighborhood (English)	Awarded as best cinematographer in Documentary Film Festival, Kerala, 2009	Cinematographer: K Apalla Swamy

Non-plan expenditure during the year 2009-10 was ₹ 652.82 lakh as against revised estimate and final grant of ₹ 600.00 lakh. The excess expenditure of ₹ 52.82 lakh has been met out of revenue receipts during the year.

Out of the total grant of ₹ 700.00 lakh sanctioned under Plan for the year 2009-10, the actual amount received during the year was ₹ 425.00 lakh which includes the unspent balance of the previous year (2008-09). An amount of ₹ 423.35 lakh has been utilized during 2009-10, and the balance amount of ₹ 1.65 lakh has remained unutilized for the period 2009-10.

The working of the Institute is monitored by the Government from time to time, while releasing installments of Grants-in-aid, during meetings of the Governing Council, Standing Finance Committee etc., which inter-alia include Government's representatives. In the light of the Annual Report and Audited Statement of Accounts of the Institute, its performance has, on the whole, been found to be satisfactory.

INDIAN INSTITUTE OF MASS COMMUNICATION

IIMC's performance regarding training, teaching and research in Mass Communication has been found up to the mark as IIMC has been able to pay adequate attention towards the conducting of its courses and also in imparting training to officers of the Government, Army and Para-Military Forces. IIMC has also shown remarkable performance with regard to the research projects undertaken on behalf of the Ministries and Departments of the Government. The third and final phase of O B C reservation has been completed during 2010-11.

IIMC has also taken timely actions for its Upgradation to International Standards under the Plan Scheme. In this direction, IIMC, in the first stage, proposes to convert one year P G diploma course in Journalism & Mass Communication into two years advance P G diploma Course equivalent to Masters Degree to cater to the needs of the Media Industry and plans to open four new branches in the States of J & K, Mizoram, Maharashtra (Vidarbha) and Kerala.

PRESS COUNCIL OF INDIA

PERFORMANCE OF THE COUNCIL

Press Council of India is a statutory autonomous body. During deliberations on the ERC Recommendations in the Ministry, it was felt that keeping in mind the nature of Press Council of India, which is a self regulatory body of the Press, such a review would neither be appropriate nor is another 'Peer Body' available to review it. The above decision was also conveyed to Ministry of Finance while communicating this Ministry's response on the ERC' Report on autonomous institutions of this Ministry.

The performance of the Press Council is however directly reviewed by the Parliament through the Annual Report laid before it.

FM RADIO

The Project is being monitored by this Ministry by way of monthly, quarterly, half yearly meetings in respect of physical as well as financial performance of the project.

IEC ACTIVITIES FOR COMMUNITY RADIO

A number of workshops and seminars in various parts of the country for creating awareness amongst the NGOs/CSOs about the policy shall be organized in association with Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi and Community Radio Forum of India. The recommendations/suggestions are received in the Ministry for taking further necessary action.

PRASAR BHARATI

The Prasar Bharati (Broadcasting Corporation of India) is the Public service broadcaster in the country, with All India Radio and Doordarshan as its two constituents. It came into existence on 23rd November, 1997 with a mandate of organizing and conducting public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting in the country.

The broad physical and financial performances achieved by Prasar Bharati through both its constituents during 2009-10 and upto third quarter of 2010-11 have given in the Chapter-IV. The performance of the organization is plagued with various obstacles and bottlenecks and yet it is striving hard to achieve the objectives set out much beyond the level of satisfactory performance.

The Ministry of I&B has two levels of monitoring the progress and implementation of the scheme/projects- (i) Media Unit Level and (ii) Ministry Level. To monitor the pace of expenditure of plan funds released to Prasar Bharati, regular plan review meetings are being held at the Ministry level on weekly basis. The progress is being monitored both in terms of financial and physical parameters also. With regard to the level of utilization of plan outlay the Ministry has continued to emphasize the need for expeditious development process and address the bottlenecks affecting implementation of schemes/programmes

